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THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas"

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THE AMERICAN FLORIST

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Washington, D. C., January 26-27, 1921. OFFICERS: C. W. JOHNSON, Chicago, President; D. G. GRILLBORTZER, Washington, D. C., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting at Toronto, Ont., 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN ROSE SOCIETY.

OFFICERS—ROBERT PYLE, West Grove, Pa., President; F. L. ATKINS, Rutherford, N. J., Vice-President; JOHN C. WISTER, 606 Finance Bldg., Philadelphia, Pa., Secretary; HARRY O. MAY, Summit, N. J., Treasurer.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition, New York, June, 1921. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Begonias of Lorraine Types.

For the large plants for next winter's flowering we are placing the cuttings in the propagating bench now. The plants were selected before Christmas and strong, healty specimens taken for propagation. The flowers were removed and the plants given a warm location that the best vigor might be maintained. Any leaf showing blemish is discarded, only clean, healthy leaves being used from which to raise the young stock. A warm propagating bed is chosen for these plants and the stems are inserted in the sand deep enough so that about half an inch of the leaf is below the surface. They are kept moist and warm until they are rooted, when they are potted in 2½-inch pots and placed in a warm house and shifted along as required. This may seem a trifle early by many growers to start the propagating of these plants, but there is always demand for some large specimens and fine leaves are obtainable at this time and they root easily during January and February when the propagating bench is warm. The plants will require considerable care and attention during the heated spell of July and August, but with plenty of ventilation and a light shade, they are easily kept moving and make fine plants for the holidays.

Spiraeas.

The spiræas are always a very useful plant at Easter, but they are classed among the cheaper plants at that time, so should be grown in such a way that they do not occupy valuable space any more than necessary. They should be brought into a cool house by the middle of January and until the foliage begins to grow can be placed along the edge of the walks if room is not available, but they must not be left standing in this location too long, for when the leaves begin to unfold they quickly draw toward the light and a plant growing to one side of the pot will be the result. So as soon as growth starts they should be placed on the bench in full light. They can be grown quite close together for some time, but when the foliage begins to touch that of the plant beside it they should be spaced out and given room enough for the plants to grow shapely. Spiræas require a large quantity of water during their entire culture, especially those that are potted in as small a pot as possible, which is the general custom with all growers. To make the large specimens, two or three clumps are planted in the same pot when started. These will make large plants for church decorations at Easter. If the plants are grown in a house which is to be fumigated by tobacco smoke they should either be removed from the house or well covered with papers; the foliage quickly burns when subjected to tobacco smoke and the plants are blemished.

Cyclamens.

"What can we do with the old cyclamen plants?" is a question often asked by many growers. As a rule the answer is, "Throw them away," for a plant can be grown to a 6-inch or 7-inch pot size in 16 months. That is, seed sown in September will produce such a plant for Christmas the following year, and it is uncertain how the old plants will carry through the spring and summer. There is a limited demand for cyclamen plants in larger sizes than 7-inch pots and they must of necessity bring a good figure to make them remunerative. After they are through blooming the best way to handle them is to shake the old soil out and pot them up in fresh soil, two parts loam one part well rotted manure and one part leaf mold with a good sprinkling of sharp sand. If the soil is inclined to be heavy and sticky, add more sand. They can frequently be potted in a pot a size

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smaller than that in which they have been growing. Place them in a cool temperature, that is, in a house from 45° to 50° at night, so as to encourage root action and slow growth. It used to be the custom to dry the bulbs off so that they lost all their foliage and start them in the spring, but growers have found that our springs and summers are too hot and dry and it is often difficult to make the bulb, after it has been dried off, break a good luxuriant foliage, and it is far better to keep the plant growing all the time. As the warm, sunny days of spring come on, the plants should be slightly shaded and as early as possible placed in cold frames and the glass shaded. The shade should not be made too heavy or the leaves will become drawn and an unshapely plant will be the result. After the plants have begun to grow, care should be taken that they do not become pot bound, but shifted into large sizes as soon as necessary. The watering of this stock will require constant study and attention. They should never become too dry and it is very easy to over-water, so they will require looking after very closely until a good growth has been encouraged.

Seeds for Present Sowing.

There are a number of plants, that in order to obtain the best stock, it is necessary that the seeds be sown during January. Centaurea gymnocarpa is slow in making its growth, and to have nice plants for edging the beds of geraniums and other plants, an early start is required. Vinca rosea should be sown in January to obtain a good blooming stock at planting time. Lobelias should be sown by February 1 that fine stock plants may be had. If it is proposed to reset the smilax beds next year, this is the time to get the seed started. Begonia Vernon and the other summer blooming varieties, if sown early, make fine plants by May, full of flowers. Gloxinias and tuberous begonias can be sown at this time and blooming plants had for the coming summer. Many growers have given up the propagation of verbenas from cuttings and depend upon seedlings, and to have a nicely branched plant by June 1, the seed should be sown the last of January. Another useful border plant is Pyrethrum aureum (golden feverfew) and this should be sown early to get good size plants at bedding out time. There are not many cannas these days, grown from seed, but anyone intending to grow them in that manner should sow the seeds in January. These seeds will germinate much more readily and evenly if soaked in water for 24 hours before planting. Asparagus plumosus and A. Sprengeri should be sown now when there is good heat in the greenhouses, and these seeds, like the cannas, start much more evenly if soaked.

WILMINGTON, DEL.—Roy C. Brinton, son of G. W. Brinton, is now with A. B. Cartledge.

PEORIA, ILL.—Alex G. Nagus, who for several months past conducted a flower shop in the Palace Theater building, has closed his doors. Creditors, it is reported, are trying to find out who owns the fixtures, supposed to have been installed by a Chicago concern.

Hydrangeas.

The hydrangeas are among the most popular plants for Easter and spring sales, and during the months of March, April and May, form a very prominent part of the plant display at the florist shops. Large specimens are also quite extensively grown for summer decorations and are very attractive, some of the newer French varieties especially. It is only a few years ago that the old favorite, Otaksa, was the principal variety grown, but now some of the beautiful French sorts are becoming extremely popular on account of their lovely colors, and easy, free-blooming qualities, and as the stock becomes more plentiful, greater numbers will be grown. While the season for these plants is at its height, is the time to take stock and observe the qualities of the different varieties. Then plan to grow such as are suited for your requirements, but there are so many beautiful varieties that it is hard to choose between them and when well grown, they are sure to be in good demand.

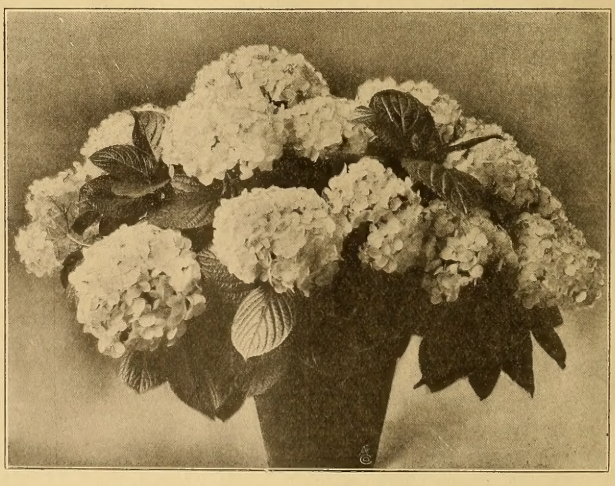
CULTURAL METHODS.

Hydrangeas can be propagated from early spring until late in the fall, and grown into good salable plants for the following spring. The earliest progagated stock will make the larger and more bushy plants, while the later stock, though not as large, will, if carefully grown, be very useful plants for which there is always a good demand. The writer has under his charge some very fine plants with two and three large heads of bloom that were late summer struck cuttings of last year, as well as some October struck cuttings now in six-inch pots, with one massive head of bloom on each. These are great favorites and sell quickly. One of the most important factors in the culture of hydrangeas, is never to allow them to suffer for the want of water during the summer. If the season is hot and dry, then the plants need liberal soakings of water every day or two to keep them in active growth. This rule applies to both plants being grown in pots in frames or planted out in the open ground. Some growers grow their plants in pots entirely, plunging them outside in frames during the summer, while others set the plants out in the open ground, lifting and potting them up late in September.

Cuttings put into the sand in the spring of the year, should be potted up as soon as they have made roots enough to properly handle. Then, as the plants make growth, they should be repotted as they need it, and must never be allowed to become potbound during their growing period. Hydrangeas require a fresh, live soil of good substance, but do not treat them to green, fresh manure. Particular attention should be given to see that they get plenty of air and a moderately cool temperature at all times while in the greenhouse.

These plants are very subject to attacks from green fly, which should be kept in check by attending to the fumigating regularly. Those intended for pot culture during the summer should receive their final potting during the month of June, selecting the strongest plants for the larger size pots, and the smaller ones accordingly. After potting, plunge the pots to their rims outside in the frame, specially fitted under lath covering to protect the plants from the direct rays of the sun. The tops of these earliest plants can be used as cuttings, which root easily in a mild hotbed during the summertime, but do not be too severe in cutting up the plants, because the growth they make this year must have time to develop flowering eyes for next spring. Plenty of water should be given while the plants are in their full growth, but at the approach of autumn, the wood will commence to ripen up. Then they will require less water. When the autumn season has reached the time for frosts, preparations must be made to house the plants or protect them from severe freezing. Hydrangeas are not harmed by light frost, but severe freezing will ruin their flowering eyes, and it is always best to have them under protection before frost.

For field culture, plant out the last of May, giving the plants plenty of room so that they can be cared for along the lines of cultivating and keeping the ground clear of weeds. The planting ground should be handy for watering



A WELL FLOWERED HYDRANGEA.

so that the plants can be thoroughly watered as occasions require. Early in September, lift and pot the plants, standing them in a shady place. Syringe overhead two or three times daily until root action starts again, after which they can be given full light and a cool temperature. After the plants have become thoroughly established in the pots, gradually withhold the water from them, to ripen them up so that they remain partially dormant until the time comes to start them into active growth again.

After the first of the year, when it becomes necessary to start the plants into active growth for spring flowering, they should be taken out of the pots, a little of the soil removed from the roots, and repotted into fresh soil. Then start the plants up gradually in a cool temperature, increasing it as they take on new growth. While making their flowering growth, the plants must never be allowed to suffer for want of water, and are greatly benefited by being given weak applications of liquid manure about once a week as the weather will permit. There are few plants that will respond more liberally for careful culture than will the hydrangeas, but they must not be neglected in any manner. Overwatering will cause sour soil accompanied by yellow foliage, and not enough water will blast the buds and cause the plants to lose their foliage. To allow the shoots to become infested with insects will cripple and ruin the flower heads, and last, but not least, unless the plants are grown cool, the shoots and branches become weak and will not hold the flower heads up properly, neither will the flowers last as well.

Among the French varieties, the following are worthy of special mention and general culture:

Avalanche.—A fine white variety with deep green foliage and strong growth.

Vieux Chateau.—Light pink, tinted white. A very fine variety of excellent growth.

Lilie Mouillere.—One of the very best pink varieties; large trusses of beautiful flowers, and a splendid grower.

Mme. R. Jacquet.—Another beautiful pink variety with lots of substance; a favorite with all who have seen it.

E. G. Hill.—A fine pink variety. More upright grower than some of the other sorts, but worthy of general culture.

Trophee.—A magnificent hydrangea, one of the best ever introduced. Color, a beautiful shade of cherry-red; splendid growth and a grand variety in every way.

L. Islette.—A fine, very attractive variety with color hard to describe. One of the best growers.

Baby Bimbinet.—Dwarf grower; fine large, compact heads of the brightest pink. A splendid variety.

Souvenir de Lieutenant Chaure.—Immense heads of deep pink; one of the best varieties.

Radiant.—A fine variety of good growth and attractive color.

La Perle.—Deeply fringed white; one of the best of this color.

Souvenir de Mme. E. Chautard.—A fine variety that will be prominent in any collection; a fine glowing pink.

There are a number of other varieties that are worthy of general culture, and will well repay the grower's most careful attention, and I venture to say that after giving them a trial, you cannot help being enthusiastic about their beauty. C. W. JOHNSON.

HYDRANGEA WITH CREPE COVER AND RIBBON.

National Publicity for Flowers.

We are now entering the fourth year of the national advertising campaign, and the outlook for the year is most encouraging. We are confident that every subscriber to this fund appreciates the value of national advertising. It is difficult to understand why any florist interested in increasing his business has not identified himself with this movement. You must not get the impression that the well-disposed florists, who have subscribed so generously to this fund, will continue to do so year after year, unless you do your part. The campaign is most worthy of the serious consideration of all in the trade.

Subscriptions were received at the end of the year 1920 from:

Florists' Telegraph Delivery Annual Appropriation, 1920	$ 2,500.00
Florists' Telegraph Delivery, on account collection taken up at annual meeting	1,294.00
Received through Texas State Florists' Association:	
C. A. Byars, Ft. Worth, Tex. (1 yr.)	5.00
Ferndale Grns., Ft. Worth (1 yr.)	5.00
E. F. Flogg, Dallas, Tex. (1 yr.)	10.00
T. J. Noll, Kansas City, Mo. (1 yr.)	25.00
Mrs. M. Zincke, Palestine (1 yr.)	5.00
W. T. Smith, Little Rock (1 yr.)	5.00
Am. Augspurn, Peoria, Ill. (1 yr.)	10.00
M. C. Wood, Hillsboro, Tex. (1 yr.)	10.00
W. S. Dolan, Kansas City, Mo. (1 yr.)	25.00
F. D. Barlow, Greenwall, Tex. (1 yr.)	5.00
Additional subscriptions were received from:	
E. S. Hempstead, Bloomington, Ill.	5.00
A. M. Rainford, San Diego, Calif.	20.00
Saltford Fl. Shop, Poughkeepsie	25.00
	$ 3,949.00
Previously reported	51,940.52
Total subscriptions for 1920	$55,889.52

Bills have been sent out for subscriptions due for 1921, and the publicity committee will appreciate a prompt remittance. At the meeting of the committee, to be held in Washington, D. C., during the week of January 24, plans will be arranged for carrying on the work with vigor during this year.

If you have not yet subscribed, you should see to it that your name appears on the next list published.

JOHN YOUNG, Sec'y.

When Advertising Stops.

The following article appeared recently in the Aberdeen (S. D.) News, and its story is obvious:

"Do you remember Pearline? Once it was the most popular washing powder in America. In 1907 Pearline ceased advertising. Its owners said that advertising was no longer necessary, that Pearline was a good product, and everybody knew it. In 1914 the Procter & Gamble company bought Pearline at their own figure to save it from bankruptcy. They renamed the formula and have sold millions of dollars' worth of it since by advertising. In seven years, the public forgot Pearline, and it dwindled from millions to nothing. Pears Soap once tried the same experiment; noting the alarming slump in sales in six months, they resumed their advertising and did not bust. If people did not die, if people did not move, if new generations did not grow up, if customs and habits did not change, if competition did not compete, if people were not open to suggestion and receptive to new ideas, there would be no need of advertising, and when a business was once built up, it would stay put. But until then, advertising is the surest safeguard for the established product, the most certain hope for the new idea."

The application of the above is just as true to our national publicity campaign, if we permit it to die out, as

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will be the case if funds are not forthcoming. Undoubtedly, those long-headed, loyal types of progressive florists, who have seen the light of advertising, will continue to give our campaign their moral and financial support. But there are too many who have not as yet absorbed the merit of the above incident, and who, when it is too late, will gather around and say, "What's become of our national campaign and our slogan, "Say It with Flowers?" "

While it is true that "Say It with Flowers" is seen everywhere, the national campaign was responsible for it, and should be the central part of the plan whereby we make our foundations solid and dignify the florist industry to its proper pedestal. Without national advertising, we are losing the efforts of the past two or three years, and any effort later on will have to suffer if we discontinue for too long a period.

We have one year more of voluntary subscriptions to help the campaign fund, and those who have not subscribed in the past can feel that by sending their portion now, they have at least made partial payment for the success it may have given them in the past three years, so that the fourth year will find many on the subscription list who had not given before, but felt that the national campaign had benefited them enough so that we could carry on our campaign for the fourth year as originally outlined.

What say you?

HENRY PENN,
Chairman, Nat. Publicity Campaign.

National Flower Growers' Association.

The time is fast approaching for the first annual meeting of the National Flower Growers' Association, which will be held in Washington, D. C., Thursday, January 27. Much progress has been made towards further perfecting this association since the organization meeting held at Cleveland last August. Several of the principal communities have district organizations perfected and working, who will send regularly elected delegates to attend this coming meeting. A few other communities have, so far, only temporarily organized. To the latter, as well as to all growers who are interested in the progress of this movement, we extend a hearty invitation to be present at this first annual gathering. While the actual voting power at this meeting is vested only in the regularly elected delegates, we want it understood that this is to be an open meeting for all growers, and the officers will be glad to welcome suggestions and discussions from any growers who wish to take part in the proceedings.

There is a vast amount of work ahead for a closer co-operation of the producers in our trade. We should strive, first of all, to create a more uniform marketable condition for our stock, not by arbitrarily fixing prices, for this, no doubt, is furthest from the minds of any of those now connected with the organization, but as we are living in an age of co-operative advertising and publicity, we need more and more to give this matter our best thought from the standpoint of the producer.

Supply and demand are and always should be the principal factors in establishing prices for any product. There is a way, however, and it has been clearly proven by statistics from other producers in co-operative advertising campaigns, of stimulating prices by creating an increased demand for the product through judicious advertising. That should be one of the principal factors in the work of this organization. Co-operative advertising of various products has proven not only to increase the demand for such, but it has also proven to be the principal factor in bringing about a uniform grading of those products, which we, as growers, must admit is essential to our business.

Another matter of great importance is finding the cost of production of any article. The more systematically this is done, the better the foundation of that industry. This has never yet been accomplished for our business except among a very few individual interests. By a closer co-operation, and through our organization, we can disseminate information that will give the most humble among our trade a plan by which they can work out an intelligent cost system, and the same can also include a simplified system of bookkeeping for the growers. All this is needed, possibly not for all the individuals, but truly so for the trade at large as well as for most of the individuals, and we must not lose sight of the fact that the individual greenhouse establishments throughout the country will only measure up to what the average of them set forth as a standard. Hence, the more we can improve each individual establishment, the higher will we raise the standard, for we are, after all, organized or unorganized, measured by the standard of the average. It is a proven fact, however, that through organization and organization only, can standard be raised in any profession, industry or production.

As we get along further in this work, we shall undoubtedly find new fields of endeavor, so it is with these few thoughts that we extend to the flower producers of this country again, a hearty invitation to join with us in this new organization with a view of a closer affiliation with other branches of our trade for the betterment of our whole trade, and for the strengthening of the great parent body of all our trade associations, the grand old Society of American Florists.

J. F. AMMANN, Sec'y.

ST. LOUIS DISTRICT MEETING.

The first annual meeting of the St. Louis District of the National Flower Growers' Association will be held at the Hotel Jefferson in that city January 18, the morning session opening at 10 o'clock. All growers in St. Louis and vicinity are invited to attend. Following the regular business session, there will be an interesting programme, included in the numbers being an illustrated lecture on "Hybridization," by E. G. Hill, Richmond, Ind., and an address on "Systematizing in Bookkeeping in the Florist Business," by J. A. Cole, of Peoria, Ill. This will be followed by a general discussion for the good of the organization. The present officers are: Walter Amling, Pana, Ill., president; L. Jules Bourdet, St. Louis, first vice-president; Henry Blixen, Edwardsville, Ill., second vice-president; J. J. Beneke, St. Louis, secretary, and W. A. Rowe, Kirkwood, Mo., treasurer.

Massachusetts Horticultural Society.

The Massachusetts Horticultural Society held its annual meeting at Horticultural hall, Boston, January 8. William C. Endicott, the retiring president, delivered a parting address and made several recommendations for the future work of the society. Dr. Frank A. Bennett, president of the St. Thomas Horticultural Society, a Canadian visitor, gave an interesting talk on the work accomplished by that organization, and Ernest K. Thomas, secretary of the Rhode Island Horti-

HYDRANGEA BASKET.

cultural society, spoke on several timely subjects.

PRESIDENT BURRAGE'S ADDRESS.

Albert C. Burrage, the newly elected president, made an earnest plea for the further importation of plants and flowers to beautify American homes and gardens. He said in part:

"I thank you for the great honor you have conferred upon me in making me your president. Mr. Endicott, for myself I thank you for your unfailing courtesy and appreciation, and in the name of the society I thank you for the splendid work you have done for us the past year.

"The art of horticulture is so interlaced with science that it would avail nothing for me to undertake to talk here in a learned way. Neither can I adequately cover its romantic phases, about which so much has been written since man first began, centuries ago, to transcribe his thoughts upon parchment. But your by-laws, very properly, require your president, upon taking office, to deliver a formal address, and it is fitting that anyone so honored, whether scientist or layman, should call attention to those phases of the society's work which particularly appeal to him.

"In what I have to say there will be no rhetoric, no romance—nothing but the plain words of an amateur without great technical knowledge of the subject but with infinite love for the beautiful in the vegetable and mineral kingdoms, wherever found.

"In view of the appreciation which has been shown for my special work, it is not likely that anyone will take exception to my pointing out here the motive which has been behind this work and the aims sought; and this, therefore, is the subject of my appeal.

"Years ago, on my first visit to Europe, after a boyhood spent among the wonderful wild flowers of California, I first learned to know orchids—exotic orchids—and to love them with an admiration which has never lessened. Twenty years ago when I first began to have them in a conservatory, they fascinated me still more, and when, a few years ago, I was fortunate enough to be able to secure them in quantity and variety and to give them the greenhouse care they deserved, they responded nobly and gave me back a rich reward. Still I was not satisfied, because my joy was too much like that of the miser over his gold, and I resolved that others should some time have a chance to see them as I saw them and to know and appreciate these most beautiful of the products of the vegetable kingdom. But my real motive was that the people of this community should get a clearer realization that this country does not and cannot produce, except under glass, any of these wonderful flowering plants so rich in form and color and in romance.

"So, during the past year, you have had, throughout the year, as promised at the beginning, monthly exhibits of orchid plants as they came into flower throughout the different seasons. And nearly 50,000 individuals have seen, studied and enjoyed them. Slowly, unconsciously, but with ever-increasing force, a new life has come into the attendance at our hall—a renaissance of the spirit of our forefathers, who, in their love of plant-life, founded this society and within its home exhibited the best they had.

"How many visitors to these exhibits realized that every one of these scores of genera and hundreds of species of plants came from without the borders of this country and that not one was native to the United States? That all of these plants were imported into this country—every one foreign, that is, exotic?

"Owing to the rocky nature of its surface, Massachusetts has but little real agriculture and this is necessarily becoming each year more and more intensive. But a large part of this surface is wonderfully adapted to horticulture and this, too, should become more and more intensive. Shall this be done only with our native plants, without exotics? Shall we ignore all the inspiration of our past—all the traditions of this society? Shall we be content with the mediocre? Shall our exhibitions contain only average plants and plant-products? Or shall we do the best we can to carry out the purpose of this society, improve horticulture and aid in beautifying the commonwealth in which we live?

"Few people in this country appreciate the fact that a very large part of the fruits, flowers and plants which we most admire and use and which form so large a part of our lives come from without and not within the borders of this vast territory, extending from the Pacific to the Atlantic and from tropical Mexico to frozen Canada. This country is so immense, compared with most other civilized countries, and its flora so rich, varied and beautiful, that we are apt to ignore or forget how much we owe to other countries.

"Few of us realize that wheat, barley, oats, rye, potatoes, peas, onions, turnips, tomatoes, carrots, cucumbers and celery are not native of this country.

"We all know that pineapples, oranges, lemons, bananas, figs and dates are not native to the United States, but not many bear in mind that such common fruits as apples, cherries, peaches, pears, plums, apricots, quinces, currants, raspberries are not native, but originally came wholly from abroad.

"Not many realize that garden roses, carnations, sweet peas, tulips, narcissi, migonettes, snowdrops, dahlias, begonias, are all exotic. Nearly all our so-called wildflowers are really foreign, and there are countless other favorite flowers which originally came from other continents.

"So far as raw materials are concerned, this country has an abundance of almost all except tin and rubber. We are justly proud of our vast resources of coal, iron, copper, gold and other metals; of timber, cotton, wheat and other cereals, and many other articles of necessity; and nearly all of these we have in quantity far beyond any other nation.

"Those who have travelled extensively over the United States understand the marvellous varieties of its topographical and climatic conditions and know why foreigners who migrate here easily find the climate in which they prefer to live.

"On the other hand we are poor as yet in many of the refinements of life. We are still largely dependent upon the old world for many of the things which we prize the most, such as books, paintings, bronzes, laces, pearls, diamonds. Of precious stones alone we import over a hundred million dollars worth a year. Would we be perfectly content to possess only those found or made here?

"Many consider this society an aggregation only of scientists and specialists. This is not so. Many are amateurs, many are cultivators, and some are artists in arranging the plant-products of nature in artistic groups.

"But we have one trait in common—our love for the beautiful. We are all lovers, true lovers of the beautiful in form and color; and in this we recognize no nationality, no artificial boundary, no political demarcation, and we believe we have an inalienable right to secure the finest natural products of the world, provided our use of them injures no one."

New York Florists' Club.

The club met in its hall in the Engineering building. Retiring President Henshaw being in a hospital recovering from an operation, retiring Vice-president Knight called the meeting to order. The officers for the present year were installed as follows: I. S. Hendrickson, president; Roman J. Irwin, vice-president; John Young, secretary; William C. Rickards, Jr., treasurer; Percy B. Rigby, Anton Schultheis, Joseph Manda, to serve two years as trustees. Acting President Knight occupied the chair while the officers-elect were being called up and made a good impression. Treasurer Rickards was out of town, but sent a letter promising careful attention to his duties. President Hendrickson, Vice-President Irwin, Secretary Young and Trustees Joseph Manda and Percy B. Rigby, all spoke briefly, but to the point. Previous to the inauguration Trustee Rigby read the annual report showing the club's net balance to be $19,596.92. Accepted and filed. Board recommended that an accountant be employed to audit the books. On motion Rigby was appointed and a remuneration of $50.00 per year was allotted. The following were elected to membership in the club: Wm. Sullivan, 112 W. 28 St.; George Sullivan, 112 W. 28 St.; Jack Bracker, East Williston; Philip Decker, 98 Washington St., Orange, N. J.; John H. Rodman, 43 Conway St., Brooklyn; Bruno Ehrman, Secaucus, N. J.; Otto C. Krift, Washington Ave., Bergenfield, N. J.; Hyman Spitz, 1677 Pitkin Ave., Brooklyn; Arthur Poulas, Yonkers, N. Y.; Cornelius J. Speelman, 470 Greenwich St.; Peter Mantgoras, 33 Cortlandt St.

For the inauguration of officers, President Hendrickson was escorted to the chair by F. H. Traendly and A. L. Miller; Vice-President Irwin by Joseph Manda and Wallace R. Pierson, Trustee, and accountant Rigby made a hit when he said he would act as watchdog to bite off useless expenditures. Trustee Schultheis was unavoidably absent. President Hendrickson spoke feelingly of Ex-President Henshaw's illness. Secretary Young reported that he had sent him flowers in the name of the club, and had received a cheerful letter in response. Arthur Herrington reported that he had called on the "skipper"—he was a lieutenant commander in the navy—and that he was sitting up in bed and cheerful.

Clifford Lowther of the transportation committee for the carnation convention, reported applications for reservations coming in slowly. The New York party will leave the Pennsylvania Terminal at 12:15 a. m., January 26, arriving in Washington about 6 a. m. Applications for reservations should be sent as quickly as possible to C. Lowther, 100 Times Square Station, New York.

Arthur Herrington for the Flower Show Committee, which had met in the afternoon, said that the outlook was "rosy," more so than last year. Space is being well taken and the outlook is for a better show than has ever yet been staged in the Grand Central Palace. He called on the club members to boost the show. Secretary Young followed in the same vein and said that 250,000 posterettes had been distributed.

Several of the new members were present and were called to the platform. There were five applications for membership. On motion a budget committee was appointed to report at the next meeting of the board of trustees. R. J. Irwin for the annual banquet committee recommended that it be held at the time of the flower show and motion to that effect was carried.

Roman J. Irwin exhibited for the Bound Brook Greenhouses a vase of a new pink carnation, Arabella. It scored 80 points.

Herman Mamitsch, Rockville Center, N. Y., exhibited a vase of sweet pea. Miss Jennie Mamitsch. Preliminary certificate.

COMMITTEES FOR 1921.

President Hendrickson announced the following committees:

Awards—Charles W. Knight, chairman, Wm. H. Siebrecht, Peter Duff, Joseph Manda, Arthur Herrington, Frank H. Traendly, Charles H. Totty.

Exhibition — I. Fight, chairman, Edw. A. Manda, Carl Giessler, M. Matheron, A. Schultheis, Jr.

Essay and Lecture—Max Schling, chairman, A. F. Faulkner, C. Lowther.

Legislative—Wm. H. Siebrecht, Jr., chairman, F. R. Pierson, A. L. Miller.

Publicity—J. H. Pepper, chairman, Wm. A. Phillips, Leo Klein, Frank Golsner.

House and Entertainment — Peter Gerlaird, chairman, Edw. A. Hanft, A. Radice, Leo Klein.

Good of the Club—A. T. De La Mare, chairman, Emil Schloss, J. H. Fiesser, Julius Roehrs, Charles Schwake.

Transportation—C. Lowther, chairman.

Annual Banquet—Roman J. Irwin, chairman, Phillip Kessler, Joseph Fenrich, Robert Koehne, L. E. Dupuy, Percy B. Rigby, Charles Schenck.

A. F. F.

San Francisco, Calif.

NEW YEAR'S DEMAND UNUSUALLY BRISK.

An unprecedented demand for New Year's has been reported by the florists from all parts of the city. There was a fairly good supply of cut flowers to be had, but the prices of this stock was advanced to such a high figure before New Year's that many of the stores pushed the sale of plants in preference. This is not intended to mean that a large stock of cut flowers was not disposed of, as a large amount was demanded by New Year's buyers. Azaleas and ericas were the most popular flowering plants and sold extremely well. Pink Pearl and Van der Cruysen were the leading azaleas offered. Poinsettias sold well, also. There was not much of a stock of cyclamen left after the heavy Christmas demand. Begonias, too, were scarce. Glory of Mordrecht fern was probably the most popular foliage plant, the sales in some stores running into the hundreds. Pandanus, cibotiums, aspleniums and made up baskets of crotons and primulas about completed the offerings of foliage plants. There was a greatly increased supply of roses for the New Year's market, but prices asked were as high as the previous week. The quality of the offerings was of the best. American beauties were hard to obtain. Russell was in good supply, as were all the red varieties. Ophelia was plentiful, but few Columbia were to be had. Very good Aaron Ward added to the variety. Quite a few white roses, chiefly Kaiserin, were to be had, but were rather short stemmed. The supply of orchids, which consisted almost entirely of cattleya, trianae was quite large and seemed to meet with a much more ready sale than they did at Christmas, despite the fact that they were held at $3 each. The arrivals of cypripediums continue steadily. There was a good demand for chrysanthemums and a few fairly acceptable whites and yellows were in the market. There was a limited amount of winter flowering sweet peas to be had, but the quality was poor. Roman hyacinths came in, but did not meet with much favor as the stock was very commonplace. Narcissi were plentiful and cheap. There was the usual large supply of violets with no noticeable change in prices. Carnations were plentiful and cleaned out at $6.00 per 100 for average stock. Laddie brought from $10 to $12. All varieties sold well. Lily of the valley sold out completely.

Roman J. Irwin.
Vice-Pres. Elect New York Florists' Club.

NOTES.

Ferarri Bros'. greenhouses are now producing heavy cuts of roses daily. Manager Victor Ferarri says that the Christmas demand for cut flowers was the heaviest ever experienced by his firm. The large orchid range is giving a fine supply of cattleyas at present. Carnations are also being largely grown here this season.

In the basket department of the Francis Floral Company, Manager Frank Shlauthauer has a force at work on his novelty baskets. He reports a strong demand for them from eastern points.

At the coming session of the state legislature a bill for the combination of all horticultural laws of the state into one concisely comprehensive act is to be introduced.

M. H. Ebel, of Sacramento, is visiting the trade in this city. He reports the holiday trade in his town to be the best ever experienced.

While ferns seem to be scarce with most of the growers, the Schiwern greenhouses are still producing a heavy daily cut.

JAS. T. LYNCH.

Milwaukee, Wis.

TRADE CONDITIONS UNCHANGED.

During the past week market conditions have undergone little change. Favorable weather for growers has increased the cuts of sweet peas and violets.

THREE INTERESTING MEETINGS.

In order to take advantage of J. F. Ammann's knowledge as secretary of the National Flower Growers' Association, and George Asmus' good advice on publicity, three meetings were held January 6, and each brought out a very good attendance. At 2:30 p. m. on that day, the local growers who are still unorganized, met at Kurtz Bros., and there listened with great interest to Mr. Ammann, who made strong propaganda for the National Flower Growers' Association, and cited a few instances to show what could be done if such an association was properly organized and conducted. He also dwelt at length on national publicity, and explained that it is the plan to raise the national publicity fund on the Milwaukee plan. From among the strongest statements made by George Asmus, he proved how the grower, who had all the investments, ran the risks, and put in long hours, is at the mercy of the wholesaler or retailer to bring remunerative prices, yet by judicious advertising and creating a demand, half of the battle was won and the way cleared for a successful future.

At the special meeting of the board of directors of the local florists' publicity association, which followed a six o'clock dinner at the Blatz hotel, nothing of special interest transpired. Both Messrs. Ammann and Asmus dwelt at length on the subject of publicity and lauded the local craft as being the pioneers of the only feasible plan to raise the national publicity fund on an equitable basis.

The third meeting, or that of the florists' club, was held at the Calumet club, following the one at the Blatz hotel. An exceptionally good attendance was on hand, and much good news was disseminated. The treasurer's annual report proved that the financial end of the club has progressed considerably. The secretary, in his report, showed a gain of 17 new members for the past year. The trustees reported having bought a $100 Liberty Bond. The entertainment committee's last venture, the theater party the forepart of December, netted the club $85.34. The state fair committee handed in a final itemized report of the 1920 fair, which also showed a neat balance in our favor. President Henry Welke honored J. F. Ammann by asking him to be master of ceremonies and install the newly elected officers for 1921. Although a perfect stranger, he performed his duty in a manner which was both interesting and instructive. Too bad President-elect Fred Gutermuth, who was ill, thereby causing his absence, missed these doings.

NOTES.

Chas. A. Koch, of the Wauwatosa Floral Co., is still nursing a sore left hand, which was badly injured, December 25. A piece of sharp wood, which he intended to throw into the boiler, went through the hand, and was removed with difficulty at a hospital.

The funeral of S. Schlessinger, January 6, gave some of the local craft good-sized orders. Gimbel Bros. had the family order, which consisted of a casket cover made of orchids and violets. Several Chicago florists made auto deliveries for this occasion.

The A. F. Kellner Co. was very busy the last few days of the past week decorating at the Auditorium for the National Retail Shoe Dealers' convention, which took place January 10-12.

E. O.

Boston, Mass.

GENERAL ADVANCE IN MOST LINES.

The market for this week has been about the same as to the amount of stock arriving. Prices have advanced considerably on everything, owing to the increased demand. Weather conditions have been very favorable, but there is still quite a shortage of stock for design work. Roses and carnations have advanced about 25 per cent and carried all other stock with them in the upward swing. Callas and Easter lilies moved more freely than they have for some time, also white narcissus. A few jonquils came in this week, and were quickly bought up at $16 a hundred. Freesias are also arriving and clean up quickly at $10. Violets are coming in good quality, but are not in demand as corsage flowers as they used to be. Orchids are still scarce and very few Trianæ are to be seen. Sweet peas are of good quality, but move slowly at the prices asked, good Spencers bringing $4 to $6 a hundred. There has been quite a number of roses brought in from other markets this week, which probably kept prices from soaring to the heights never seen before on the local market, even during the influenza epidemic.

CLUB MEETING.

At the meeting of the Florists' Club of Boston, January 4, at the City Club, the following officers were installed: B. Letson, president; Frank Gibbs, vice-president; Frank Edgar, financial secretary; W. J. Thurston, secretary; F. E. Palmer, treasurer. The meeting was very well attended, but not enough so to please those present. They feel that a good many are losing interest. There was a committee appointed to increase the membership; also a committee of retailers and a committee of growers to get together on what stock should be eliminated and what should be increased in production.

E. F. S.

Pittsburgh, Pa.

PRINCIPAL DEMAND FOR FUNERAL STOCK.

The first week of the New Year has passed without anything startling happening in the florist business. The supply, with few exceptions, has been equal to all demands, and the principal call has been for stock suitable for funeral work. American Beauties are in short supply, and no doubt will be that way for some time to come. The supply of roses runs mostly to the long fancy stock, with the demand calling for short and medium. Premier, Columbia, and Butterfly are seen only in the longer grades, and while the quality is good, at times they are hard to move. One thing noticed this season has been the call of the trade for Pink Killarney, but with few exceptions the growers have discarded it for the new varieties. Ophelia, Sunburst, Hilda, Maryland, Richmond and Double White Killarney are arriving in limited quantity and clean up daily. The supply of Easter lilies is on the increase and find a market waiting on them. Carnations are still in short supply, and it looks as if this condition would last all season. Jonquils made their first appearance last week, and proved very popular, as they sold on sight. Sweet peas are coming into their own, the bright weather of the past two weeks causing them to improve greatly, both in quantity and quality. The quality of violets is very good, but they drag and are hard to move. The least said about Paper White narcissi the better, as they are selling at prices that cannot possibly let the grower out with a whole skin. Baby primroses and calendulas are in oversupply and meet with an indifferent demand. The quality of the lily of the valley now coming in is the finest seen in years, with a call that absorbs it all. The plumosus supply has been short since Christmas, but is fast getting back to normal.

NOTES

The Frederick Flower Shop, of East Pittsburgh, was completely destroyed by fire, January 6, caused by an overheated gas stove. The family living over the store had a hard time escaping with their lives, and from all reports, so far as the store is concerned, everything is a total loss.

The McCallum Co. is again receiving consignments of Primula malacoides plants from H. D. Rohrer, of Lancaster, Pa. They handle these plants every year and have built up a large demand for them.

DeForest Ludwig, of the E. C. Ludwig Floral Co., is again able to be about after a two weeks' illness.

E. C. T.

Cincinnati, O.

MARKET GETTING BACK TO NORMAL.

Market conditions show little change over the previous week. Roses are cleaning up well, but other offerings seem to be moving slowly, lilies included. At the beginning of the week, there was a fair demand for them, but they languished at the close. Carnations are now down to normal, selling at $6 to $8 per 100 for the best. Sweet peas have shown no great increase as yet. This is due to cloudy weather during the past two weeks. Stevia is about over, but spring bulbous flowers are arriving, which helps the situation. Daffodils and Roman hyacinths are to be had in limited numbers. Greens are plentiful and move well.

NOTES.

Miss Betty Ferdinandsen, of the H. W. Sheppard store, is spending some time at Urbana, Ill., on a visit to her mother, who has been ill.

T. Ben George, of East Walnut Hills, reports a heavy week of funeral work, his staff working several nights to keep up with orders.

Wm. Gear, of Upper Vine street, has been kept busy during the week with wedding orders.

Irwin Gebhart, of Tromey's Flower Shop, reports a banner week in pot plant sales.

The bowling battle of the week resulted in a decisive victory for the store men.

Visitors: Fred Rupp, Aurora, Ind.; Julius Dilloff, New York; W. C. Hughes, Zanesville, O.

G. K.

Providence, R. I.

GOOD MOVEMENT IN ALL LINES.

Trade during the past week has been brisk, with a good demand for all stock offered. Roses are shortening up, but the supply is equal to requirements. Carnations were never better and violets sell well. There was a good call for all flowering plants, with sales on sight. Weddings, dinners and design work have kept all of the stores on the jump.

NOTES.

The Crown Hotel Florist, M. Lippman, proprietor, has closed his establishment, and will open later in more commodious quarters.

The stores are now beginning to make preparations for St. Valentine's day and anticipate good business.

Johnston Bros. have had excellent windows the past week which attracted favorable comment.

The Colonial Flower Store is featuring good window displays and reports excellent trade.

H. A. T.

OBITUARY.

F. Percy Newton

The funeral of F. Percy Newton, who was a faithful employe of the Storrs & Harrison Co., Painesville, O., at the time of his enlistment in the armed forces of his country, serving with gallantry in the 2nd Battery, Field Artillery, and was buried in the historic cemetery at Gironda, France, having fallen on the field of battle, September 21, 1918, was held at Painesville, January 7, the remains being in charge of military escort and accorded full military honors. Interment was in Evergreen cemetery, and his last resting place was covered with many beautiful floral offerings, a final tribute to this young hero, who was greatly liked and admired by all who knew him.

Mr. Newton was the son of Mr. and Mrs. C. B. Newton, also connected with the nursery establishment, and in charge of the store. All of the employes of the Storrs & Harrison Co., who were able to leave their duties, attended the funeral.

T. J. M.

Robert Sandiford.

Robert Sandiford, well known florist and pelargonium specialist, died at his home in Mansfield, O., December 29, age 77 years. The deceased was born in England and received his early training on the estate of Joseph Lister in that country. He came to Canada at the age of 25 years and a few years later moved to Cleveland, O., going to Mansfield soon after, making that city his home ever since.

Mr. Sandiford originated the first pure white pelargonium, Mrs. Robert Sandiford, named for his wife, among his other introductions being Sandiford's Best and Sandiford's Beauty all of which met with much popularity. He is survived by several brothers and sisters all residing in England.

Ernest H. Mazey.

The many friends of Ernest H. Mazey, widely known as the Society Florist, of Minneapolis, Minn., were greatly shocked by his sudden death from pneumonia January 7. He died at Hillcrest hospital, having been ill only a few days. Mr. Mazey was born at Baginton, England, May 17, 1882, and came to America when 21 years old. He had resided in Minneapolis practically since coming to this country, where he founded and built up the highly successful floral business with which he was identified.

He is survived by his wife, Mrs. Agnes S. Mazey, and relatives in England. The funeral services were held January 10, with burial at Lakewood cemetery.

John T. Rutledge.

John T. Rutledge for the past five years assistant manager at the store of Edward Sceery, Passaic, N. J., died January 3 of pneumonia, at St. Mary's hospital, that city, age 20 years. He was born in Passaic and his pleasant disposition had won for him a host of friends. His father, mother, and three sisters survive. He was an active member of the Royal Arcanum. Funeral services were held January 7, with burial in St. Nicholas cemetery.

John Urquhart.

The death is announced of John Urquhart, for many years the highly successful head gardener at Hoddom Castle, Dumfreeshire, Scotland, at an advanced age.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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THE direct answer by return mail gets the order.

BOUQUET GREEN.—Our note on the increased use of bouquet green in last week's issue, stating that at least 200,000 pounds were marketed in 1920, referred to dyed green.

WE are in receipt of the premium list of the American Carnation Society for the Washington exhibition January 26-27. Copies may be had on application to Secretary A. F. J. Baur, Thirty-eighth street and Rockwood avenue, Indianapolis, Ind.

Personal.

Sir Harry J. Veitch, formerly head of the firm of James Veitch & Sons, London, England, which discontinued business some time ago, has been honored by the French government with the Cross of Chevalier of the Legion of Honor, in recognition of his services in the devastated regions in that country.

Dr. L. H. Bailey is in South America on a tour of investigation.

Ladies' Society of American Florists.

Mrs. George Asmus, president of the Ladies' Society of American Florists, has appointed the following directors to serve for a period of two years: Mrs. Joseph Manda, West Orange, N. J.; Mrs. Theodore Wirth, Minneapolis, Minn.; Mrs. Philip Breitmeyer, Detroit, Mich.

MRS. ALBERT M. HERR, Sec'y.

F. T. D. Expansion.

The F. T. D., with its large and rapidly increasing membership, was a great factor in the florists' Christmas trade. Quantities of orders were sent and received in all the large stores through this organization. The retailer who exploits and features this country-wide, instantaneous service continually, through his own store, will add greatly to his prestige and volume of trade.

Washington Meetings.

There will be a great gathering of the trade in Washington, D. C., January 26-27, when the National Flower Growers' Association meets for permanent organization. Two days previous to which time the executive committee of the Society of American Florists will also convene. The annual convention and exhibition of the American Carnation Society will also be held at this time, which all carnation growers of the eastern, middle and southern states should arrange to attend, and where they will see all the best and latest introductions of their favorite flower. Bring along your sports and seedlings. They will add greatly to the interest of the exhibition.

Society of American Florists.

President Thomas Roland authorizes the call for a meeting of the executive board of this society, at the New Willard hotel, Washington, D. C., January 24-25, 1921.

George Asmus, chairman of the national flower show committee, has called a meeting of the national flower show committee, to be held during the same week.

Henry Penn, chairman of the publicity committee, has summoned the members of his committee to meet at the same time. As practically all of the members of these committees would be in Washington during the annual meeting and exhibition of the American Carnation Society, it was considered advisable to hold all of these meetings at the same time.

JOHN YOUNG, Sec'y.

Say It With Flowers.

Macon, Mo.—In a florist's window here several placards bear the familiar "Say it With Flowers."

A stranger stepped into the salesroom yesterday morning. He wore a long, shiny black coat and a muffler around his neck. His grayish hair was long enough to dust his coat collar.

"Just reading your signs there," he smiled as a young lady appeared to see what he wanted. "Fine sign—'say it with flowers'—I like that."

"Mr. White uses that on all his advertising," remarked the young saleslady. "It has attracted some attention."

"To be sure it has—it's good advice," nodded the stranger approvingly; "wish they'd all adopt that. It's so much nicer than saying it with vegetables—tomatoes, onions, carrots, eggs and things like that, don't you think?"

The young lady look mystified. She thought the man was "joshing" her.

"Is that a joke?" she asked coldly.

"No, it's my solemn conviction," he said earnestly. "You see I'm an actor."
—Kansas City Star.

Carnations Wanted in Egypt.

Albert Pochelon, Detroit, Mich., secretary of the Florists' Telegraph Delivery Association, in calling attention to the communication below received from Stamm Bros., P. O. Box 291, Cairo, Egypt, members of the F. T. D. in that far distant country, calls attention to the possible opportunity for American carnation growers to develop foreign business:

"Is it possible for us here in Cairo to obtain, through parcel post or sample post, from America, living small carnation plants? Who of our American colleagues and F. T. D. growers are willing to study this question and make the trial at the proper time?

"The dormant period of vegetation in this section lasts from the middle of November until the end of February.

Fat and Prosperous.

The prosperous condition of the trade as shown by the usual and, in many instances, record-breaking volume of business at Christmas, should inspire all branches of the craft with confidence in the future. While there was tremendous expansion in many industries directly interested in manufacturing war materials, and great prosperity in many lines, florists, as a trade, were greatly handicapped in the loss of labor and the higher and almost prohibitive costs of all kinds of necessary supplies. Expansion was out of the question; retrenchment was the rule, and now, when most other industries are making great sacrifices in striving to get back to normal, the business of raising plants and flowers, having had no inflation, is prepared and ready to increase its facilities for the greater demand as it develops.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time, date and place of meetings.]

Boston, Mass., January 18, 8 p. m.—Gardeners' and Florists' Club of Boston at Horticultural hall. Wm. N. Craig, secretary, Faulkner Farm, Brookline.

Chicago, January 20, 8 p. m.—Commercial Flower Growers of Chicago at Randolph hotel. Otto H. Amling, secretary, Haywood, Ill.

Grand Rapids, Mich., January 17.—Grand Rapids Florists' and Gardeners' Club at member's place of business. Edward Freyling, secretary, Grand Rapids.

Lancaster, Pa., January 20, 8 p. m.—Lancaster County Florists' Association at Chamber of Commerce. Albert M. Herr, secretary, Lancaster.

Orange, N. J., January 17, 8 p. m.—New Jersey Floricultural Society at J. O. W. A. M. hall. Geo. W. Strange, secretary, 84 Jackson street, Orange.

Philadelphia, Pa., January 18, 3:30 p. m.—Pennsylvania Horticultural Society at New Century Club. David Rust, secretary, 606 Finance building, Philadelphia.

Portland, Ore., January 18, 8 p. m.—Oregon Floral Society at Masonic Temple. F. A. Van Kirk, secretary, 64 East 50th street, Portland.

Tarrytown, N. Y., January 19, 8 p. m.—Tarrytown Horticultural Society at Corporation building. H. W. Neubrand, secretary, Tarrytown.

Toronto, Ont., January 18, 8 p. m.—Gardeners' and Florists' Association at St. George's hall. Alex Simpson, secretary, 87 Grosvenor street, Toronto.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By florist and gardener; 20 years' experience growing all kinds of plants and cut flowers; private or commercial. Place where living conditions can be found for small family. Address

Florist and Gardener
1400 N. River Blvd., Independence, Mo.

Help Wanted—Experienced saleslady and designer for Chicago loop store. Good salary and permanent position. Address

Key 533, care American Florist.

Help Wanted—An experienced gardener to have charge of medium size range, house, lawn, shrubbery and kitchen garden. References required. State nationality, age, experience and number in family. **J. M. Overton,** 901 Stahlman Bldg., Nashville, Tenn.

Help Wanted

FOREMAN for large commercial place at Chicago. Roses, carnations and chrysanthemums. $30 per week to start. Address

Key 537, care American Florist.

HELP WANTED

Experienced man on roses, carnations and general line of pot stuff. Modern place, 35,000 feet of glass. Will pay good wages to the one who can furnish the goods.

MINNEHAHA FLORAL CO.
SIOUX FALLS, SOUTH DAKOTA

Help Wanted

Expert salesman.

PALMER HOUSE FLORIST
17 East Monroe Street, CHICAGO

WANTED

A Medium Size Nursery

Well stocked and in good condition, in or near a good business center. Eastern States preferred.

Key 538, care American Florist.

Managing Salesman

For flower store in the middle west. State age, wages and experience.

Key 539, care American Florist.

Situation Wanted

Expert salesman and designer.

Key 540, care American Florist.

FOR SALE

Used hot water heating boilers in first-class condition ready for immediate shipment.

1 American,	will heat 1500 ft. glass,	price	$ 50
1 Cottage,	will heat 1600 ft. glass,	"	60
1 Niagara,	will heat 1800 ft. glass,	"	70
1 Niagara,	will heat 2500 ft glass,	"	110
1 Spence,	will heat 3000 ft. glass,	"	140

Also a number of larger sizes, write or wire us your wants.

ROGERS HEATING COMPANY, Ransomville, New York

For Sale

Greenhouse, land and residence, fine location in a real live town. Only florist; fine business. Leaving town the reason for selling.

Key 531, care American Florist.

FOR SALE

Retail store in Chicago at a bargain. Good live man can make a success of this place, which can be had immediately.

Key 525, care American Florist.

FOR SALE

One of the best and oldest established retail businesses in Chicago. This is a wonderful opportunity to secure a paying place on reasonable terms It will bear the fullest investigation and is worthy of attention.

Key 526, care American Florist.

For Sale

SECOND-HAND PIPE

All sizes from ¾ inch to 10 inch, A-1 condition, good collars and threads. Also lot of 14 inch pipe suitable for culverts. Write Dept. F.

MAX ZEIGLER & BROS., Muncie, Indiana

For Sale

Red Cedar Bars, 15 ft. long, at		$ 0.40
" " 12 ft. long, at		.25
" " 10 ft. long, at		.20
" " 8 ft. long, at		.15
3 x 6 Panel doors with frame		2.50
Ventilators with glass, 2 ft. 10 in. x 3 ft. 4 in		1.50
Ridge and Purlin	per ft.,	.05
Pecky Cypress, 2 x 4 x 16	per 1000 ft.,	48.00
Cement Posts, tapered, 14 in. high x 10 in. base		.12

GEORGE REINBERG
30 E. Randolph St., CHICAGO

FOR SALE

16 x 18 glass, per box	$ 7.00
16 x 24 glass, per box	7.00
1¼ in. wrought iron pipe, per foot	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each	2.50
Rafters or sash bars, per foot	.02
Shafting (heavy), per foot	.10
Shafting (light), per foot	.06
Ventilating arms, each	.25
Ventilating hangers, each	.10
Garland iron gutters, per foot	.40

PETER REINBERG
30 East Randolph Street, CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $8.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Home-Grown Stock

Greatly Increased Demand

If you have any to offer, or are likely to have any soon, **advertise in these columns now.**

AMERICAN FLORIST CO.
440 South Dearborn Street, CHICAGO

Indianapolis, Ind.

LIGHT DEMAND FOLLOWS HOLIDAYS.

Following the phenomenal business during the holidays, the florists are not surprised at the lull in demand at the present time. Even with conditions as they are, the trade has had some activity since the passing of Christmas. There can be no doubt that Christmas from the retailer's point of view was one of the best periods on record in this city. Among the growers the cloudy weather around Christmas and the days following, held back stocks, but during the past week the weather has been ideal. Now, as for the past two or three weeks, or perhaps longer, carnations of all descriptions, especially the high quality flowers, are hard to get. One large firm of growers here were able to supply only two local retail houses during the holiday season. Pot plants had a good sale for gifts, and even after the giving period, are in demand. Cut flowers, especially chrysanthemums, have had heavy calls. Roses have been quite hard to get, but the quality appears fair. Paper Whites, sweet peas and calendulas are having good sales.

NOTES.

Plans are being completed for the annual meeting of the Indiana State Florists' Association, to be held in the Gatling Gun Club, on North Illinois street, January 12. Officers will be elected for the coming year and other business transacted. The meeting will convene at 2 o'clock in the afternoon, and the official business transacted. The business session will be followed at 6:30 o'clock by a dinner and after this, a "stag" entertainment will be given. Reports from various parts of the state indicate a large attendance.

Announcement has been made that Bertermann Brothers Co., 241 Massachusetts avenue, has completed negotiations for a 12-year lease on the building now occupied. The firm has been in the same location for 38 years, with the exception of two years when a change was necessary to make possible some extensive improvements to the building. More improvements will be made, Irwin Bertermann says.

Otto J. Riemann, 51 years old, a florist in the southeastern part of the city, was seriously injured recently when struck by an automobile. He was removed to a hospital where it was found that a number of ribs in the right side were broken and that a serious injury to his neck had been sustained, causing the exposure of a large vein. He will recover.

The Davis Gardens, at Terre Haute, Ind., grasped the "Say It with Flowers" idea this year, and Manager Keith Owens made it possible for Terre Haute people to express Christmas cheer with cyclamen plants which were grown in the Davis houses

Bauer & Steinkamp, of this city, are getting out a new catalogue which they believe will be so artistic in its general make-up that it will just naturally sell goods.

E. B.

FOREST PARK, ILL.—A. J. Rojahn has sold his greenhouses but will continue in the retail flower business at 7513 Madison street.

SANTA BARBARA, CALIF.—An extensive garden is being laid out at the Samarkand hotel under the direction of George A. Dennison, formerly chief of horticulture at the Panama-Pacific exposition. The work is in active charge of A. R. Gould, a landscape artist of recognized ability.

Burpee's Seeds Grow

BURPEE'S ANNUAL for 1921

The Leading American Seed Catalog.

Burpee's Annual gives reliable information about Burpee Quality Seeds. It fully describes the best varieties of vegetables and flowers; over 100 Burpee specialties are illustrated in the colors of nature.

Burpee's Annual will be mailed to you free. Write for your copy today.

..... TEAR HERE .....

W. ATLEE BURPEE CO., Seed Growers, Philadelphia, Pa. 61

GENTLEMEN:—

Please send me a **FREE** copy of **BURPEE'S ANNUAL.** If you are a Florist or Market Grower check here. ☐

Name.....

Street or R. F. D. .....

Post Office ..... **State**.....

We Are Growers of

Gladiolus

Bulbs

And now is the time to send your order for such bulbs that you want for those empty benches or for planting between your carnations as a catch crop.

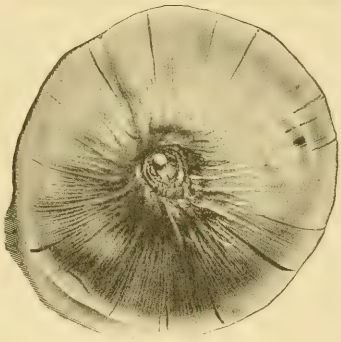
Our Gladiolus Bulb Crop, while not equal to that of 1919, is nevertheless first class, good size, very smooth, clean and free from scab. Our **"FIRST SIZE"** will as usual show a good percentage of "overs," containing a strong percentage 1¾ to 2 inches.

Ask us for free samples. Do not buy elsewhere without comparing liberal sized samples with ours.

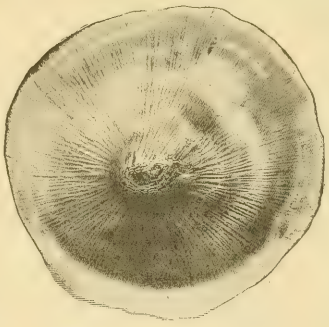
Bulbs for forcing under glass are carefully selected for this purpose

Mrs. Francis King, First size.....
Mrs. Francis King, Medium size.....
Chicago White, First size.....
Chicago White, Medium size.....
America, First size.....
America, Medium size.....
Halley, First size.....
Halley, Medium size.....
Panama, First size.....
Panama, Medium size.....
Mrs. Frank Pendleton, First size.....
Mrs. Frank Pendleton, Medium size.....
Primulinus Sunbeam, First size.....
and many other kinds.

Write For Prices



CHICAGO WHITE.



MRS. FRANK PENDLETON.

We are in position to quote all Florists, Seedsmen and amateurs who are interested in **Gladiolus,** either for counter trade, for out-door planting, or for the home garden.

Of several leading kinds we can supply planting stock, white bulbs under one inch and small black bulblets by the bushel.

1921 Prices on All Leading Sorts Are Ready.

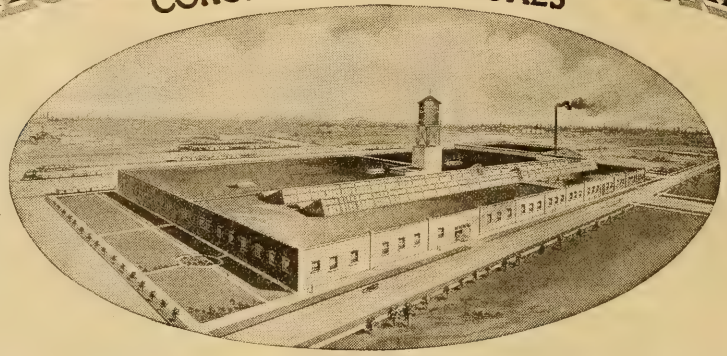
Special Flower Seed Price List—
All Early Stocks. Ask for it.

All Colored Lilies Ready.

VAUGHAN'S SEED STORE, Chicago New York

CHICAGO CARTON COMPANY

CORONA FLOWER BOXES



Representatives:
M. E. CHAPIN
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Dallas, Texas

Home Office
and Factory
4433 Ogden Ave.
CHICAGO
Telephone
Lawndale 906

For Violets and Corsages

Size		Per 100
7 x 4 x 4	2-inch Top	$ 5.00
10 x 6 x 5½	2-inch Top	6.00
12 x 8 x 5½	2-inch Top	7.65
14 x 10 x 8	2-inch Top	12.60

For Cut Flowers

18 x 5 x 3	2-inch Top	$ 6.10
20 x 4 x 3	2-inch Top	6.05
21 x 5 x 3	2-inch Top	7.25
24 x 5 x 3½	2-inch Top	7.70
24 x 8 x 4	2-inch Top	10.80
28 x 8 x 4	2-inch Top	12.10
28 x 8 x 5	2-inch Top	13.05
30 x 5 x 3½	2-inch Top	9.95
36 x 8 x 5	2-inch Top	16.20

The sizes given here are carried in stock, in the popular MIST-GRAY and GREEN colors.

5% DISCOUNT

CASH WITH ORDER

The prices quoted herewith are f. o. b. Chicago.

When printing is wanted there will be a charge of $9.00 per color for printing 500, $12.00 per color for printing 1000.

Border printing and embossing will be charged for as time work in accordance with the amount of work involved.

For Sprays, Designs and Cut Flowers

Size		Per 100
16 x 16 x 8	Telescope	$29.25
20 x 20 x 8	Telescope	38.95
21 x 5 x 3	Telescope	7.25
24 x 5 x 3½	Telescope	8.90
24 x 24 x 10	Telescope	55.75
30 x 12 x 6	Telescope	30.25
32 x 32 x 8	Telescope	63.75
36 x 10 x 5	Telescope	25.20
36 x 12 x 6	Telescope	36.35
36 x 14 x 8	Telescope	48.55
40 x 10 x 6	Telescope	44.00

Albany, N. Y.

CLUB MEETING.

Officers were installed and the annual dinner enjoyed at the January meeting of the florists' club. The officers installed by the retiring president, Edward P. Tracey, are: Samuel Hansen, Troy, president; H. E. Eberhardt, Schenectady, vice-president; Louis H. Schaefer, 102 Hudson avenue, Albany, secretary-treasurer. The report of the secretary-treasurer, L. H. Schaefer, showed the club has 90 members in good standing as compared with 65 on January 1, 1920, a gain of 25. In 1920, the club received 23 new members, as compared with 11 in 1919, a gain of 12. The treasury on January 1, 1921, showed on hand, the sum of $628.67 in cash and Liberty bonds. The receipts during the year were the largest in the history of the club, $1,086.30. The report was received with applause. Two applications were received to be acted upon at the February meeting, and five applications received in December last were voted upon favorably. The new members taken in are: C. M. Hoskins, Watervliet; Thomas Kelliher, Albany; Clifford F. Collier, Albany; A. Hillery, Poughkeepsie, and Ethan A. Coon, Rhinebeck.

The secretary read a letter from John Young, secretary of the Society of American Florists, announcing the appointment of Frederick Henkes, of Newtonville, one of the vice-presidents of the national organization. Mr. Henkes will represent northern New York state on the board of officers of the S. A. F. Secretary Schaefer also announced the presentation of certificates of merit to a list of growers and retailers who made exhibits at the club show on the night of November 12 last. Club certificates were granted to the following: H. E. Eberhardt, basket of cut flowers; Samuel Hansen, chrysanthemums; Edward P. Tracey, basket of cut flowers; Henkes Brothers, carnations in ordinary and pompon varieties; William Hannell, group of assorted plants; Albert Jenkins, gardener, Menands, group of plants; Frederick Goldring, Slingerland, cyclamens and ferns; Joseph Traudt, Canajoharie, chrysanthemums; George A. Person, Catskill, (Samuel Goldring, Gr.) individual specimens of chrysanthemums and vases of carnations, and William Christie, gardener, Menands, a large collection of chrysanthemums, particularly pompon varieties.

Thomas F. Tracey, chairman of the entertainment committee, reported on preparations for the annual dinner. Mr. Tracey said that arrangements had been made to have the dinner at the Hampton hotel after the meeting, at a charge of $2.50 a plate. The report was accepted, and arrangements made for the entertainment of about 70 members and guests. In behalf of the club, James J. Karins, traveling salesman for Henry A. Dreer, Inc., Philadelphia, Pa., presented to Edward P. Tracey, the retired president, a gold fountain pen and pencil in a leather case. The secretary read a telegram from Roman J. Irwin, New York, expressing regret at his inability to be present at the annual dinner. Mr. Irwin said the date was the same as the one set for a dinner to the president of the New York Florists' Club, which he had planned to attend some time before.

After the meeting, all went to the Hampton to enjoy what the entertainment committee had provided. After the meal, Thomas F. Tracey was named toastmaster by President Hansen. Mr. Tracey called upon Frederick A. Danker, Frederick Goldring, and Frederick Henkes, three past presidents of the club, who told of trade conditions, and the benefits to be derived from organization. They had also complimentary things to say about the good record of the club for 1920. Others who spoke were: H. E. Eberhardt, James J. Karins, James Barrett, of Troy; James Snyder, of Rhinebeck; Morris Cohen, of New York, and Secretary Schaefer. One of the dominant notes in the addresses was the thought that the florist and allied lines of business are at their beginning, and the outlook for them is most encouraging. Speaking after a retrospect of 40 years, Frederick Goldring summarized the addresses of the evening, in a remark as follows: "The florist business is growing, but it must be pushed steadily to the end that florists may produce in quantity, quality and price, such flowers that the public will be encouraged to be steady buyers." One of the features of the night was the entertainment. A clever vaudeville team, two men, were there from Schenectady to sing and dance; Dennis McCarthy, an old friend of the club, was on hand with songs and some new stories that kept the members laughing immoderately for several minutes after the echo of McCarthy's voice had died away. The dinner was voted by the members to have been one of the pleasantest functions held by the club.

NOTES.

John T. Travison, who for 10 years has conducted a retail florist's shop at 335 South Pearl street, has taken his brother, Michael, into partnership. The two have enlarged the store to include Nos. 335 and 337 South Pearl street. Before going in business for himself, John T. Travison was in the employ of Fred A. Danker, 40 Maiden lane. Michael Travison has for some time been working for his brother in the South Pearl street store.

Reports on holiday trade are good. The demand for cut flowers was excel-

BALL'S WHITE ASTER

A SPHERE OF PURE WHITE PETALS

THE seed of this splendid Giant Aster of the Late Branching type—the product of twelve years' selection to develop the ideal of a perfectly double flower, of flawless color—is offered in 1921 for the first time.

In the Fall of 1908, George J. Ball, a Sweet Pea and Aster specialist, selected a plant among his Late Branching White Asters on which the flowers were solidly double, so much so that from eight to ten flowers only fifty seedlings were grown the following year.

It has been grown and the seed carefully selected every season since. In 1918, three-quarters of an acre netted $2,320. An exceptionally good market helped, but this variety has always sold for 50% more than ordinary White Asters.

The flowering season comes between the Royal and Late Branching types, filling in between the early and late glut of flowers. It grows to a medium height with full, distinctively centered blossoms, ideally formed for long distance shipping.

The seed of this Aster is about two-thirds the size of ordinary varieties. It is sold in ¼-ounce packets, containing about 4000 seeds, at **$3.00 per trade packet.**

MR. GEORGE BALL, Glen Ellyn, Ill. Chicago, November 9th, 1920.

Dear Sir—We feel impelled to tell you the high praise that we have received from our customers concerning your White Asters. In addition to its magnificent form, it also has the advantage of being an excellent keeper and one of the best sellers that we have to offer. We take great pleasure in recommending this variety to anyone for either commercial or private growing as it is superior to any White Aster. Very truly yours,

THE CHICAGO FLOWER GROWERS' ASSOCIATION.

Chicago VAUGHAN'S SEED STORE New York

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

lent, and roses sold best. Plants had a sale reported to be even better than a year ago. Flowers were of good quality, and plentiful for all demands. Holly was of fine quality, in good supply, and sold well.

Mrs. A. F. Loucks has opened a retail store at 257 Clinton avenue, in a residential section.

R. D.

NEW HAVEN, CONN.—The annual meeting and election of officers of the New Haven County Horticultural Society will take place January 14.

Artificial Roses

Long stem roses; colors, red or pink; foliage on stem and most beautiful for vases, baskets or general use.

Per dozen. .....$ 1.25
Per gross (12 dozen) 13.50

Artificial Nasturtiums

Most natural in appearance. Flower and bud, also foliage, on each stem.

3 doz. to a box for .....$ 4.75
12 doz. to a gross for..... 18.00

Get Our Complete List of Many Other Items. It's Free.

GEO. H. ANGERMUELLER CO.

Wholesale Florists, 1324 Pine St., ST. LOUIS, MO.

Mention the American Florist when writing

ROSES

Buy Direct from the Grower

You always get fresh flowers and a more even run of stock.

Our Roses Are the Finest in This Market

Price List

Subject to market quotations.

RUSSELL	Per 100
Fancy Long	$30.00 to $35.00
Good Length	20.00 to 25.00
Medium	16.00 to 20.00
Short	10.00 to 12.00

COLUMBIA	
Fancy Long	$30.00
Good Length	20.00 to 25.00
Medium	16.00 to 20.00
Short	10.00 to 12.00

PREMIER	
Long	$30.00
Medium	$16.00 to 25.00
Short	10.00 to 12.00

HOOSIER BEAUTY	Per 100
Long	$25.00 to $30.00
Medium	12.00 to 16.00
Short	8.00 to 10.00

OPHELIA	
Long	$16.00
Medium	12.00
Short	$8.00 to 10.00

SUNBURST	
Long	$16.00
Medium	12.00
Short	$6.00 to 8.00

WHITE KILLARNEY	
Long	$16.00 to $20.00
Medium	12.00
Short	$8.00 to 10.00

ASSORTED ROSES
—OUR SELECTION—

Including some **Russell, Columbia and Premier.** In lots of 200 or more, $12.00 per 100.

Fancy Ferns, per 1,000	$4.50
Adiantum, per 100	2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per 100	3.00

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.
NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays.

Chicago.

STOCK IS SCARCE.

Stock has been scarce all week in practically all items and the market at times during the past few days was cleaned up completely. Short and medium stemmed roses are exceedingly scarce, which has strengthened the demand for the fancier grades. The quality of the roses in general is exceptionally fine, especially Columbia, Premier and Mrs. Charles Russell. Double White Killarney are arriving in splendid condition. Sunburst, Ophelia, Butterfly, Montrose, Mrs. Aaron Ward, Mrs. Bayard Thayer, Crusader, Dunlop, Milady, Hoosier Beauty, Cecile Brunner and Nesbit are included in the offerings and are disposed of each day. Carnations are holding their own and clean up early at good January prices. Lily of the valley is more plentiful and prices have not been as firm as they might be. Orchids are having a good call and so are gardenias. Sweet peas are seen in larger quantities and the supply of violets is steadily increasing. Freesias are seen at a few of the stores and so are jonquils and hyacinths. Stevia and mignonette are to be had, together with calendulas, daisies, snapdragons and other miscellaneous seasonable stock. Lilies are having a good call, and callas are cleaning up daily. White and yellow narcissi are quite a factor in the market, and are commanding good prices. The retail stores are featuring plants in their window displays, especially cyclamens, hyacinths, primroses, jonquils, etc. Business has been fairly good the past week, with a good call for wedding and funeral work.

Stock never was so scarce in this market in January as it is at this writing, nor did it ever sell at such high prices. The wholesalers are finding it impossible to fill all their regular orders, and it is likely that the present shortage will continue for several more weeks.

NOTES.

Bassett & Washburn are cutting a fair supply of roses, which is enabling them to take care of all their regular customers. Mr. Washburn predicts that the present scarcity will continue at least a couple of weeks.

The Meyer Florists' threads are the longest and strongest in the world and are used by the leading retailers and growers throughout the world. Be sure and get the Meyer brand and you will always get the best. Manufactured by the John C. Meyer Thread Works, Lowell, Mass.

Mention the American Florist when writing

Sphagnum Moss — Vaughan's Seed Store, Chicago & New York — Single Bales or Carlots

Mention the American Florist when writing

Start The New Year Right

In 1921 have your customers "Say It"

With Budlong's Flowers

The Kind That Are Bound To Give Satisfaction

ROSES, FINE QUALITY IN ALL LEADING VARIETIES

We have the only supply of the Nesbit Rose on this market

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Excellent Roses

SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red GOOD CROP

Including the finest Mrs. C. W. Ward on this market, bar none

JONQUILS, HYACINTHS, VALLEY

Daisies, Calendulas, Sweet Peas, Violets, Easter Lilies, Paper Whites, Yellow Narcissi, Stevia, Pansies and all other seasonable Cut Flowers.

Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

Mention the American Florist when writing

Harry C. Rowe is pleased with the business he has enjoyed at his store at 4401 Sheridan road since he started, especially with his holiday trade. He is ably assisted by H. F. Charlesworth, whose father is in the florist business at Cleveland, O.

A. E. Boyar, who has charge of the flower stand in the Hotel La Salle, reports business good. His greatest trouble this week was to secure enough stock to fill all his orders.

The J. A. Budlong Co. is taking good care of its customers during the present shortage and looks for an increased supply of stock in the near future.

Peter Reinberg and N. J. Wietor, accompanied by their wives, left for Tampa, Fla., January 10.

A. L. Randall and family left last week for Palm Beach, Fla.

Premier and Columbia

Most magnificent stock it is possible to produce. Large perfect heads on strong, straight stems well clothed with luxuriant foliage. Your customers want the best—Give them these.

Also Exceptionally Fine Russell, White Killarney, Sunburst and Ophelia.

We Have All the Standard and Best New **CARNATIONS** And Can Supply the Best Grade in Quantity

Our Range of Greenhouses is one of the Three Largest in America and will be in Good Crop.

WIETOR BROS.

30 N. Wabash Ave., L. D. Phone Randolph 2081 **CHICAGO**

Mention the American Florist when writing

Some of the wholesalers in the Atlas building whose leases expire May 1, 1921, have been notified of an increase in rent amounting to 100 per cent and more. One firm on the second floor now paying $1,000 per year is asked to pay $3,200 and another paying $1,000 is asked to pay $2,000. The question in the minds of the wholesalers is the present market district becoming too expensive? Some think the location cannot be equalled.

Poehlmann Bros. Co. has installed a new coal conveyor, at Plant B, costing about $6,000. Miss Gladine Rummell, of the supply department, is wearing a diamond engagement ring. One of the boys evidently intended to express his sympathy, for he placed one of the S. A. F. electric "Say It With Flowers" signs in front of her desk. The rest of the trade extends their congratulations.

The Henry Wittbold Co. has opened downtown headquarters in Room 503, on the second floor of the Atlas building, in which a large number of wholesalers are located. George Wittbold, the efficient manager, will be assisted by Otto Strobuck.

A card from P. J. Foley of the Foley Greenhouse Mfg. Co., dated Denver, Colo., January 9, enroute to the Pacific Coast, says he and Mrs. Foley are having a very enjoyable trip and a jolly good time with many old friends.

A. L. Vaughan & Co., report the demand for stock was never so heavy as this week from all points depending upon this market, indicating that the scarcity is general throughout the country.

The new store of the Van Buren Florist, at Van Buren and South Wabash avenue, presents a very inviting appearance with its handsome new Buchbinder fixtures.

Ed. Winterson's fame as a florist caused one of the Tribune's cartoonist to refer to him in the well-known Gump series.

The Florists' Club ladies' night, novelty show and dance will be held Thursday evening, February 3, at the Randolph hotel.

Henry Kruchten is back on the job at the John Kruchten Co.'s store after being on the sick list for several days.

Julius Dilloff, representing one of New York's leading ribbon houses, called on the trade here this week.

J. G. Johnson, of Johnson & Chronis, was confined to his home for a few days with a severe cold.

IT IS SURPRISING

how each year there are more cut flower buyers in this market.

IT IS NOT SO SURPRISING

why so many retail florists do such a big retail business and buy all the cut flowers they have to sell.

ONLY THE OTHER DAY

another one of those retail florists was in to see us, and said that he now buys all the cut flowers that he receives each day.

SUCH A SERVICE

can easily be arranged, as therein lies the success of the retail florist who buys.—
It's your privilege.

Glass by the Million.

Production by the Thousands.

FOUNDED BY FLINT KENNICOTT 1st

Art Pasternik of the Ernst Wienhoeber force will take his second dip in matrimony this week.

Hans Jepsen of Maywood is the proud owner of a new seven passenger Chalmers.

Eddie Hunt, of the Chicago Flower Growers' Association, has been on the sick list.

Vaughan's Seed Store flower seed department is very busy with wholesale orders.

Wm. H. Wesbey is slated for the superintendency of Lincoln park.

Herman Schiller is at West Baden, Ind.

Visitors: R. E. Williams and wife, South Bend, Ind.; P. W. Peterson and F. Sterling, Joliet; C. J. Siemer, proprietor of Maple Hill Nursery, Nora Springs, Ia.

MOBILE, ALA.—The holiday business in this city, as reported by the Minge Floral Co., was better than last year with prices at about the same level. Plant sales showed an increase, and the supply of cut flowers, while of good quality, was limited, all varieties moving freely.

Roses AND Carnations

Choice stock in all the leading commercial varieties.

Buy Direct from the Grower — **CURRENT PRICE LIST** — Subject to Change Without Notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$40.00
Fancy	35.00
Select	$20.00 to 30.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
COLUMBIA	
Specials	$40.00
Fancy	35.00
Select	$20.00 to 30.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

		Per 100
Killarney Brilliant	Specials	$20.00
Killarney	Select	$12.00 to 15.00
White Killarney	Medium	10.00
	Short	6.00 to 8.00

	Per 100
SUNBURST, OPHELIA	
Special	$25.00
Select	$18.00 to $20.00
Medium	12.00 to 15.00
Short	10.00
PREMIER	
Specials	$40.00
Fancy	35.00
Select	$20.00 to 30.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
ROSES, OUR SELECTION	$ 8.00 to $10.00
Carnations	8.00 to 10.00
Sweet Peas	4.00
Adiantum	2.00
Asparagus, per bunch	50 to 75c
Boxwood, per bunch	35c
Ferns, per 1,000	$4.00
Galax, bronze and green, per 1,000.	2.00
Leucothoe Sprays	1.00
Smilax, per dozen strings	4.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

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Chicago Headquarters

For All Cut Flowers and Greens

Short and medium stemmed roses are in exceedingly short supply, naturally fancy stock must be used in their absence. Our supply of long stemmed Premier, Russell, Milady, Columbia, Ophelia, Sunburst, White Killarney, Butterfly and Ward are unsurpassed for quality in this or any other market. Get what you need from us for this house is Chicago's headquarters for all fresh Cut Flowers and Greens.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

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30 E. Randolph St.
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Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas

CARNATIONS

Paper White Narcissus

Single VIOLETS Double

Sweet Peas
Calendulas

GREENS

Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Hotel Randolph, January 6, President Waters in the chair. There was a good attendance, the feature of the evening being the installation of officers. The retiring president expressed his thanks to the committees and all members for the support given him during his administration, Mr. Waters stating he had derived much pleasure from wielding the gavel during the past year.

P. J. Foley, Jr., was then requested to escort President-elect Kohout to the chair, who in accepting the office, said he would have some suggestions to offer later as to the work of the club. Vice-President Pyfer, Treasurer Schneider and Secretary Lautenschlager were also duly installed, Mr. Schneider giving an interesting account of the club's early days.

James Morton told of the work of the garden committee, and the transportation committee announced the club party for the Washington meeting of the American Carnation Society and the National Flower Growers' Association would leave from the Union Station, Canal street, on the Pennsylvania railroad's Manhattan Limited, Tuesday, January 25, at 10:30 a. m., due Washington the following morning at 9:28 o'clock.

President Kohout announced the following committees: Good-of-the-club—T. E. Waters, Paul E. Weiss, Wm. Weinhoeber, J. E. Pollworth, Chas. Erne, Paul R. Klingsporn, Ed. Goldenstein and E. A. Ollinger. Chrysanthemum Society of America meeting and exhibition—N. J. Wietor, F. Lautenschlager, W. N. Rudd, C. C. Pollworth and A. H. Schneider. Transportation—M. Barker.

On account of St. Valentine's day, it was arranged to hold the next meeting one week earlier than usual, on February 3, with the regular novelty exhibition, and a dance for the ladies. All club members and their friends are invited.

Applications for membership were received from F. R. Kilner, 508 South Dearborn street, and A. F. Thal, Lakeside building.

Secretary Lautenschlager reported the membership increased 27½ per cent last year.

There was a brisk discussion on artificial flowers, Peter Pearson, Otto Amling, T. E. Waters, Hans Jepsen and others participating.

PRESIDENT KOHOUT'S ADDRESS.

President Joseph Kohout, in his installation address, which was listened to with much interest, said in part:

"At this opportune moment I wish to express my appreciation of the support you have rendered this organization in the other officers you selected with your president. Vice-president A. T. Pyfer can be recommended because of the things he has done in the activities of the organization, and is most capable to preside when I am not present. Our treasurer, A. H. Schneider, represents ideals that makes the successful florist a credit to the community and to our organization, and without doubt, will be a worthy successor to our retiring friend. Our offical recorder of our proceedings, overworked and underpaid, is a secretary who makes good at every opportunity that we entrust to him. When he is sent out to do the work that we ask of him, he always finishes up his labors with a report to which we can all say: "Well done, faithful servant." Our re-elected trustee, August Poehlmann, to whom we lean for his protection, because whatever he does to uphold his own responsibility or to make money, also helps us along. As I need no introduction, I shall be the convenient football to "kick," etc., so I hope to see good fellows at our meetings to assist me in a difficult situation and support some of my recommendations.

"We have four individual specialized groups of the trade outside of the jurisdiction of the Chicago Florists' Club; organizations that would make, spokes of strength in the wheel of the organization, the retailers, growers, wholesale distributors and miscellaneous allied tradesmen. In our own membership we represent all of these trades, but have to represent them in our business activities, hence the organization of the so-called competitive separate trade organizations failed. We cannot have too many trade organizations, provided their work is efficient. These new local trade bodies made more certain the necessity of reorganizing the Chicago Florists' Club in order to begin the movement towards their centralization. Our meetings in the future will be somewhat more general in interest since the wholesaler has become directly interested in the affairs of the grower, and the latter has taken a greater interest in the distribution of his products through both wholesaler and retailer. Great as is the work done by these local organizations, vastly more can be accomplished by the combination of these organizations with the Chicago Florists' Club.

"Separate organizations will soon find that the co-operations of the other organizations will be needed to perfect and to extend their own individual work. We include in our membership all of the men necessary to meet the issues in each division and settle smoothly all of their individual problems for the best of all concerned. Our membership under proper trade divisions can form a legislative body to enact trade laws for the trade betterment that will meet all of the problems of our various interests. By centralization, we can lay out a course to pursue, applicable to all of our particular needs. Our accomplishments will multiply and our influence spread

EXTRA FANCY ROSES

Our supply of Roses at present is exceptionally fine. Can take care of you in all the leading varieties, particularly Russell, Premier, Columbia, Butterfly, Ward, Sunburst, Ophelia, Killarney Brilliant, White Killarney and Cecile Brunner.

CARNATIONS IN GOOD SUPPLY

Particularly fine for shipping purposes. All the varieties grown for the Chicago market are obtainable here. Try us with that next order.

Sweet Peas, Orchids, Valley, Lilies, White and Yellow Narcissus, Violets, Calendulas, Daisies, Mignonette, Etc.

Complete Line of Greens

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Quality Cut Flowers

You can rely upon us at all times to supply you with the best **Quality Cut Flowers.** Our line is complete in every respect and includes a full assortment of Green Goods.

JOSEPH FOERSTER CO.
WHOLESALE FLORISTS
160 N. Wabash Avenue, CHICAGO, ILL.

nationally and raise the Chicago trade to its proper prestige.

"Why should we continue to sustain separate organizations within the floricultural industry when each of these local bodies represent only a part of the structure we contemplate to complete?

"Who will deny that when we create trade divisions within the Chicago Florists' Club, that each trade division will first serve itself and then serve us in the same way as has been shown by those of our members serving the Allied Florists' Association? If they, as directors, have demonstrated to us what can be accomplished in one direction toward publicity, that is just what we propose to do in all directions. When each trade division of the Chicago Florists' Club places their valuable time at the disposal of each other and follow within the Chicago Florists' Club the same example of service, then we shall also show accomplishments of the highest order."

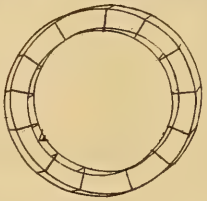
St. Louis, Mo.

BETTER SUPPLY AND MOVEMENT.

The chrysanthemum season is entirely over. Roses have been off somewhat, but are now arriving in better shape and demand has increased. Extra fine stock brings from $3 to $10 per dozen at retail. Carnations are more plentiful, with a greater call for pinks and white. They are disposed of easily. The market is flooded with narcissi, and jonquils of excellent quality are also seen. Retailers are pressed

SPECIAL WIRE WREATH OFFER

Just ask for our prices on all wire designs



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ORDER NOW

Our new Supply Price List is ready now. Send for it.

Crate containing 50 10-in., 25 12-in. and 25 14-in.... ....$ 7.50
Crate containing 50 12 in., 25 14-in. and 25 16-in..... 9.25
Crate containing 33 12-in., 33 14-in. and 34 16-in..... 9.50
Crate containing 50 12-in , 50 14-in. and 50 16-in..... 13.75

Crate containing 50 12-in., 100 14-in. and 100 16-in..... .....$25.00
Crate containing 50 12-in., 100 14-in., 100 16-in., 50 18-in., and 50 20-in..... 40.00
Crate containing 100 each, 12-, 14-, 16-, 18- and 20-in..... 58.00

B. E. & J. T. COKELY, 201 North Seventh Avenue, Scranton, Pa.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

WILD SMILAX-That's Us

$6.00 Per Case, F. O. B. Chicago

THE E. F. WINTERSON CO., Central 6004 L. D. Phone: 166 No. Wabash Ave., Chicago, Ill.

to meet the demand for this flower. A limited supply of violets of fine quality is available. Sweet peas are abundant at $1 to $2.50 per 100. There is a small supply of callas, but Harrisii lilies are plentiful this week. The stock is exceptionally large flowered. Calendulas are also splendid property. Very good Roman hyacinths are seen at $5 to $6 per 100. Cattleyas, in limited numbers, are offered at $1.50 to $2. Pussy willows are featured in many of the store windows, but there is not much call for them. There are no gardenias, and Asparagus plumosus is in short supply. The stock of Sprengeri is ample.

NOTES.

The gardeners' club held its meeting at the municipal greenhouse, Forest Park, January 5, which was attended by 40 members. Lectures of instructive nature will be given during the coming year. The feature of this, the first meeting of the year, was a talk by George H. Pring, well-known horticulturist, on "The Relation of Botany to the Gardener," the Latin names being translated into English by means of a blackboard.

The Mullanphy Floral Co. is doing a brisk business in decorations and is now making preparations for St. Valentine's day trade.

W. A. Rowe, of Kirkwood, appears to be doing a great business, judging from the quantities of his flowers on this market.

C. A. Kuehn is cleaning up easily on roses and expects a greatly increased demand during the coming week.

The florists' club will give a "tackey party" in Westminster hall, January 14.

Visitor: A. Miller, of the American Bulb Co., Chicago.

R. D. M.

Buffalo, N. Y.

IDEAL WEATHER AND GOOD BUSINESS.

Weather during the past two weeks has been about as favorable as could be wished for as far as business is concerned, the thermometer at no time making delivery difficult. Trade in general has been satisfactory, with social events more numerous than at any time since the war, weddings, receptions, etc., crowding one another, consequently the florists have little to complain of. A lull came on Saturday, which was welcomed as an opportunity to rest. Several events of importance are scheduled for the coming week, however. Roses in all the better grades are plentiful, but short stock is in limited supply, and this is also true of the small flowers, such as Butterfly. Ward and Ophelia are also among the scarce items. Orchids, lily of the valley and sweet peas are plentiful. Jonquils and some good iris are seen in several of the stores, also lilac. There is a fine showing of cyclamens, begonias and primulas.

NOTES.

Palmer's, Anderson's, Scott's and the Colonial Flower Shop have been unusually busy with orders for social affairs and many orders were also filled by other stores. All report excellent holiday business.

There have been rumors of a meeting of the florists' club but they proved false. However, we have not given up all hope that we may have one this year.

Henry Kraus, of S. A. Anderson's, is laid up with pneumonia, but is well on the road to recovery.

W. J. Palmer is now serving on the grand jury, and J. B. Wiese is also on jury work.

The Holland bulb men are with us in force—three and four a day.

BISON.

Tonner

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Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

Seligman & Stein

FLORISTS' SPECIALTIES

116 W. 28th St., New York

IMPORTERS—MANUFACTURERS

Nebraska State Florists' Society.

The Nebraska State Florists' Society held its annual meeting at Lincoln, January 5, an interesting and enjoyable session, marked by good attendance. Following the banquet at the Hotel Lincoln at 7:30, there were a number of excellent addresses, among them the following: "New Roses," by C. H. Frey, Lincoln; "Out-of-town Customers," by Edward Williams, Grand Island; "Say It With Flowers," by I. F. Frey, Lincoln, and "An Experience with Rose Midge," by C. H. Green, Fremont.

A. H. ENSLOW, Sec'y.

John Kruchten Co.

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Long Distance Telephone, Central 3373.

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

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ARTIFICIAL VALLEY ARTIFICIAL FLOWERS

Write for prices

Grossberg-Tyler-Finnerman Co.

Manufacturers and Importers

30 E. Randolph Street, CHICAGO

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Wire Hanging Baskets

Price List, 1920. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST.

		Dozen
Roses, Beauty		4.00@ 12.00
		Per 100
"	Mrs. Chas. Russell	10.00@ 40.00
"	Butterfly	10.00@ 40.00
"	Columbia	10.00@ 40.00
"	Dunlop	10.00@ 40.00
"	Premier	10.00@ 40.00
"	Hoosier Beauty	10.00@ 40.00
"	Killarney Brilliant	6.00@ 20.00
"	White Killarney	6.00@ 20.00
"	Mrs. Geo. Shawyer	6.00@ 25.00
"	Milady	6.00@ 30.00
"	Mrs. Aaron Ward	6.00@ 20.00
"	Sunburst	6.00@ 20.00
"	Ophelia	6.00@ 20.00
"	Dble. W. Killarney	6.00@ 20.00
"	Cecile Brunner	4.00
"	Our Selection	12.00
Calendulas		3.00@ 6.00
Jonquils		10.00@ 12.00
Romans		
Paper Whites		6.00@ 8.00
Violets		1.00@ 1.30
Mignonette		6.00@ 8.00
Sweet Peas		2.00@ 4.00
Stevia		3.00
Cattleyas, per doz.		24.00
Cypripediums, per doz.		4.00
Valley		8.00@ 10.00
Carnations		8.00@ 12.00
Lilies, per doz.		15.00@ 20.00
Adiantum		1.50@ 2.00
Ferns	per 1,000	4.50
Galax	per 1,000	2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays		3.00@ 5.00
Mexican Ivy		1.00
Southern Wild Smilax, case		6.00
Boxwood, 35c per lb., case		9.00

ZECH & MANN

WHOLESALE FLORISTS

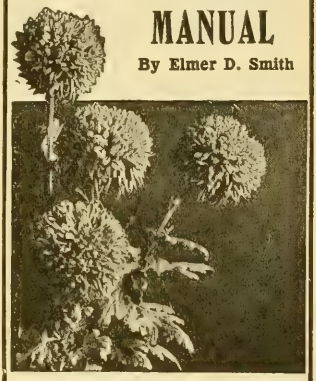
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



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Price 60 Cents. Cash with Order.

American Florist Co.

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CHICAGO, - - ILLINOIS

Write for Catalog and Prices.

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Oriental Goldfish & Supply Co.

Send for catalogue.

3737 Cottage Grove Ave., CHICAGO

Mention the American Florist when writing

White Lilac
Gardenias
Orchids
Valley

All of these items are sometimes very hard to get. We aim to have everything that is in season. If you depend on us for your supply, you have every assurance your order is filled. Some day you will need some of this stock and we would be glad to have your order.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Mention the American Florist when writing

Philadelphia, Pa.

SUPPLY AND DEMAND IN BALANCE.

The concensus of opinion on the week's business appears to be not a whole lot doing, and only enough flowers to supply the demand. The only encouraging sign is increasing shipments of carnations, which, however, while some are high grade, are, for the most part, below the standard for the season in quality. Rose crops are mostly off and prices hold firm, particularly for medium grades. Sweet pea shipments are swelling, the mild, bright, sunny springlike weather so unusual for the season, being very favorable to their growth. Stevia is still plentiful, but cannot last much longer. Calendulas are becoming a factor, but the percentage of specials or perfect flowers is small, there being far too much single and short stemmed stock that is hard to move. There appears to be enough single and double violets, and lily of the valley. Lilac, all of good quality, cleans up well at top prices. Cattleyas are now in excess of the demand, while gardenias are being offered by the street men. There are very good Trumpet Major daffodils, which sell well at quoted prices. Paper Whites, however, go begging, as they are sold in the street for 25 cents a dozen sprays. Southern asparagus is backing up a little. Easter lilies are still bringing $25, while good callas sell readily for $4 per dozen. All the wholesalers' coolers were almost entirely clear of stock, January 8, which shows that supply and demand are running neck and neck, as the wholesalers say they have been able to fill all orders. The first well-flowered Primula malacoides have been offered this week, and for the next two months will be largely in evidence. They are unquestionably one of the best of the winter flowering plants.

January 10.—The market this morning favors the sellers, there not being one-third enough stock to go around, particularly in short to medium stemmed roses, stock with stems six to ten inches in length bringing 15 cents. Growers report houses very much off crop, a condition likely to last for the next two or three weeks.

NOTES.

The S. S. Pennock Co. has installed a new automatic cold-storage system for keeping their various cooling rooms at any desired temperature. A 25-horsepower motor for running the compressor and pumps, and motors of lesser power, are all controlled by thermostats, which start and stop the various machines. A large submerged tank, 8x16x7 feet in depth, is filled with brine, which is kept at a low temperature by a great number of pipes, through which ammonia is forced as required. The brine from this tank is pumped through pipes in all the cooling rooms, each of which has a separate connection, controlled by a thermostat, which will automatically start or stop the flow of brine within three degrees of the desired temperature. All the machinery is situated in a basement room, 30x30 feet. It is a most complete installation. Formerly ammonia was pumped through the pipes, which was dangerous, as the smallest leak would allow the escape of fumes that would ruin the contents of the room in a few minutes. One drop of ammonia is said to expand 1,600 times. The plant has also a daily capacity of 20 tons of ice; half a ton is all that is necessary at present. The system and machinery in all its features is most complete, and is the last word in cold-storage equipment.

J. J. Habermehl's Sons had the decorations for the first assembly ball, held at the Bellevue-Stratford, January 7. This is one of the most select functions of "Philadelphia's Four Hundred." The large ballroom was turned into a fairyland of beauty. Large pyramid azaleas splendidly flowered, magnificent cibotiums and stately palms, together with novel electric light ef-

EDWARD REID

CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, JAN. 12.

		Per 100
Roses, American Beauty	12.00@	150.00
" Shawyer, Russell	12.00@	50.00
" Duniop	12.00@	50.00
" Pilgrim	12.00@	50.00
" Crusader	12.00@	50.00
" White Killarney	12.00@	35.00
" Ward	12.00@	30.00
" Maryland	12.00@	25.00
" Hoosier Beauty	12.00@	30.00
" Columbia	12.00@	50.00
" Hadley	12.00@	25.00
" Ophelia	12.00@	50.00
" Premier	12.00@	50.00
" Victoria	12.00@	50.00
Adiantum		2.00
Asparagus bchs, per bch	.50@	1.00
Asparagus Strings, per doz.		12.00
B. Buttons	1.50@	2.50
Bouvardia, White Jasamine, doz. sprays	2.00@	2.50
Bouvardia, pink and red, doz. sprays	1.50@	2.00
Calendulas	4.00@	5.00
Carnations	10.00@	12.00
Cattleyas, per doz	12.00@	18.00
Lily of the Valley		20.00
Longiflorum Lilies	20.00@	25.00
Pansies	3.00@	4.00
Paper White Narcissus		6.00
Smilax, per doz	4.00@	6.00
Snapdragons, doz.	2.00@	3.00
Mignonette, doz.	1.25@	2.00
Sweet Peas	3.00@	6.00
Callas	3.00@	5.00
Heliotrope, per bch	1.00@	1.50
Violets	2.00@	2.50
Cypripediums		4.00
Stevia, per bch	.50@	.75
Marguerites	3.00@	4.00
English Daisies	1.00@	1.50
Jonquils		16.00
Fressias		10.00

BUFFALO, JAN. 12.

		Per 100
Rose, Killarney	8.00@	12.00
" White Killarney	10.00@	15.00
" Dbl. Wht. Killarney	8.00@	20.00
" Richmond	8.00@	15.00
" Maryland	10.00@	20.00
" Sunburst	8.00@	25.00
" Ward	6.00@	8.00
" Columbia	12.00@	35.00
" Ophelia	8.00@	20.00
" Russell	10.00@	25.00
" Premier	12.00@	25.00
" Cecile Brunner	4.00@	6.00
Calendulas	3.00@	6.00
Calla Lilies	15.00@	25.00
Carnations	5.00@	8.00
Easter Lilies	15.00@	20.00
Freesias	6.00@	8.00
Mignonette	6.00@	10.00
Rubrum Lilies	**6.00@**	**8.00**
Snapdragons	**6.00@**	**10.00**
Paper White Narcissi	**5.00@**	**6.00**
Soleil D'Or Narcissi	**6.00@**	**8.00**
Sweet Peas	**2.00@**	**4.00**
Violets	1.50@	2.00

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On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Berger Bros.

The Choice of the Market in EASTER LILIES, ROSES and All Popular Flowers.
Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, JAN. 12.

		Per 100
Roses, Premier	10.00@	30.00
" Russell	10.00@	30.00
" Columbia	10.00@	30.00
" Butterfly	10.00@	30.00
" White Killarney	10.00@	30.00
" Pink Killarney	10.00@	30.00
" Sunburst	10.00@	30.00
" Mrs. Aaron Ward	10.00@	30.00
" Ophelia	10.00@	30.00
" Baby Doll	4.00@	6.00
Carnations	6.00@	8.00
Easter Lilies	15.00@	20.00
Ferns, per 1,000		3.50
Galax, per 1,000		1.50
Leucothoe, per 1,000	5.00@	6.00
Plumosus (south) per bch		.25
Smilax, per string	.15@	.25
Snapdragons	10.00@	15.00
Violets	1.00@	1.50
Primulas, bunch		.50
Jonquils	8.00@	10.00
Romans	6.00@	8.00

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

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THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.
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Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506.
444-446 Milwaukee Street,
MILWAUKEE, WIS.

fects, gave a splendid garden effect. Tall floor vases, filled with American Beauties and other long-stemmed roses, added their grace and fragrance. Other flowers were used in profusion. John Habermehl declared it to be one of the best decorations of the season.

The members of the florists' club feel they are much indebted to Chas. S. Strout for his fine display of carnations and his very practical talk at their January meeting. A few more such enthusiastic carnation growers as Mr. Strout would soon move this old favorite to the front. The carnations were in such fine condition that some graced the meeting of the florists' club of Reading, January 6. A portion were sent to Lancaster, while quite a display was made in the show window of T. Nelson Geiger. The splendidly flowered Primula malacoides staged by C. U. Liggit were grown by Harry K. Rohrer, Lancaster, Pa.

Many carnation growers report the condition of their plants below par, due, it is thought, to the very wet weather of last summer, at which time most growers fill their houses. There was continuous rain throughout eastern Pennsylvania the last of July and early August, and while the plants made a fine growth in the field, they did not move well, there being heavy losses from stem rot in the houses. Growers who transferred their stock before the middle of July have made a much better showing, losing but few plants, and have been cutting good stock all season.

It has been discovered now, that winter-flowered, orchid-flowering sweet peas can be cut back to advantage. The entire top to within three or four feet of the ground may be removed, when the dormant lower eyes or shoots will break out in a healthy, strong growth and soon produce a fine crop of flowers.

H. Bayersdorfer & Co., are now busy with their Valentine novelties. Sydney Bayersdorfer is busily engaged in working up new ideas for this trade, which is rapidly increasing.

The Jos. Heacock Co. is cutting fine Pilgrim. This looks likely to become one of the standard forcing varieties.

White lilac and cattleyas are features of the Leo Niessen stock. High grade carnations are also leaders.

Edward Reid is handling superb Premier from David Anderson, Garrettford, Pa.

Berger Bros. are handling trumpet major daffodils by the thousand.

K.

Wholesale Flower Markets

PHILADELPHIA, JAN. 12. Per 100

Roses, Beauty, special	75.00@100.00
" " fancy	20.00@ 50.00
" Mrs. Chas. Russell	15.00@ 35.00
" Killarney	8.00@ 15.00
" Hadley	15.00@ 40.00
" Sunburst	15.00@ 20.00
" Wards	10.00@ 15.00
" Ophelia	8.00@ 20.00
" Columbia	15.00@ 25.00
" Premier	25.00@ 35.00
Adiantum	1.00@ 1.50
Asparagus, bunches	.50
Asparagus Strings	.75@ 1.00
Calendulas	5.00@ 8.00
Carnations	6.00@ 10.00
Cattleyas	.75@ 1.00
Chrysanthemums	10.00@ 60.00
Pompons, per bch.	.50@ .75
Easter Lilies	20.00@ 25.00
Lily of the Valley	12.00@ 15.00
Smilax	.35
Snapdragons, per doz.	1.50@ 2.00
Mignonette	6.00@ 8.00
Violets	1.00@ 1.50
Callas	20.00@ 35.00
Sweet Peas	1.50@ 4.00

ST. LOUIS, JAN. 12. Per 100

Roses, Premier	8.00@ 35.00
" Killarney	4.00@ 8.00
" White Killarney	8.00@ 15.00
" Russell	8.00@ 35.00
" Ward	6.00@ 12.50
" Sunburst	8.00@ 15.00
Calendulas	3.00@ 6.00
Carnation Laddies	15.00@ 20.00
Ferns, per 1,000	3.50
Valley	25.00@ 35.00
Boxwood, per lb., .35; 50 lbs., per lb.	.25
Narcissus	2.00@ 4.00
Yellow Narcissus	6.00
Mignonette	10.00
Sweet Peas	1.00@ 2.50
Smilax, per string	.20
Leucothoe	.75
Galax, green, per 1,000	1.50
" bronze, per 1,000	1.50
Carnations, short	5.00@ 6.00
Carnations, fancy	8.00@ 10.00
Stevia, per bunch	.50@ .75
Violets	.75@ 1.50

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PITTSBURGH, JAN. 12. Per 100

Roses, Beauty, spl., per doz.	12.00
" " fcy., per doz.	9.00
" " ex., per doz.	7.50
" " No. 1, per doz.	5.00
" Killarney	8.00@ 20.00
" Maryland	8.00@ 20.00
" Sunburst	8.00@ 20.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	15.00@ 40.00
" Columbia	12.00@ 35.00
" Ophelia	10.00@ 25.00
" Hilda	8.00@ 20.00
" Premier	15.00@ 40.00
" Madam Butterfly	12.00@ 30.00
Carnations	8.00@ 10.00
Cattleyas, each	1.50
Cypripedium, per doz.	6.00
Easter Lilies	25.00
Ferns, per 1,000	4.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.60
Calendulas	3.00@ 4.00
Sweet Peas	2.00@ 4.00
Narcissus Paper Whites	6.00
" Yellow	10.00
Violets	1.00@ 1.50
Baby Primroses	1.50
Stevia, per bch.	.50
Smilax, per doz. strings	4.00
Jonquils	10.00
Valley	8.00@ 10.00
Pussy Willow	6.00

MILWAUKEE, JAN. 12. Per 100

Roses, Kill'n'y, W. Kill'n'y	8.00@ 15.00
" Ward	8.00@ 15.00
" Premier	12.00@ 30.00
" Ophelia	8.00@ 25.00
" Columbia	12.00@ 30.00
" Hoosier Beauty	8.00@ 15.00
Lillies, per doz.	2.00
Carnations	6.00@ 10.00
Orchids, per doz.	6.00@ 18.00
Stevia	3.00
Sweet Peas	1.50@ 3.00
Violets	1.50@ 2.00
Paper Whites	6.00
Narcissus, Yellow	8.00
Calendulas	4.00@ 6.00
Rubrums, per doz.	1.25@ 2.00

New York.

FAIR CALL FOR MODERATE PRICED STOCK.

There was a fair business during the past week in the cheaper grades of stock, but all specials were slow. As roses are always the leading offerings, it was noteworthy that long stemmed special teas were hard to move. The society fad at the present time is raising funds to send to Europe, and one well-known society woman, Miss Anna Morgan, chairman of the executive committee of the American Committee for Devasted France, has arranged for a prize fight to take place at an early date. A local newspaper of January 6 announced that: "Society met real pugilists last evening in the ballroom of the Hotel Commodore, when boxes and ringside seats were auctioned for the coming fight in Madison Square Garden." One of the pugilists is to get $40,000 out of it. As high as $500 was bid for a box, and there were other bids for $300. The writer's opinion of prize fighting would not be suitable copy for a horticultural journel. Neither do we criticize those who are helping the poor of Europe. The foregoing is written to illustrate how great sums of money are being spent, while the florist and various other lines of respectable business are languishing. The clear and mild weather of the past week tended to increase the supply of stock. There was an abundant supply of sweet peas and carnations, with weakening prices. Orchids also were plentiful, with C. Trianæ ranging from $1 to $1.25 per flower, wholesale rates, and hybrids, $1.50. The supply of gardenias was not heavy, but there was no scarcity. There was a moderate supply of lilies and other bulbous stock. Violets came in larger volume than could be handled with satisfaction to the wholesalers, $1 per hundred being top price for the best. In stevia, wallflowers, pansies and other minor offerings, there was a good supply. To one interested in the sale of natural flowers, it is almost discouraging, in going about this city, to note the increase in the number of stores dealing exclusively in artificial stock. There are also numbers of retailers, that by courtesy are called "florists," whose principal stock is artificial and preserved.

January 10.—With a moderate supply of stock, roses are about all that show much life, and that is in the shorter grades. Orchids and lily of the valley are slow, the latter particularly so. There is a heavy supply of sweet peas and more violets than can be cleaned up.

NOTES.

President Hendrickson, of the florists' club, gave an informal dinner at the Hotel Pennsylvania on the evening of January 6, to officers past and present, committee chairmen and press representatives. It was a good dinner, the president being at the head of the table, and after the viands were disposed of, calling on each one present for remarks. There was a general pledge of support and loyalty to President Hendrickson and his administration. Those present were: President Hendrickson, Vice-President Irwin, Treasurer Rickards, Arthur Herrington, Charles Knight, Joseph Manda, Chas. H. Totty, A. L. Miller, Wm. H. Siebrecht, Jr., J. H. Pepper, Percy B. Rigby, Peter Gerlaird, A. Fight, A. T. De La Mare and C. Lowther. THE AMERICAN FLORIST representative, being unavoidably absent, sent regrets. A telegram of sympathy and good fellowship was sent from the table to A. M. Henshaw, who is in a Summit, N. J., Hospital.

Charles Abrams, who conducts the flower department in the store of Abraham & Strauss, Brooklyn, has recently had completed, by the Lord & Burnham Company, a fine greenhouse on the roof of the A. & S. store. It is in the form of a square, of iron-frame construction, with concrete floor, comprising 5,000 square feet, and is being used for the growing of and care of plants.

Calling recently on Seligman & Stein, dealers in florists' specialties, we found the irrepressible Sam fat, saucy and prosperous. He said we didn't look at him the last time he saw us on the street. We leave it to the trade to decide if it would be proper to get run over by an automobile just for the sake of looking at Sam.

Calling recently on the Geo. W. Crawbuck Co., Inc., 151 Lawrence street, Brooklyn, we found them well located in the wholesale business, and they report a fair share of trade.

On account of it being impossible for the club to secure the larger room in the Engineering building for the night of January 10, and also on account of the illness of retiring President Henshaw, the "ladies night" reception and dance was postponed to the February meeting.

Chas. S. Strout and wife, of Biddeford, Me., were in the city, January 4, and called on Secretary Young and a number of members of the trade. They continued on to Philadelphia for the club meeting that evening, and exhibited their fine stock of carnations.

Secretary John Young is distributing large numbers of stamps, suitable for the back of a letter, or package, advertising the spring flower show, which will be held in the Grand Central Palace, March 14-20.

Peter Rush, a retail florist of Detroit, Mich., was in the city during the past week visiting his relatives, Leo Klein and wife of Lexington avenue and 60th street.

The fourteenth annual ball and entertainment of the Greek-American Florists' Association will be held at the Hotel Commodore, on the night of March 2.

President Hession, of the retail florists' association, has had a severe cold and a touch of influenza, but is now much improved in health.

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H. C. Newbrand, well known as a horticultural salesman, has recently taken the road for Roman J. Irwin.

A. F. F.

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All consignments receive our special attention.

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NEW YORK, JAN. 12.

		Per 100
Roses, Beauty	10.00	@100.00
" Mdm. Butterfly	10.00	@ 35.00
" Pilgrim	10.00	@ 30.00
" Crusader	15.00	@ 75.00
" Hadley	10.00	@ 75.00
" Dunlop	12.00	@ 40.00
" Francis Scott Key	25.00	@100.00
" Dbl. Wht. Killarney	10.00	@ 30.00
" Columbia	12.00	@ 40.00
" White Killarney	8.00	@ 15.00
" Aaron Ward	10.00	@ 30.00
" Ophelia	10.00	@ 30.00
" Mrs. Chas. Russell	15.00	@ 60.00
" Premier	15.00	@ 60.00
" Sunburst	10.00	@ 25.00
Adiantum Croweanum and Hybridum	1.50	@ 2.00
Asp. Plumosus, per bch	.25	@ 1.00
Bouvardia, doz.	.50	@ .75
Carnation Laddie	10.00	@ 12.00
Carnations	8.00	@ 10.00
Cattleyas	50.00	@125.00
Gardenias, per doz.	2.00	@ 6.00
Lilies, white	10.00	@ 25.00
L. Rubrum	5.00	@ 15.00
Lily of the Valley	4.00	@ 8.00
Narcissus Paper White, doz.	.25	@ .50
Sweet Peas	2.00	@ 5.00
Callas, per doz.	3.00	@ 5.00
Narcissus, Sol d'Or, doz.	.75	@ 1.00
Smilax, doz. strings	2.00	@ 3.00
Snapdragons, per doz.	.75	@ 2.00
Violets	.50	@ 1.00
Stevia, 5 bchs.		1.00
Daisies, yellow	3.00	@ 5.00
Poinsettias, per doz.	2.00	@ 4.00
Iris, per doz.	6.00	@ 8.00
Tulips, per doz.	4.00	@ 6.00
Narcissus, Trumpet Major, per doz.	1.00	@ 1.25
Mignonette, per doz.	.75	@ 1.50
Wallflowers, per doz.	.50	@ 1.00

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Novelties Roses All Seasonable Flowers

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January 18.

Pannonia, Cunard-Anchor Line (Trieste).

January 19.

FROM NEW ORLEANS, Amsteldyk, Holland-America (Rotterdam).
Adriatic, I. M. M. Lines (Southampton).
Port Bowen, Cunard-Anchor Line (Liverpool).
FROM BALTIMORE, River Araxes, Cunard-Anchor Line (Smyrna).
FROM NEW ORLEANS, Mariana (Porto Rico).

January 20.

France, French Line (Havre).
FROM BOSTON, Oxonian, I. M. M. Lines (Liverpool).
FROM GALVESTON, Huronian, I. M. M. Lines (Liverpool).
FROM NEW ORLEANS, Nubian, I. M. M. Lines (Liverpool).
FROM BALTIMORE, Defiance, I. M. M. Lines (Hamburg).
Imperator, Cunard-Anchor Line (Southampton).
Fusilier, Belgian Line (Bordeaux).

January 22.

FROM PORTLAND, ME., Canada, I. M. M. Lines (Liverpool).
FROM PORTLAND, ME., Cornishman, I. M. M. Lines (Avonmouth).
Bardic, I. M. M. Lines (London).
FROM PHILADELPHIA, Mackinaw, I. M. M. Lines (London).
FROM BALTIMORE, Mississippi, I. M. M. Lines (London).
Bovic, I. M. M. Lines (Manchester).
Zeeland, I. M. M. Lines (Antwerp).
FROM BALTIMORE, Western Star, I. M. M. Lines (Antwerp).
FROM PHILADELPHIA, Wauconda, I. M. M. Lines (Hamburg).
Vestris, Cunard-Anchor Line (Liverpool).
Saxonia, Cunard-Anchor Line (London).
FROM PHILADELPHIA, Verbania, Cunard-Anchor Line (London).

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Members F.T.D. Established 1908.

New York Floral Co.

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Members of Florists' Telegraph Delivery

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Send your orders for flowers for delivery in this city and vicinity to

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Quality and Service Assured.

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ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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Wholesale and Retail

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LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—H. N. Bruns, 3040 W. Madison St.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exch. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Greenville, S. C.—Rodgers Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
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Liverpool, Eng.—Bee's, Ltd.
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Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Dard's, 44th and Madison Ave.
New York—David, Clarke's Sons.
New York—Evans.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Olympia Florist.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
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Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Shipments for Kansas and Oklahoma.

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Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
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Chicago's Leading Florist
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Corner Broadway and Gratiot Avenues.

Artistic Designs.
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Established in 1863.
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Mail or telegraphic orders promptly and most carefully executed.
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Successor to the HILL FLORAL CO.
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Telegraph orders for Dayton will receive our immediate and careful attention.

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We Solicit Telegraph Orders.
Regular Trade Discount.
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Orders Carefully Executed
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—FLOWERS—
Mail and Telegraph orders carefully filled.
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Established over 30 years.
Southwest corner of 11th and McGee Sts.

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AUGUST R. BAUMER,
MASONIC TEMPLE
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Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.

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Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.

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Central Floral Co.
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Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

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Finest floral studio in Northwest.
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First-class stock and service. Usual discount.
We reach the whole of Utah and to Central part of Nevada and Idaho.
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Cut Flower Merchants
We solicit telegraphic orders. Regular trade discount.
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Everything in Flowers
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IDLEWILD GREENHOUSES **Memphis, Tenn.**
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"Up-to-the-Minute" Service and Execution
Every Flower in Season

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Flowers delivered in City and State on Short Notice.
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EVANS
FLOWERS
F. E. Evans, over 20 years experience in the retail florist business in New York City.

Pittsburgh, Pa.
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KEENAN BLDG.
Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

CHARLES L. SCHMIDT
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Night and day service in all Central Pennsylvania.

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

Next Annual Meeting, June, 1921.

THE nominal price of bags at Chicago, January 12, was $34.00.

THE present California outlook is for abundance of irrigation water next summer.

THE early January weather has been very favorable for the movement of cannas, gladioli and other spring bulbs.

JOHN BODGER, SR., of the John Bodger & Sons Co., Los Angeles, Calif., is planning an European trip early this year.

IT is said the Department of Agriculture will publish an official almanac. Now we may, at last, get something the farmer will read.

C. F. WOOD, Chicago, says last year was the most trying and disastrous during his 35 years' experience in the grass and clover seed trade.

THE Jerome B. Rice Seed Co., Cambridge, N. Y. is mailing its attractive new calendar, which features Early Fortune cucumber in colors.

JOHN C. LEONARD, of the S. F. Leonard Seed Co., Chicago, will attend the convention of the National Canners' Association at Atlantic City, N. J., next week.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, January 12, were as follows: Timothy, $4.50 to $6.25 per 100 pounds. Red clover, $14.00 to $19.00.

AT a recent meeting of Dutch bulb growers and British horticulturists it was explained that Germany's imports from Holland were down to 10 per cent of 1919, which was the main cause of the surplus the past season. Prices next season, it was said, are expected to be low.

URBANA, ILL.—The greatest convention of corn growers ever held in the state is planned to be held in this city, January 17-18, under the auspices of the Corn Growers' and Stockmen's Association, on the occasion of its twentieth annual meeting. The programme is arranged especially to meet the needs of farmers and farmers' sons.

VISITED CHICAGO: R. C. McGill, of R. C. McGill & Co., San Francisco, Calif.; F. W. Lilly, of the Chas. H. Lilly Co., Seattle, Wash.; W. Galloway, of Galloway Bros. Co., Waterloo, Ia.; D. B. Gurney, of the Gurney Seed and Nursery Co., Yankton, S. D.; Max F. Wilhelmi, of the Bartelds Seed Co., Lawrence, Kans.; O. L. Coulter, with the Hogue-Kellogg Co., Ventura, Calif.; S. W. Tracy, with D. M. Ferry & Co., Detroit, Mich.; W. F. Van der Schoot, Hillegom, Holland.

Onion Seed in the Canary Islands.

The onion-seed crop, 80 to 90 per cent of which always finds its market in the United States, furnishes the greater part of the exports from the Canary Islands to the United States, and is therefore of more interest to American importers and growers than the leading crops of the islands, according to Consul Frank A. Henry at Teneriffe. Bananas and tomatoes account for more than 80 per cent of the exports of the islands, but these find their markets almost exclusively in Europe.

PRODUCING REGIONS—CROP SEASONS.

Onion seed is for the most part grown on the island of Teneriffe, and exported from the port of Santa Cruz de Teneriffe by merchants of this island. Some seed is also grown on the island of La Palma, and further small amounts are produced on Gomera and Hierro. Production varies considerably from year to year, depending upon contracts placed the year previous by American seedsmen as well as upon natural conditions.

Planting is done in October and November, and harvesting in June, July and August. Exportation to the United States usually begins early in July, and should be completed soon after the middle of August so that it reaches Texas onion growers in time for their fall planting.

CONTRACTS PLACED IN ADVANCE.

A great part of the crop is always contracted for in advance so that it is well for intending purchasers to place their orders well ahead of the planting season. The three classes of seed grown for export are known as yellow Bermuda, crystal wax, and red Bermuda. The bulk of the crop consists of the yellow Bermuda. The crystal wax commands a higher price, but is especially sensitive and subject to damage during the growing season.

As exports of the 1920 crop are entirely finished, it is now possible to give some final figures in regard to it. As had been predicted, the yield was small and below the average in both quality and quantity. Exporters were in many cases obliged to reduce the amounts called for by their contracts. The size of the crop was due to small plantings followed by unfavorable weather conditions.

UNITED STATES AND PORTO RICO EXPORTS.

Exports to the United States during the year (including a few small shipments to Porto Rico, amounted to 63,014 pounds valued at $103,360, the average value per pound being $1.63. The quantities and values of the different classes of seed were: Yellow Bermuda, 53,341 pounds at $82,359; crystal wax, 8,651 pounds at $19,598; red Bermuda, 1,052 pounds at $1,403.

As of interest in this connection the following figures showing declared exports to the United States and Porto Rico for the ten previous years are given:

Years	Quantity Pounds	Value
1910	37,205	$36,509
1911	34,699	32,347
1912	61,197	75,437
1913	95,516	86,578
1914	42,552	45,841
1915	40,749	41,800
1916	76,487	84,387
1917	128,620	139,501
1918	94,045	99,036
1919	71,630	76,586

The annual average of declared exports for the 10-year period was 68,270 pounds with an average value of $71,802, so that judged by these figures alone the 1920 crop was only slightly below the average in quantity, and has been exceeded in value only by that of the record year 1917.

PROSPECTS FOR THE 1921 CROP

The high prices received during 1920, together with the fact that onions for planting have been much lower in price than a year ago, have undoubtedly stimulated plantings. The weather has so far been favorable, so that it is not unreasonable to anticipate a decided increase in the yield for next year. It must be borne in mind, however, that the crop is an uncertain one and subject to damage from disease and weather. Contracts for next year's seed have been made on the basis of about $1.30 f. o. b. Teneriffe for yellow Bermuda, and $1.75 for crystal wax.

Unless a regular, direct line of steamers to the United States should be inaugurated in the meantime, shipments will probably continue to be routed to New York via Liverpool as in the past season. It will also be possible to ship to New Orleans via Habana by several Spanish lines which call here. While in theory this would seem the most direct route for Texas shipments, in practice it has not given as satisfactory results as transshipment in England. Expenses from Teneriffe to Texas including freight, insurance, etc., work out at not far from $0.20 a pound.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart.
PRICE, $1.00 POSTPAID
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:

Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.

Bolgiano Bankruptcy Proceedings.

The United States district court for Maryland has issued notice of a meeting of the creditors of the firm of J. Bolgiano & Son to be held at 3 p. m., January 18, in the United States district court room in that city for the purpose of considering a proposition made by unsecured creditors of the firm to purchase from the trustees all of the assets of said firm, or such as they may be legally entitled to.

The creditors having unsecured claims amounting to approximately $500,000 in a signed communication to Waldo Newcomber, William Ingle and Albert D. Graham, trustees in bankruptcy, have offered to purchase the assets on the following conditions: To pay therefor a sum in cash which will be equal to a net dividend of 40 per cent to all unsecured creditors whose claims shall be proven in law, providing the maximum sum so to be paid shall not exceed $260,000. If the offer is accepted, a corporation will be formed to which all assets of the business will be conveyed and which corporation shall, as long as may be deemed advisable continue the business for the purpose primarily of liquidating the same in the interest of those creditors who become stockholders, such creditors whose claims are now unsecured and who have signed the agreement, agreeing to accept common stock in lieu of cash. The subscribers to the agreement also agree to pro rate in proportion to the respective amounts of their unsecured claims and to furnish on demand all cash that may be payable to the trustees with the understanding, however, that no cash shall be paid to said trustees on account of 40 per cent dividend payable to those creditors who elect to take stock in the corporation. It is further understood that the corporation so to be formed shall issue its eight per cent cumulative first preferred stock in an amount equivalent in par value to the cash so advanced by the subscribers thereto, said preferred stock to be redeemed by the corporation at its par value out of the first funds available therefor. The new corporation shall also have no preferred stock other than that required as above stated.

Catalogues Received.

Henry A. Dreer, Inc., Philadelphia, Pa., seeds and plants; Henry F. Michell Co., Philadelphia, Pa., seeds; Aggeler & Musser Seed Co., Los Angeles, Calif., seeds; Chas. H. Totty Co., Madison, N. J., seeds; Chris Reuter, New Orleans, La., seeds; R. Vincent, Jr., & Sons Co., White Marsh, Md., plants; Stokes Seed Farms Co., Moorestown, N. J., seeds; Conard & Jones Co., West Grove, Pa., roses; Baur & Steinkamp, Indianapolis, Ind., carnations: Stark Bros., Louisiana, Mo., nursery stock; Chas. Elliott, Park Ridge, Ill., sweet peas.

Blackmore & Langdon, Bath, Eng., begonias, delphiniums, gloxinias, etc.; Watkins & Simpson, Ltd., London, Eng., seeds.

Onion Sets

We can quote interesting prices for early shipment. Write, telephone or telegraph.

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Giganteum from Chicago, Denver, Toronto and New York. Hardy varieties and Formosum from New York. New crop—write for prices.

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French Bulbs, Dutch Bulbs, Lily Bulbs, Valley Pips, Manetti Stocks, Palm Seeds.

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T. R. Begonia and Gloxinia Bulbs, Bamboo Stakes, Green and Natural Raffia, natural and colored. Write for prices, stating your requirements.

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Lily of the Valley Pips

EXTRA FINE STRAIN EXHIBITION Size GERMAN "LUBECK" PIPS Just Arrived.

Price in cases, 1000, 500 or 250 each, on application.

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Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

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Asparagus Plumosus Nanus

Northern Greenhouse-grown Seed

1000 seeds...$ 4.00 | 10,000 seeds...$36.00
5000 seeds... 19.00 | 25,000 seeds... 85.00

CENTAUREA	1000 seeds	Oz.
Candidissima	$0.40	$2.00
Gymnocarpa	.20	.75

LOBELIA	Tr. Pkt.	Oz.
Crystal Palace Compacta	$0.40	$2.50
Crystal Palace Speciosa	.20	1.00

SALVIA		
America	.50	4.00
Bonfire	.40	2.50
Splendens	.25	1.50
Zurich	.50	4.00

VERBENAS		
Mammoth Fancy Blue	.30	1.75
Mammoth Fancy Pink	.30	1.75
Mammoth Fancy Scarlet	.30	1.75
Mammoth Fancy Striped	.30	1.75
Mammoth Fancy White	.30	1.75
Mammoth Fancy Mixed	.30	1.25

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Alba	.15	.75
Alba Pura	.15	.75
Rosea	.15	.75
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Also all other Seasonable Seeds, Bulbs and Supplies. **Send for our Wholesale Price List if you did not receive a copy.**

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at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

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Get the benefit of our 69 years' experience. All Seasonable Varieties.

Our stocks are very complete.

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Hyacinths, Tulips, Iris, Daffodils, Crocus, Etc.

Novelties and Seedlings a Specialty!

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BRITISH SEEDS

Get our prices for delivery from 1920 harvest on all lines of

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Sweet Pea, Nasturtium and Flower Seeds

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Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds

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The Premier British Wholesale and Exporting Seed House.

75 YEARS UNRIVALLED REPUTATION

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WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.

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Valley For Valentine's Day

NEW STOCK READY FROM COLD STORAGE.

Bruns' Celebrated Chicago Market Brand

$35.00..... per 1000 $10.00.....per 250
20.00.....per 500 5.00..... .....per 100

Florists' Money Maker Brand

$30.00.....per 1000 $8.00..... per 250
16.00..... .....per 500 4.00..... ..... per 100

I carry over 2,500,000 of the finest **Valley Pips** in storage and my facilities enable me to make shipments the same day or not later than the day following receipt of order.
If it's **VALLEY**, I can supply it. Tell me what you want.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

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SWEDESBORO, N. J.

Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
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GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

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Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

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Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Canary Seed---"Mel-O-Dee" Brand

Composed of proper proportions of Canary, Millet, Sweet Rape and Poppy Seed. Price: 18c per package; $4.68 per case of 36 packages.
Wholesalers Get 25% Off These Prices.
Put it in your store and watch the sales. Samples sent on request.
NEW YORK BIRD FOOD CO.,
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Wholesale Bulb Growers and Importers
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CHAS. H. TOTTY

MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty
Mention the American Florist when writing

SPECIALTY
Easter Potted Plants

To Trade Only.
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Seed Growers
Angers, - - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
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Send your inquiries to
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DUTCH BULBS

Standard Bulb Company
BENTON HARBOR, MICH.
Ask prices.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June, 1921.

BURLAP prices have advanced considerably the past week.

THERE will be established shortly at Forest Hill, Placer County, California, a plant for the extraction of oil from pine needles. This oil is used for medicinal purposes.

PORTLAND, ORE.—Under the auspices of the roseway committee of the Portland Ad. Club open house for the public was held in Mount Tabor Park, January 4, for formal inspection of the 40,000 roses that are being grown in the gardens to be used in the roseway project of the club.

Trees in Winter.

At the Wild Flower Preservation Society of America's exhibition, under the auspices of the Chicago chapter, at the Art institute, the live-minded person is surprised at the number of things in nature that he knew existed, but had forgotten since he had come to the city and had spent his time looking down while he "watched his step." "Trees in Their Winter Form," shown by Willard L. Clute in the club room, were a revelation to the art students that happened to be there. Nearly everyone who looks at trees at all knows that the elms droop gracefully, that birches are always lady-like in their poses and that lombardy poplars hold up their arms to show that they have not stolen the pot of gold from the end of the rainbow, and that the thorn trees spread their branches horizontally as wide as they like because nobody would dare to ask a thorn to get out of the way. If just a few, like the sinners welcomed in heaven, will hereafter enjoy the "Trees in Winter Form" as pictures against gray skies, then the W. F. P. S. of A. and Mr. Clute will be repaid for the wonderful lecture given freely in the club room this afternoon.—Miss Lena McCauley, in Chicago Evening Post.

Park Monopolies Attacked.

Enos A. Mills, of Long's Peak, Colo., known as "the father of the Rocky Mountain National Parks," is waging a campaign against what he refers to as "the bureaucratic monopolies in our national parks." He urges that all national parks be brought under laws of Congress. "Travelers who are seeing America will pay tribute to monopolies if they visit our national parks," said Mr. Mills. "The various statutes and enabling acts creating these parks endeavored to safeguard the rights of the public by preventing exclusive privileges. But all of the leading national parks are more than 90 per cent monopolized.

"These parks are under the control of the director of the national park service. He manages these parks through rules and regulations. In other words, our national parks are not under the control of the laws of congress, or of the people, but under the dominion of a bureaucratic official. This official, the director of the national park service, is appointed by the secretary of the interior. He cannot be removed by the public; his rules are not reviewed by the courts.

Rochester, N. Y.

MARKET CONDITIONS UNSETTLED.

With stock all disposed of, the conditions of the local market are rather unsettled. Spring flowers, such as daffodils, narcissi, freesia, calendulas, etc., are arriving, and hyacinths are also available. Harrisii lilies and callas are again with us. Stevia and Paper Whites are abundant. Roses of all kinds are exceptionally good and carnations are also offered, but the supply is short. Lily of the valley is plentiful but the price is high.

NOTES.

The annual meeting of the New York State Horticultural Society was held here this week, at which several interesting addresses were made, and officers were elected as follows: H. E. Wellman, Kendall, president; T. E. Cross, Lagrangeville, vice-president; Roy F. McPherson, secretary-treasurer.

John Dunbar has called together his committee on nominations for officers for the florists' club for 1921, and the names will be announced soon.

George Keller is now cutting excellent callas, but the present week will see the end of his stevia.

J. M. Keller Sons have an unusually fine lot of cyclamens in all colors and of large size.

John Vollmer arranged a fine decoration for a prominent wedding during the week.

Visitor: J. J. Karins, representing Henry A. Dreer, Philadelphia, Pa.

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Peach Trees

Fine Trees. Standard Varieties.

50,000 Trees, Straight and Well Rooted

W. T. MITCHELL & SON, Beverly, Ohio

VIBURNUM PLICATUM

Also **Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.**

Ask for complete list of Oak Brand Shrubs.

The LONARD & JONES CO — WEST GROVE PENN'A.

Robert Pyle, Pres. — Asst. Wintzer, Vice-Pres.

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

IBOLIUM PRIVET

Ovalifolium x Ibota.

The New HARDY HEDGE

2-yr. Old Ibolium Privet.

Resembles California.

Hardy as Ibota.

Pre-Offer of Stock for Propagating.

2 yr., 18 in...$2.50
1 yr., 12 in... 1.00
Frame..... .50

In storage.

Surplus
American Hemlock
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BOX-BARBERRY

LINING-OUT STOCK ONLY.

Summer Frame Cuttings, $25.00 per 1000

ELM CITY NURSERY CO.,
Woodmont Nurseries, Inc.
NEW HAVEN, CONN.
Introducers of **Box-Barberry** and **Ibolium-Privet**

Hill's Choice Stock

FOR FLORISTS' TRADE

STOCK FOR LINING OUT
Ornamental Evergreens and Deciduous Tree and shrub seedlings, Rooted Cuttings, Grafts, etc., in large assortment of rare, choice and standard varieties for lining out. Annual output, 2,000,000 plants.

LANDSCAPE EVERGREENS
New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

DWARF CREEPING EVERGREENS
Suitable for rock gardens, ground covers, conifer beds, foundation plantings, etc. Our collection is most complete, with all desirable tested varieties at reasonable prices.

HEDGE PLANTS
Complete line of all standard sorts suitable for hedge planting, such as **American Arbor Vitae, Japanese Barberry,** etc.

HARDY TUBBED EVERGREENS
Clipped Specimens, **Thuyas, Junipers,** etc., in Pyramids, Globes and natural shapes, in large assortment.

WINDOW BOX EVERGREENS
All hardy and desirable sorts, best selection, lowest prices. This line offers live florists a grand opportunity to increase sales and profits.

Send for Complete Florists' Catalog.

The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

EVERGREEN SPECIALISTS — LARGEST GROWERS IN AMERICA

Vaughan's Giant Pansies

Chicago Parks Bedding Mixture

This is a mixture made by ourselves from 20 different and distinct varieties of this type. While the flowers of this strain do not grow as large as those of the Giant Pansies they excel them by a much greater number of flowers to a plant.
Trade pkt., **25c**; ¼ oz. **50c**; oz. **$1.80.**

VAUGHAN'S INTERNATIONAL PANSIES

Vaughan's International Pansy Mixture was first offered by us in 1889. We import from all the best European sources. Each year has added to the quality of its flowers and variety of its colors. We buy every year novelties of known merit to improve the mixture; it is always complete, always the latest and always the best mixture. We add to all Pansy Mixtures which we now buy more than 50 per cent of the choicest named kinds obtainable, each in correct proportion. This is one of the **Specialties** that has established the reputation of Vaughan's Flower Seeds, and one which we maintain most carefully.
Trade pkt. **50c**; ⅛ oz., **$1.50**; ½ oz., **$5.00**; oz., **$10.00.**

Vaughan's Giant Pansy Mixture

Embraces, besides all the separate shades and colors, five special strains not listed elsewhere, and which can only be had in this and our International Mixture. This mixture includes the richest reds, coppers and bronzes, together with the most delicate rose and pink shadings, all the distinct colors of Trimardeau and the splendid, Cassier strain.
Trade pkt., **50c**; ⅛ oz., **75c**; oz., **$5.00**; ¼ lb., **$18.00.**

Vaughan's Cut Flower Mixture

This mixture is put up by ourselves and contains mostly light colored sorts. We have sold this mixture for several seasons to some of our Chicago cut-flower growers, who have realized big returns from the sale of flowers. Pansies are as easily grown as violets, require less care and bring better results.
Trade pkt., **25c**; ⅛ oz., **60c**; oz., **$4.00.**

New Early-Flowering Giant Pansies

The new strain produces its giant flowers about four weeks earlier than other known types. In March, when the old type pansies hardly show any buds the plants of the new strain bore from 3 to 5 of their giant flowers.
Early Flowering Giant White, with eye, Yellow, with eye, Light Blue, Dark Blue, Jupiter Purple, Mars cornflower Blue, North Pole pure white, Wodan black, and Mixed (eight colors). Trade pkt., (500 seeds) **25c**; ⅛ oz., **50c**; **oz., $3.00.**

Vaughan's P. P. (Popular Price) Mixture of Pansies

This mixture, like all "Vaughan" mixtures, is made up by ourselves from separate colors and strains of the Giant and Chicago Parks Bedding types and will furnish a large variety of colors with a good proportion of giant flowers.
Trade pkt., **25c**; ⅛ oz. **50c**; oz. **$3.00.**

Pansy—Vaughan's Giant Sorts

	Trade pkt.	⅛ oz.	oz.
Adonis, light blue white center	$0.25	$0.45	$3.00
Auricula Colors, metallic shades	.25	.45	3.00
Aurora, pure white without blotches	.25	.35	2.60
Azure Blue	.25	.45	3.00
Beaconsfield, upper petal light lavender; lower one's deep rich purple	.25	.35	2.60
Black, large true black	.25	.35	2.60
Boulogne Giants	1.00	3.50	24.00
Bugnot, shades of red, bronze and reddish cardinal	.25	.50	3.60
Cassier, 3 and 5 spotted an A1 strain	.25	.50	3.60
Emperor Francis Joseph	.25	.50	3.40
Emperor William, dark navy blue	.25	.40	2.80
Eros. Purple yellow border	.25	.45	3.20
Fiery Faces	.25	.35	2.60
Freya. Silver Edged	.25	.40	3.00
Golden Queen, clear golden-yellow	.25	.45	3.00
Indigo King	.25	.50	....
Madame Perret, lovely shades of pink and rose	.25	.45	3.20
Masterpiece—Giant Curled or Spencer. In reality the number of petals is the same as that in other Pansy flowers, but they are crimped and curled in such a fashion that the flowers appear double. The colors are superb, mostly red and brown shades	.35	.75	5.00

	Trade pkt.	⅛ oz.	oz.
Orchid-Flowered, mixed, the ground color of the flowers is light, the petals being marked with large brown blotches which diffuse into rays and veins towards the edge	$0.25	$0.45	$3.20
Mammoth	.50	.75	5.00
Paris Market, an improved strain of Trimardeau, with better flowers and more compact habit	.25	.40	2.60
Pheasant's Eye, sky blue edged, violet	.25	.50	3.60
Pink, lovely shades of pink, same as Hydrangea	.25	.45	3.00
President Carnot, five blotched white	.25	.60	....
President McKinley, five blotched yellow	.25	.60	4.00
Prince Bismarck, bronze and light brown	.25	.45	3.00
Prince Henry, darkest blue	.25	.45	3.00
Purple, very large, rich deep purple	.25	.45	3.00
Purple King	.25	.45	3.00
Ruby Red, purplish red shades	.35	.60	4.00
Striped, mahogany striped and flaked white	.25	.45	3.00
Trimardeau, mixed ....lb., $32.00	.25	.35	2.40
Violet Blue, a very pleasing shade	.25	.45	3.00
Victoria. Wine red	.25	.60	4.00
Volcano	.35	.60	4.00
White, with dark eye, very large. Lb., $36.00	.25	.40	2.60
Yellow, with dk. eye, immense flowers. Lb. $36	.25	.40	2.60

SPECIAL **PANSY GIANT LAVENDER.** A new shade. We will supply one pkt. free of charge to any one ordering from the above advertisement, if request is made with the order and at the time the order is placed.

CHICAGO **VAUGHAN'S SEED STORE** **NEW YORK**

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Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD, Delaware County, PA.

Mention the American Florist when writing

Wm. K. Harris

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WEST PHILADELPHIA, - - PA.

Wholesale Grower of Blooming and Decorative Plants. Bird's Nest and **Polypodium Ferns, Cyclamen, Primula Malacoides, Etc.,** are especially fine. Price list on application.

Mention the American Florist when writing

CYCLAMEN

We must have room and offer for one week.
2.500 2¼ in. **Cyclamen,** at $10.00 per 100; $90.00 per 1000.
8,000 3 in. **Cyclamen,** at $20.00 and $25.00 per 100.
1,000 4 in. **Cyclamen,** at $40.00 per 100.

Ask for our prices of **Easter Greeting Pelargoniums** and **Ferns.**

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Dooley, Cook County, Ill., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

THE Japanese are colonizing in the Rio Grande trucking section of Texas and their exclusion is sought in a bill which is being hurried to the legislature.

Prices of Indoor Fruits and Vegetables.

Chicago, January 11.—Cucumbers, 2 dozen box, $6.50 to $8.00; celery, square crate, $1.00 to $1.25; leaf lettuce, per tomato box, 45 to 50 cents; tomatoes, per 10-pound box, $3.00 to $5.00; radishes, dozen bunches, $1.00 to $1.25.

New York, January 10.—Celery, per dozen stalks, 15 to 75 cents; cucumbers, per dozen, $3.25 to $3.50; mushrooms, 75 cents to $1.50, per three-pound basket; tomatoes, per pound, 20 to 45 cents; lettuce, per 4-dozen box, $2.00 to $3.50; radishes, per 100 bunches, $3.00 to $5.00.

Cold Lettuce Houses.

Recently we have become acquainted with several greenhouse men who claim to use no coal whatsoever; instead of using a fireless cooker, they operate fireless greenhouses. At first glance, this statement seems absurd, but these growers insist that they have done well by their methods. One grower told us that they kept accurate figures to compare with a neighbor who fires day and night to produce all the lettuce possible, and the result is that there is not much difference in favor of the heating. The extra lettuce produced is almost offset by the expense of labor and coal. These cold growers plant their houses very late in the fall, and permit these houses to freeze up with the weather. They say that while the lettuce does turn red and brown, and often loses some foliage, when warm days come in the spring, this lettuce does recover surprisingly; that, owing to its powerful root growth and slow progress, great weight is produced. One grower stated that one whole house averaged above one pound per head, with the price at 30 cents per pound. We have not seen these places ourselves, but the fact remains we have sold these growers plants for years, and believe the statements are true. Another grower does not plant his houses at all until March 1, and then has no fire whatever. We understand that all these parties came into possession of greenhouses by accident—either by purchase or lease—and not being regular growers, they did not care to bother with firing these houses all winter. This information may be of value to someone under present circumstances. From our own experience outdoors, we would say that 20° is about the safe line for lettuce; much below that has always proved fatal, and we do not believe lettuce would withstand much more inside than than outside with this difference—indoors, there is no cutting wind to cause damage. Very often what we know as frost damage in hardy plants is nothing but injury from high winds while in a frozen condition. MARKETMAN.

Nashville, Tenn.

USUAL JANUARY DULLNESS FELT.

Trade has been rather quiet since the holidays, but there is still a fair amount of business. Stock, however, has accumulated until there is now a supply sufficient for all needs. Funeral work has been active, and all kinds of entertainments are of daily occurrence, which, with weddings, help the situation materially. Roses are blooming well now and are of fine quality. Columbia and Russell are, particularly good, with Premier and Milady not far behind. Carnations are better and more abundant, while Paper Whites are used largely as cut flower features and designs. There are still a few chrysanthemums in bloom.

Geny Bros. did not have great success with their Roman hyacinths, which they grew at considerable expense, and the result was a loss in sales. They have fine roses, and report excellent trade during the holiday season.

The Joy Floral Co. is growing splendid roses at this time, especially Columbia and Premier. They have been able to supply the Chattanooga and Atlanta branches, as well as the local demand.

M. C. D.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, $1.00

American Florist Co.

440 S. Dearborn St., Chicago

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

CANNAS

Good strong plump roots, 2 to 5 eyes, **Souv. de Ant. Crozy, Indiana,** 3c; **Yellow King Humbert, Wintzer's Colossal,** 4c. Will exchange for Geraniums or R. Carnations.

W. W. COLES, Kokomo, Ind.

Mention the American Florist when writing

50,000 Dracaena Indivisa

From 2 inch pots, ready for 3 or 4 inch pots, at $4.00 per 100. From 2 inch pots, good strong average sized plants at $3.00 per 100.

GERANIUMS (Our Specialty)

Nutt, Buchner, Ricard, Poitevine, Viaud. Good short jointed plants from 2 inch pots, at $3.50 per 100; $35.00 per 1000.

We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, **ALLEGANY, N. Y.**

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Alonzo J. Bryan

WHOLESALE FLORIST

Grower of

GERANIUMS, FUCHSIAS, HELIOTROPES, CANNAS

and all kinds of **Bedding Plants** by the hundreds of thousands. Correspondence solicited.

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CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Mention the American Florist when writing

SEASONABLE STOCK

Ready for Delivery

	Per 100
Asparagus Sprengeri, 2¼-in.	$ 5.00
Begonia, Glorie Chatelaine, and Mrs. Patten, 2¼-in.	8.00
Alba Picta—Rosea, Argenteo-Guttata, Metallica, and Otto Hacker and Pres. Carnot	10.00
Carolina Lucerne and Thurstoni	15.00
Bougainvillea Sanderiana, 2½-in., **$10** per 100; 3-in., **$20** per 100; 4-in.,	30.00
Cyperus Alternifolius, 2½-in.	8.00
Fern Dish Ferns, 2½-in. grand stock, Pteris Adiantoides, Critica Alba Lineata, Magnifica, Wimsetti and Wilsoni	5.00
Cyrtomium Rochfordianum	7.00
Boston Fern, 5-in. pot plant, **$40.00** per 100; 6-in., **$60.00** per 100; 8-in., heavy, **$1.50** each.	
Genista, grand block of 5-in. pot stock	40.00
Lantana Dwarf, Jacob Schulz, Michael Schmidt and Craigi, 2¼-in.	5.00
Palms, Kentia Belmoreana, 2½-in., **$12.00** per 100; **$100.00** per 1,000; 3-in.	20.00
Roses, special grade for pots, long tops, well ripened, 2-yr. field grown, Excelsa, Hiawatha, and White Dorothy	35.00
Tausendschon	45.00
Baby Rambler, 2-yr. field grown, No. 1 grade, lighter than our XX grade, but good for 5-in. pots	40.00

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii. A large stock of one and two year in all grades. Two year transplanted are heavy for grades. Some three year, with heavy tops and roots. Light stocks for lining out very cheap. CHAS. BLACK, Hightstown, N. J.

ASPARAGUS.

200 Asp. Sprengeri, 4-in., 12c each, good plants. EDGAR EASTERDAY, Nokomis, Ill.

Asparagus plumosus, 2-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

BARBERRY.

Box-Barberry, well rooted summer cuttings $25.00 per 1,000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BEGONIAS.

Begonias. Tuberous rooted. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Begonias, Metallica, Otto Hacker and Pres. Carnot, $10 per 100. The Storrs & Harrison Co., Painesville, O.

BULBS.

Bulbs. Gladiolus. All bulbs are first class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

R. A. VAN DER SCHOOT
Hillegom, Holland
Extensive own cultures of bulbs and plants. Prices on application.

Bulbs. Lilium Giganteum and L. Formosum. For sizes and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 50 Park Place, New York.

CALLAS.

Callas, Godfrey, 3-in., $8.00 per 100. THE PARK FLORAL CO., Denver, Colo.

CANNAS.

Cannas. All high grade stock. For varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Cannas. Good strong, plump roots, 2 to 5 eyes. For varieties and prices see advertisement elsewhere in this issue. W. W Coles, Kokomo, Ind.

CARNATIONS.

ROOTED CARNATION CUTTINGS

	100	1,000
Enchantress	$4.00	$35.00
White Enchantress	4.00	35.00
R. P. Enchantress	4.00	35.00
C. W. Ward	4.00	35.00
Matchless	4.00	35.00
Alice	4.00	35.00
Thenanthos	4.00	35.00
Nebraska	4.00	35.00

PETER REINBERG
Wholesale Florist
30 East Randolph St., Chicago

ROOTED CARNATION CUTTINGS
Recognized as the leading quality by growers everywhere. Place your order with us and get the best.

	100	1000
Enchantress	$4.00	$35.00
White Enchantress	4.00	35.00
Matchless	4.00	35.00
Mrs. C. W. Ward	4.00	35.00
Rosette	4.00	35.00

WIETOR BROS.
Wholesale Florists.
30 E. Randolph St. Chicago.

CARNATIONS, STRONG ROOTED CUTTINGS

	100	1000
Enchantress Supreme	$5.00	$45.00
C. W. Ward	5.00	45.00
White Enchantress	4.50	40.00
Aviator	4.50	40.00
Matchless	4.00	35.00

CHAS. N. MILLER & BRO.
Morton Grove, Illinois.

CARNATIONS—NOW READY
STRONG ROOTED CUTTINGS

	100	1000
Mrs. C. W. Ward	$5.00	$45.00
Enchantress Supreme	5.00	45.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Matchless	4.00	35.00

J. A. BUDLONG CO.
184 North Wabash Ave., Chicago, Ill.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIAS.

Cinerarias, Columbian mixture. Strong, well-grown plants, 3-in., $10.00 per 100. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

Cinerarias. Fine strain of good colors. 2½-in., $8.00 per 100; 4-in., $25.00 per 100. THE PARK FLORAL CO., Denver, Colo.

CYCLAMEN.

Cyclamen. The kind you have been looking for. Strong, well grown named varieties in separate colors in the following:

	Per 100
From 2½-in. pots	$12.00
From 3 -in. pots	20.00
From 4 -in. pots	40.00
From 6 -in. pots	75.00

Write for discounts on large orders.
We pay special attention to boxing and packing and the using of paper pots should insure safe arrival at destination. The stopping of express cars at our plant enables us to make direct shipments without unnecessary rough handling, which will be appreciated by our customers. Plants are moving fast and we advise ordering at once.

J. W. DAVIS COMPANY
Terre Haute, Indiana.

Cyclamen. Extra fine plants. Well in bloom and full of buds. Better order now and avoid cold weather. 5 per cent off for cash with order.

4-inch	$0.30 each
5-inch	.65 each
6-inch	1.00 each

We offer these plants for immediate delivery, packed with the utmost care, so they will reach you in good condition. They will be sure money makers. Packing charges included.

DAVIS FLORAL CO.
Davenport, Iowa

Cyclamen. Special for Valentine's Day and Easter sales. Assorted; leading varieties and colors. 3-inch, $15.00 per 100; 4-inch, $35.00 per 100. White with red eye, 3-inch, $10.00 per 100; 4-inch, $25.00 per 100. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

Cyclamen plants, dark colors, no white, strong, sturdy plants, 4-in., $40.00 to $50.00 per 100; 5-in., $75.00 per 100. All ready for shift to larger pots. Packing free in paper pots, securely cleated. PETER PEARSON, 5732-5748 Gunnison St., Chicago.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DRACAENAS.

Dracaena Indivisa. 2-in., ready for 3 or 4-in., $4 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

Ferns. Boston, Roosevelt and Harrisii, 2¼-in., $7.00 per 100; $65.00 per 1,000. Macawii, 2¼-in., $12.00 per 100; $100.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Ferns. Table and fern dish. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Ferns, Macawii. Fine plants from bed, ready for 4-inch at 30c each and ready for 5-inch at 50c each. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

FERNS.

Ferns, 6-in., $1.00; 8-in., $1.50 and $2.00 each. Birds-nest, 5-in., $1.50; 6-in., $2.50 each. Wm. K. Harris, 55th and Springfield Ave., West Philadelphia, Pa.

Ferns, Verona. Elegant plants, 4-inch, 25c each; 5-inch, 50c each; extra strong, 6-inch, $1.00 each. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

Ferns. Pot grown and in good shape. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Boston Ferns, good strong, bushy stock, 5-in., at 50c. Add 5 per cent for packing. DAVIS FLORAL CO., Davenport, Ia.

Ferns, Smithii (Lace Type). A special lot of these. 5-inch, 75c each. Cash with order. MATTHEWSON'S, Sheboygan, Wis.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

100 Boston Ferns, 4-in., 25c each, ready for larger pots. EDGAR EASTERDAY, Nokomis, Ill.

Hardy Ferns. Ill. descriptive list mailed. L. MOSBÆK, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums. Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants, 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GLADIOLI.

WE ARE HEADQUARTERS FOR GLADIOLI.

Have an enormous supply of the following varieties, in both number one and number two sizes: Per 1,000

	No. 1	No. 2
America	$25.00	$18.00
Mrs. Francis King	25.00	20.00
Chicago White	35.00	25.00

Wholesale price list for this season now ready for distribution. If interested, a copy will be mailed on receipt of application.

THE GOOD & REESE COMPANY,
Largest Rose Growers in the World.
Springfield, Box No. 22. Ohio.

GLADIOLI

Jack London, Anna Eberius, Thomas T. Kent, Mrs. H. E. Bothin. The four greatest and most perfect gladioli in existence They have won the greatest admiration wherever shown and will soon be grown by the million. Our new catalogue showing some of our varieties in natural colors and describing many of our other new creations is free on request. Write for it today.

RICHARD DIENER CO., INC.
Kentfield, California.

HYDRANGEAS.

Very fine stock; well established. 4-in., 10 inches high, 1 heavy stem, Otaska, Gen. Vibraye, $22.00 per 100. Packing free. PETER PEARSON, 5736 Gunnison St., Chicago.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

LILY OF THE VALLEY.

Lily of the Valley, new crop. London Market strain. 1,000 pips, $33.00; case (2,500 pips), $80.00. Vaughan's Seed Store, Chicago and New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

PETUNIAS.

PETUNIAS.

Dieners' Ruffled Monsters, single. The largest and most beautiful ruffled varieties of Petunias in existence. Ruffled Monster seed in separate colors, pink, red, variegated, white, red with black center, pale lilac, and all colors mixed.

The following somewhat smaller than the Ruffled Monsters, colors, flesh, pink frilled, (Pearl of Kentfield), purple or blue, and white frilled (dwarf). Price, per package, 50c. Catalogues will be sent free on request. Write for it today.

Mr. W. I. Ferguson, Smiths Falls, Ontario, under date of Dec. 2nd, 1919, writes us the following in regard to our petunias: "Last year I purchased petunia seed from you. I think every seed germinated and the blooms were the finest ever seen in this part of Canada. Only about 8% of the plants could be classed as common. I want more of the same quality each year."

Mr. Rudolph Nagel, Lancaster, Pa., under date of Dec. 14th, 1919, writes us:

"I had, last year, just a few of your petunias, but I am sure I could have sold thousands of them. They surely came up to your claim and way ahead of my expectation."

RICHARD DIENER CO., INC.,
Kentfield, California.

PANSIES.

Pansy Seedlings. Giant Trimardeau mixed; large flowering and choice colors. Prepaid by mail, special delivery, $4.00 per 1,000; $17.00 per 5,000. F. DANLEY, Macomb, Ill.

PANSIES.

Pansies. Vaughan's Giant. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Pansy plants. Vaughan's Giant Mixture. $4.00 per 1,000. ODOR GREENHOUSES, Iola, Kan.

PRIMULAS.

Primula Malacoides Townsendii, 3-in., $15.00 per 100. Ready to put in 4-in. Primula Obconica Giganteum. Our own strain that cannot be surpassed. 3-in., $15.00 per 100. THE PARK FLORAL CO., Denver, Colo.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2¼-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Primula obconicas, Grandiflora, Rosea and Kermesina Gig. Rosea and Kermesina. 2¼-in., $7.00 per 100; $60.00 per 1,000. PETER PEARSON, 5732-5748 Gunnison St., Chicago.

PRIVET.

Privet. Ibolium privet, hardy hybrid; cross between California and Ibota privet. 2 years, 2-3 ft., $2.50 each; 1 year, 1-2 ft., $1.00 each; summer frame cuttings, 50c each. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

ROSES.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

ROSES—OWN ROOT.
Plants from 2¼-inch Pots.
All Best Varieties for Forcing and Bedding.
Ready now or will reserve for later shipment
Write for general list and prices.
THE AMERICAN ROSE & PLANT CO.
Springfield, Ohio.

BENCH ROSE PLANTS.
2-year-old.
Milady $8.00 per 100; $75.00 per 1,000.
PETER REINBERG,
Wholesale Florist.
30 East Randolph St. Chicago.

Roses. Dorothy Perkins and Excelsa, 2-year field-grown, extra long tops, staked and ripened, $35 per 100. The Storrs & Harrison Co., Painesville, O.

Roses. Pilgrim, Crusader and Mrs. John Cook. For further particulars write A. N. Pierson, Inc., Cromwell, Conn.

SEEDS.

DRACAENA INDIVISA, the true Cordyline Australis narrow leaved variety, fresh seeds that will make quick-growing, profitable plants for you. 5,000 seeds, $1.00; pound, $3.00 postpaid. SEVIN-VINCENT CO., San Francisco, Calif.

Seeds. Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Son, Langport, Eng.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Asparagus plumosus seed of new crop. January delivery, per 1,000, $4.00; later delivery cheaper. VAUGHAN'S SEED STORE, Chicago and New York.

Seeds. Cyclamen and Giganteum. For varieties and prices see display advertisement elsewhere in this issue. Kelway & Son, Langport, Eng.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips, R. & M. Godineau, Angers, France.

Seeds. Renowned specialties; remarkable novelties; postpaid catalogues. JH. PAQUET, grower, Magnan, NICE, (France).

Seed. Lawn mixtures and field, wholesale. Write for prices. Atlantic Grass Seed Co., 46 W. Broadway, New York.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

SEEDS.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SNAPDRAGONS.

Snapdragons. Double June Hefko, rooted cuttings, $15 per 100; $125 per 1000; 2½-in., $17 per 100. T. D. Hefko, Marshfield, Wis.

VINCAS.

Vincas, variegated, fine bushy, 2-in., $4 per 100; 4-in., $15 per 100. Cash please. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Vincas, variegated, 3½-in., $15.00 per 100. DAVIS FLORAL CO., Davenport, Iowa.

MISCELLANEOUS.

Seed packets for 1921. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Canary Seed—"Mel-O-Dee" Brand. Composed of proper proportions of canary, millet, sweet rape and poppy seed. 13c per package; $4.68 per case of 36 packages. New York Bird Food Co., 150 Nassau St., New York.

MISCELLANEOUS.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyers' Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., West Philadelphia, Pa.

1,000 letterheads and 1,000 envelopes, $8.50. Good stock. Cash please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c. postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Florists' specialties and supplies of every description. Seligman & Stein, 116 W. 28th St., New York.

Peach trees. Standard varieties, straight and well rooted. W. T. Mitchell & Son, Beverly, O.

Sprayer using city water pressure. Saves its cost in ten days. Naylor Mfg. Co., Hastings, Neb.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Baskets, novelties and florists' supplies. S. H. Russin, 55 W. 19th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00 W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CHARCOAL.

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FERTILIZERS.

Poultry manure. Pulverized Premier Brand. Nature's most efficient fertilizer. Write at once for free literature, samples and quotations. Poultry Feed Co., Dept. K, 343 S. Dearborn St., Chicago.

Thomson's celebrated manure. Sold by all dealers or from sole makers. Wm. Thomson & Sons, Ltd., Clovenfords, Scotland.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florists supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. The Townsley Pottery, Idaville, Ind.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

LABELS.

LABELS, for nurserymen, and florists. Benjamin Chase Co., Derry Village, N. H.

TOBACCO STEMS.

Tobacco stems shipped direct from factory, to you (save freight and delay), baled fresh to your order. 200 lbs., $3.50; 400 lbs., $6.00; ½ ton, $13.50; ton, $25.00. Western orders shipped from Joplin, Mo., Davenport, Iowa. Check with order. THE VIGOR CO., D. 4, Fostoria, O.

WIRE DESIGNS.

Wire wreaths of all sizes. For prices see display advertisement elsewhere in this issue. B. E. & J. T. Cokely, 201 No. 7th Avenue, Scranton, Pa.

WHOLESALE CUT FLOWERS.

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QUIET BUSINESS OPENS THE YEAR.

Trade the first week of the year was a little quiet, which was expected by retailers generally, but on the whole sales were satisfactory. One of the reasons is the fact that orders are not for as large amounts as formerly, but on the other hand, there is an increase in the number of orders, and as a result the volume of business is equal to that of the corresponding week in 1920. Funeral work has been especially active. There has also been quite a number of small social events, and this is always a source of orders for florists. Prices have again declined to the levels which prevailed previous to the holidays. Roses are the principal offering now on the market. They retail from $4 to $10 per dozen. There is also a good demand for carnations at $3.00 per dozen. Violets, sweet peas and narcissi are also selling fairly well. The supply of flowers of all kinds is adequate, and as a result there is no increase in prices anticipated. Pot plants are selling fairly well. They are mostly begonias and cyclamens. Other varieties will soon be on the market. The tone of the trade is generally good, and a rather active demand is expected for the coming six weeks.

Oliver Ray McKellar, age 36 years, a florist in business with his brother, James McKellar, at 24 North High street, died recently after an illness of several weeks from diabetes. He lived at 540 Keifer avenue and had only been married for six months. He leaves besides his widow and brother, two other brothers, Albert McKellar of Louisville, Ky., and Charles W. McKellar, of Chicago. Several sisters also survive.

The inauguration of Harry L. Davis, of Cleveland, as governor of Ohio, January 10, was occasion for the sale of many flowers. Several florists of the Buckeye capital received large orders for that day. One of the features was the big inaugural ball, which meant the sale of corsages.

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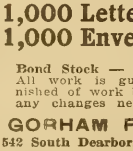

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Fifth National Flower Show.

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THE RETAIL TRADE.

Out-of-Town Customers.

Paper by Edward Williams, Grand Island, Neb., read at the annual meeting of the Nebraska State Florists' Society at Lincoln, January 8.

Mr. President and members of The State Florists' Society.

Gentlemen:

I assure you that I appreciate being here with you today. If it is anyone thing that makes me feel good, it is to be among a crowd of my co-workers.

You have assigned to me a paper on "The Out-of-town Customer." In my judgment, I believe that the out-of-town customer requires more care in the handling of their orders than the city or home trade does, for the reason that when you fill an order for shipments, more care should be used in selecting the stock, packing same, as upon its arrival in good condition depends upon your future business, for in a small town, when Mrs. Smith or Mrs. Jones entertains, the "four hundred" of that town will all be there, or for funeral purposes, the flowers are taken notice of above all things, and the remarks that are passed concerning them either helps your further patronage or hurts it.

Catering to the same people year in and year out is much different than catering to transient trade, for possibly you only get them once. The people living in small towns are not so out-of-date as one might think, for they keep posted through reading in journals and magazines. They know what flowers are in and out of season. In case you have to substitute, it is well to enclose a note, explaining the reason with your regrets at not being able to fill the order as wanted. I realize that, at times, one cannot always do as they would like to, but a little explanation goes a long way towards making them feel that you did the best you could.

Whenever a complaint comes, look after it. Make it right, even if you lose by the transaction, for it will come back later. Ignoring a complaint is about the worst thing one can do, for it will harm you more in the vicinity that it comes from, than 10 times the value of the order. We discourage parcel post shipment, excepting the rural routes out of the city, for the express company will make good any damage or delay, and our Uncle Sam will not do so.

I believe that there is one mistake that we all make, and that is in filling an order for out-of-town when it happens that we have an oversupply, in putting in an extra bunch, for as a rule most orders received, specify in dollars amount wanted, and in putting in extras, they sometimes think that they are just getting what they ordered, and the next time they order, they will cut the amount down, and you will just give them what they ordered, and then they will wonder why they did not get more for their money. I have done this. I have selected a few of my best customers at different times when we had an oversupply, and sent them a box with my compliments and it has done a whole lot of good. We find that to keep our agents in good humor is a lot of grief. "You sometimes get an agent that will overcharge. He is not satisfied with the 20 per cent commission you allow him. I have received several complaints of this kind, and have had to change agents, at the same time putting a notice in that town's paper that so-and-so is not acting as our agent any more, and we have tried eliminating agents, but find that we must have them if we continue soliciting out-of-town business, for there is a lot of people that would prefer going to an agent and placing their order with them, saving the bother of ordering direct and looking after getting same from depot, and we had a lot of complaints when we cut the commission from 25 to 20 per cent, but we stood pat, and that is a thing of the past now. Once during the year, I make it a point to visit

personally all of my agents and talk over matters with them, and I find that it does a lot of good, for they get acquainted with you, and you get to know them. We mail out a weekly price list to all agents every Monday morning for that week during the season from September to the end of June, so that they are posted on prices and what we have in stock, so that they can take an order intelligently. We allow our agents to run a few locals in their paper, say about five or six times through the season, the bill for same being paid by us. We also endeavor to take care of our out-of-town customers at the sacrifice of our home-trade, for you can explain to your home customers the reason for shortage or whatever it may be, and the out-of-town customers depend on you filling their order and have no time to order elsewhere, for with us, we have to reach out for all we can get, for the home trade would not satisfy our ambition. We figure that three-fourths of our yearly business is from out-of-town orders.

The care of out-of-town trade can be well taken care of, if these few points will be adhered to: First—Select the best you have in filling your order; second, tie your flowers to box so that they will arrive without broken necks; third, pack good; fourth, get your orders out on time; fifth, entertain all complaints; sixth, all orders from parties not known, ship C. O. D., for after the occasion is over with, the flowers are forgotten about, and also your money.

Next Week in the Flower Shop.

Have you planned for the business of the coming week? You will be surprised at the many things that can be done to interest and attract the attention of the public. There should be no letup after a busy period; expenses go on almost the same, and there must be business activity to meet them. The master business men who manage the large department stores, made a great bid for trade at the holidays, which resulted in an enormous volume of business. They did not rest, however, but were immediately to the front again, January 3, with their white goods sales and special offerings in many other departments. In February, there are the annual furniture sales, which have become great features. These events, well advertised, draw enormous crowds and are most beneficial to all branches of their business.

A walk through these large marts of trade should be an object lesson to the average florist. He leaves his quiet store with a few customers, and in a short time is in the midst of a pushing, eager throng, who appear intensely interested in the great variety of goods of all kinds, most attractively displayed, and arranged to show to the best advantage. Explanatory placards, giving information and prices, are seen on every hand and are often the determining factor.

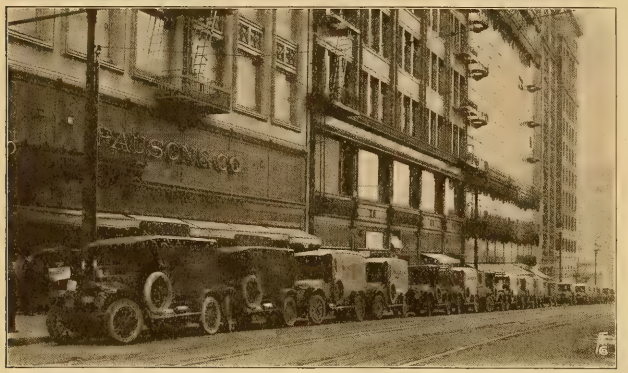
In proportion to his volume of trade, the same interest can be created by the active, progressive florist, who will use the first of the various plants and flowers as they come into season and feature them so as to secure the attention of his customers, and the public generally.

A window display of the best of the cut roses now available, a half dozen or more to a vase, each properly labeled with a neat, legible card, will be found wonderfully attractive. While the beauty of the flowers might get only a passing glance, the addition of the names holds the observer, who invariably reads each one and tries to connect it with the rose.

The calendula is not as popular a cut flower as its beauty warrants. Its light and dark orange shades are unusual, and can be used to advantage in color effects in vase baskets and for table decorations by itself or in combinations. A window of all calendulas will be very striking. Arranged in small vase baskets with pussy willows, or by the aid of glass block holders in shallow bowls, with others in small, odd-shaped vases, there are likely to be many sales.

Feature foliage, and especially flowering plants, as giving life to the living rooms of the house, and particularly as cheer for the sick. Available now are cyclamens, begonias of the Vernon type, Primulas sinensis, malacoides and obconica, and pots and pans of daffodils, tulips, hyacinths and freesias. All these will be made much more salable or attractive as gifts, if featured with various moss, paper, or mat coverings for the pot, and tied with narrow tape, fibre or silk ribbon or tasseled cord the color of the flower. Pussy willow sprays can also be used to advantage as a decorative feature and to give additional fullness to the plant.

Sweet peas are now an important factor, and for the next three months will be at their best. They are most popular with all lovers of flowers, and can be used to advantage in gift boxes,



CHRISTMAS DELIVERY OF PELICANO, ROSSI & CO., SAN FRANCISCO, CALIF.

Christmas Delivery in San Francisco.

The accompanying illustrations will give our eastern brethren an idea how San Francisco, Calif., "says it with flowers" on Christmas morning. The pictures show 26 delivery cars lined up on Sutter street, being loaded to capacity with flowers and plants by Pelicano, Rossi & Co., of 123 Kearny street, for delivery to their customers on that day. It was probably the largest delivery of plants and cut flowers made by a single firm in the west for this occasion. Angelo J. Rossi, speaking for his firm, advised that notwithstanding the extraordinary amount of business handled by them, their delivery service was as near perfect as it was possible to be.

JAMES T. LYNCH.

CHRISTMAS DELIVERY OF PELICANO, ROSSI & CO., SAN FRANCISCO, CALIF.

corsages, table decorations, sprays, designs, vase baskets, etc. They can be presented attractively and handled in quantity in gift boxes or small vase baskets which are quickly filled, with but slight disturbance of the bunches. A window of these can be disposed of in no time. When there is another display for the window, the featuring of this flower should be continued in the store on the counter or show tables. They will be found attractive when the bunches, wrapped separately in a cornucopia of waxed paper, with the flowers well exposed, are placed in a large bowl or low basket with a price card. The shorter stemmed stock, when priced for quick selling, can be handled in quantity when featured in this way. The wax paper gives a decorative effect and makes the bunches look larger.

The single bud tube or vase, which holds but one, or possibly two half-blown roses, is sure to attract attention. One or two of these at the writing desk is pleasing to lady customers, and calls to mind where they could be used in their own home or that of a friend.

Pussy willows are good stock to carry. The short to medium lengths work in well in all arrangements of sweet peas, daffodils, freesias, etc., and with short roses in vase baskets. A few sprays, with a flower or two, give an artistic outside finish to the gift box when ready for delivery.

Push the "Wear a flower" idea. It has great possibilities.

The Ivy Wreath.

With the introduction of the galax leaves, and later the prepared magnolias, both of which are now so largely used in the making of wreaths and other designs, the old ivy wreath has become almost obsolete. It is not, however, totally a thing of the past, as there is nothing more appropriate or suitable for the funeral of an aged person than a wreath or cross of ivy leaves. The plain design of all leaves, with possibly some small, well leaved sprays used in relief and tied with a purple ribbon, makes a most appropriate emblem. When a touch of color is desired, almost any of the popular flowers may be used, arranged on one side if the wreath be round, or if a crescent, in the center of its broadest diameter. Calla or Easter lilies, lily of the valley, or white roses, used separately, are all good and red roses tied with a foliage green ribbon are effective. Lavender asters, lavender sweet peas or the same colored pansies or violets are all good, while orchids, as in the illustrated wreath, with or without lily of the valley, add a finish that is rich and well worth the necessary extra price.

The cross of ivy the full length of the casket, with a center of any of the above flowers, is an important piece that generally will command a good price. The cross arms, as well as the whole frame, should bevel toward the sides so as to lie firmly when placed on the casket. All frames for ivy work should be mossed rather full as the leaves are short stemmed, and should have a good foundation to make them stand out. They can be fastened on with greening pins, which gives rather a flat effect, or stemmed on toothpicks or stemming sticks, several leaves together, the effect when made up with these being looser and fuller, which is further enhanced by the addition of sprays or small shoots.

A standing cross of ivy, when nicely made, is well worth the time it takes; it at one time was very popular for cemetery decoration. Well leaved sprays of ivy are used to good purpose when combined with white roses in a loose cluster. A good sized knot of dark violets and a purple ribbon give this a very good finish.

THE IVY WREATH.

Cost, the Vital Factor.

The old adage, "A penny saved is a penny earned," should be the rule for every transaction in the florist business. To know how to buy to the best advantage, is just as important as getting the highest price for the product, when offered for sale. Economy in buying reduces costs. In the many lines of goods that go to make up the stock of the flower shop, there are standard articles of everyday demand, such as prepared foliage and other like materials, cycas leaves, wire frames, pottery, etc., that if purchased in quantity, show a considerable saving in cost, over that of the small lots bought for the daily or weekly needs. This applies to all the expense items—wire, string, wax and wrapping paper, cut flower boxes, foil, stemming sticks, moss, store stationery, shipping tags, etc., all of which are good until used. The quantity discounts on these goods if taken advantage of in all purchases, will lessen the costs and add considerably to the profits during the year.

Delivery costs are an important item that can be studied to advantage. In the excellent report of the F. T. D. committee, read at the Indianapolis Convention, on the "Cost of Doing Business," a summary of the business of nine of the prominent retailers and grower-retailers of the country, the average cost of delivering a package was shown as 25 cents. A system of hourly or four times-a-day delivery, if it can be carried out, will bring this cost to a minimum.

Rent is a fixed expense. There may be savings in the careful use of light and heat. Salaries or wages are an important item, in which frequently the owner and working manager, particularly of the small shop, does not count his living as salary, or an item of expense. This omission is a great mistake; he should draw a salary, just as if he were working for some one else. Far too many in business for themselves, are working for a bare living, who, if they took a weekly salary that would be charged to expense, might find it necessary to get a little more for their flowers, so as to show a profit at the end of the year. No business should be conducted "just to make both ends meet." In the exhaustive report of the F. D. T. committee, the average net profit of the nine firms who have kept accurate records, was 10 per cent of their gross amount of business. This shows that it is possible, and should be the aim of every florist, to be able to put aside at least $100 out of every $1,000 worth of his gross business.

Many retailers fix their prices on a basis of 2 to 1, asking $2 for every article or quantity that costs $1. This is even carried by some to "made-up work", allowing $5 worth of flowers for

a design that is to sell for $10. The F. T. D. committee found, that in successful stores, the rule was that flowers for design work should not cost more than 30 per cent of the selling price of the finished piece, and loose cut flowers, one-third of their selling price, while with plants the cost price should not be over 35 cents for the one dollar sale. Every retail storekeeper should find out exactly what the percentage of his overhead expenses amount to. Many will not believe that it costs 25 cents to deliver every package, but if any one will keep a careful account for a normal week, he will find this is not far out of the way.

The F. T. D. committee found that cut flowers and plants in four of the large concerns, cost 47 to 50 per cent of their gross business, yet, in order to make a net profit of 10 per cent, they found it necessary to get a gross gain in their selling price of 200 per cent or $3 for every $1 invested.

One of the most expensive items in the florist business is labor, the F. T. D. committee's average for salaries and wages being about 20 per cent. There is great economy in making the most of the store forces during the comparatively dull periods of summer, when by careful preparation for the busy season ahead there is added a stock that will inventory in value an amount far greater than the cost of production. Planning ahead and being able to take advantage of opportunities as they present themselves, in demand for prepared stocks, is splendid economy. To secure and prepare supplies to fill orders at short notice, frequently incurs additional expense which is avoided with the articles at hand.

There are many other economies in the conduct of the business, one of which is to influence customers to take the stock on hand, instead of orders for flowers that have to be bought. In many stores, it is the custom to have an experienced maker-up, select all the flowers for the various orders of this character, which are then arranged by the designers, with the result that the cost of the finished piece is exactly known. Far too often, work of this character is prepared and declared finished only when it appears to look good enough, without any account having been taken of the flowers used.

It is always possible to get a fair price that shows a reasonable profit, and something more when quality and artistic arrangement call for such recognition.

Red Violets.

A case of "red violets" came to our attention at Wichita, Kan., the past week that perhaps will justify publicity. A chain-store corporation planned the opening of a store in this city, and the local manager asked us to quote prices per 1,000 for carnations for favors. We did so after wiring Kansas City and Chicago for market quotations. We were then informed by the customer that the Chicago buyer for their firm had a quotation of $60.00 per 1,000, and named the wholesale florist's firm making the quotation. We then wired the wholesale florist, named by him, and promptly received a quotation of $100 per 1,000—and our prospective customer placed his order by wire with his Chicago buyer at $60.

Possibly fluctuations in the market could account for variation in quotations, but it will not account for a violation of ethics, especially with a market condition as now prevailing, with stock cleaning up at top prices.

W. H. C.

The Public Forgets.

People will not buy what they do not know about. Flowers are advertised too little; they should be reminded of more often. The public forgets. If you cannot afford a large ad, use a small one, but be persistent in its use. In the long run, it will keep your name and your business before the public, so that when the time for purchasing does come, they automatically will think of you in connection with flowers. The successful advertiser is the one who sticks to it continually. Spasmodic advertising is not healthy.

Most florists are content with the fact that good flowers and good window displays are all that is necessary, but the third link—advertising—brings people who do not pass your shop, and who do not see your windows, and remember, the masses are those to cater to. This also gives your shop added prestige that helps considerably when you have the other two mentioned factors.

Yale university made a canvass among the leading advertisers in the following industries, in order to learn what percentage of their total sales was being used for advertising, and this is what they found:

Automobiles	3.3%
Automobile accessories	4.2%
Food products	4.6%
Fountain pens	5.3%
Building materials	3.4%
Office supplies	5.1%
Optical goods	7.3%
Paints and varnishes	4.0%
Candies and chewing gum	8.1%

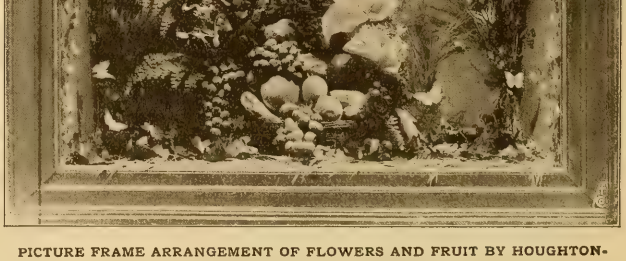
The last item appeals to us as a factor in determining what we ought to expend. If it takes 8.1 per cent appropriation to sell candy, what should we do to advertise flowers? Or, shall we call it merchandising and marketing flowers?

The best kind of advertising is that which tells the simplest story, and especially is our business adapted to the radiation of things that make for good cheer and pleasure to all concerned. When words fail, "Say it with flowers." What an applicable slogan to our business.

Poor Richard says: "Plow deep, while sluggards sleep," and we may take heed by going stronger into our campaign locally and nationally. Our national campaign, while simple, has caught the whole country as you well know, and at the same time, has added dignity to our business generally. Peculiarly, our advertising campaign has had the effect of uniting all the florists into one large family group, which in itself, has been a great factor, and has already created another seed, that of organizing the new national growers' association, which will help the business in many ways towards higher development.

No one can succeed with advertising who could not succeed without it, and conditions today in all lines that are falling back 40 and 50 per cent proves the efforts the florists have made have helped a great deal in keeping our sales at a better average than would have been possible without the campaign. We must acknowledge this: John Wannamaker's first day's profits were devoted to advertising, and throughout his entire career, he had been devoted to it to a large degree. John N. Willys started life as a bicycle repairer in a country town, and has become one of the largest automobile manufacturers in the world, principally attributing his great success to his faith in advertising. As he personally said: "I may not have been quick to see some things, but at least, I saw very early in life, that the road to prosperity was coated with printer's ink." When Cyrus K. Curtis bought the Ladies' Home Journal, he borrowed several hundred thousand dollars to put it on a paying basis, and nearly every cent of it went into advertising that paper. Later, he spent almost a million improving and advertising the Saturday Evening Post. Curtis had an unshakable faith in the power of advertising, and today these two papers are more profitable than a gold mine.

Faith — Hope — Optimism. Babson, the statistician, says we need to regard the periods of depressions and prosperity. Sheldon says we need to inject more religion into business, one of confidence, the Golden Rule kind, etc. And particularly, in times like these, should our efforts be stronger along the lines of the printed word.



PICTURE FRAME ARRANGEMENT OF FLOWERS AND FRUIT BY HOUGHTON-GORNEY FLOWER SHOP, BOSTON, MASS.

We should tell the public that for gifts of dignity and personality, nothing will reflect the character of the giver, or will appeal to the sentiment of the recipient, as well as do flowers and plants, regardless of the amount expended, be it small or large.

Why not appeal to this type?

HENRY PENN.
Chairman Nat. Publicity Campaign.

American Rose Society.

REGISTRATION DEPARTMENT.

The following varieties have been offered the registration committee of the society, and unless objections are received by the secretary within three weeks of this publication, the registration will become permanent:

Name: Miss Amelia Gude. Class, hybrid tea forcing. Parentage, Columbia x Sunburst. Description—Habit of plant is very vigorous, foliage a handsome dark green, free growing, though its hardiness has not been tested. It is a medium sized flower, with deep yellow center shading to cream, outer petals reflexing; of moderate fragrance and long pointed bud. Its petalage is 35 to 40, blooms freely and is a very good keeper. The rose is similar to Sunburst, but differs in free winter blooming habit and is superior because of its smaller bud, making it ideal for basket and corsage work. Offered by Fred H. Lemon Co., Richmond, Ind.

Name: Angelus. Class, hybrid tea forcing rose. Parentage, Columbia x Ophelia. Description—The plant is vigorous and upright, with foliage of dark green and is free from disease, a reliable grower, but hardiness untested. The flower is large and full, white, with cream-tint center, somewhat similar to Premier, and moderate in fragrance. Petelage, 40 to 45, a free and lasting bloomer and a good keeper. The flower is similar to Kaiserine Augusta Victoria, though being more double and superior, blooming in winter and keeping longer after cutting. Think it will ship well. Offered by Fred H. Lemon Co., Richmond, Ind.

Name: Rotarian. Class, hybrid tea forcing. Parentage, Ophelia pollen, parent not known. Description—The plant's hardiness has not been tested, but it has vigorous, upright foliage with dark green tipped with red, and is a free grower. The flower is large and full and of a bright, cherry color; in form has a full high center and reflexing outer petals. It is moderate in fragrance, with long bud and petalage of 35 to 40; blooms freely and is of lasting quality—keeps well. The rose is similar to Frank Dunlop, but differs in habit of growth and has a brighter tint, making it superior by reason of freedom from mildew, strong stems and holding its original cherry color. Offered by Fred H. Lemon Co., Richmond, Ind.

JOHN C. WISTER, Sec'y.

San Francisco.

TRADE NORMAL AFTER LULL.

The usual lull in business that follows the opening of the New Year was experienced by the trade during the early part of last week. Toward the end of the week, however, normal conditions were again assumed. There has been a noticeable decline in the supply of cut stock, which resulted in a stiffening of prices all along the line. Roses are again high, after a short drop in prices. The strong shipping demand for this class of flowers keeps the market cleaned up early in the day. Good Russells are now bringing $2.50 to $3.50 a dozen. There is not sufficient stock for all needs at these prices. American Beauties are particularly scarce and sell quickly. None of the other varieties of roses are in large supply and prices are being well maintained. Cecile Brunner is very scarce. Even at this late date we still have some very good Colonel Appleton chrysanthemums. A few fairly good whites continue to arrive also. Carnations have taken a jump, and ordinary varieties are selling at $3.00 to $4.00 per 100. Laddie still is in strong demand at $12 per 100. The splendid quality of this carnation makes it a great favorite. Enchantress is still the most popular of the other varieties. The

Robt. O. Stein.
President San Francisco Retail Florists' Ass'n.

Alfred Serveau.
Retiring Secretary of the Retail Florists' Association of San Francisco, Calif.

cold frosty weather of the past week has shortened the violet supply to some extent, and there is no surplus of this flower. Shipping trade is still strong for it, however. There is a good demand for cut erica, Melanthera being the principal variety used. Basket work consumes a lot of this flower. It is a noticeable fact that it is enjoying a greatly increased demand over former years. Only a small cut of winter-flowering sweet peas is coming in. They bring $3.00 per dozen bunches. Daffodils are in brisk demand, bringing $6.00 per 100, wholesale. Freesias have increased greatly in supply, and prices have dropped to $2.00 to $3.00 per 100. Colored freesias are also coming in, and bring higher figures than white. Roman hyacinths of poor quality are offered, and move slowly at $2.00 per 100. Lily of the valley is more plentiful and holds up well in price. Gardenias are in more liberal supply now and of the best quality. Cattleyas continue to come in freely at slightly lower figures. Paper Whites are very plentiful and cheap. Free-flowering plant azaleas in variety are easily the leaders. Erica melanthera, mediterranea and obvota, are also in strong demand as pot plants. Cyclamens do not receive much attention from buyers at present. Bostons continue to sell well. There is a strong demand for cut asparagus, both for the local and shipping trade. Ferns continue to be in short supply.

NOTES.

The retail florists' association held an important meeting in Native Sons' hall, January 6. There was a large attendance, and great interest in the proceedings was manifested by the members. P. Vincent Matraia, chairman of the advertising campaign committee, reported that over $2,000.00 had been collected to date. The society voted to keep its stores closed all day Sunday hereafter. On motion of Angelo J. Rossi, it was decided to launch an extensive advertising campaign, to last throughout the year. It was also decided that the association affiliate and meet with the Better Business Bureau of the San Francisco Advertising Club. At the February meeting of the association a talk on advertising will be delivered by an expert furnished by the advertising club. As a result of the membership drive conducted by P. V. Matraia, Angelo J. Rossi, Albert O. Stein, J. F. Kilroy and Alfred Serveau, nearly all the local retail florists have joined the association. The election of officers was conducted and the following were chosen to serve during the ensuing year: Albert O. Stein, president; Chas. W. Brown, vice-president; James T. Lynch, secretary; Angelo J. Rossi, treasurer. A committee of 10 members was selected by President Stein to meet with the advertising club at its monthly luncheon. It was also voted that the society hold a "get-together" banquet in the near future. A special meeting was called for January 12 to hear the report of the Sunday closing committee.

The Brown Bulb Ranch, at Capitola, has a large force of men at work planting Spanish iris, miniature gladioli, daffodils, tulips, etc. The planting stock was purchased in Europe and the Channel Islands by James A. Brown during his visit last fall. This firm has been forced to purchase additional land during the past month in order that adequate space for planting the increased stock might be had. This enterprising firm has now over eighty acres devoted to bulb culture and is rapidly becoming one of the foremost concerns in the bulb growing business in the west. W. C. Roberts is superintendent of production at this establishment.

Building operations on the state nursery at the farm school, at Davis, are to begin in the spring, according to the state engineering department. At this place, deciduous shade trees, to line the entire highway system of California, will be grown under state supervision. European sycamore, maple, ash, Lombardy poplar, elm and black walnut will be the principal trees grown in order to meet the requirements of certain altitudes and climates.

The body of John Jacob Kissel, a florist and landscape gardener, was found in his home, January 8, by

his son, Louis, when the latter came home. Kissel is believed to have committed suicide, due to continued ill health. He was in business here for many years, and had a large circle of friends. Mr. Kissel was a native of Germany, aged 62 years. He is survived by a widow and three children.

Frank Pelicano, of Pelicano, Rossi & Co., has issued his dahlia catalogue for the coming season He is introducing a fine decorative variety this season, called Millie Rodgers. It is a beautiful color of old gold with a soft diffusion of amber. It has a fine, stiff stem and is a great exhibition variety. He is also introducing a fine new set of pompons. All these are grown at his nursery on Guttenberg street.

The Van der Cruysen azaleas that are being furnished to the trade here by Ferrari Bros.' greenhouses are the finest stock we have seen in years. They are a mass of flowers, and are just the right size for the retail trade. They are also furnishing a fine cut of orchids. Manager Victor Ferrari sent his check for $150.00 to the advertising fund of the retail florists' association.

J. A. Axell, the Bush street wholesaler, says there has been no decline in the shipping demand following the holidays. He is receiving a fine cut from his growers of nearly all items in seasonable stock. Since opening up this business a little over a year ago, Mr. Axell has seen it grow so rapidly that he is now one of the largest distributors of cut flowers in the west.

The Bulletin of the Dahlia Society of California has been sent to all members by Secretary F. C. Burns. It gives a very comprehensive report of the activities of the society and also the fall dahlia shows. Treasurer Frank D. Pelicano's report shows the society to be in splendid financial condition, having a treasury balance of over $1,200.

The MacRorie-McLaren Co. reports a strong demand for plants and trees this season at its nursery at San Mateo. The firm has several large planting contracts upon which it has many men employed. At the Powell street retail store, Manager Louis Capuro is well satisfied with the way trade is keeping up.

B. M. Joseph says there is a great rush of wedding decorations of late, now that Lent is approaching. He notes a strong demand for orchids and lily of the valley for this work. Mr. Joseph was among the large contributors to the advertising fund for the retail florists' association.

Eric James, of Elmhurst, has been the recipient of much commendation for the quality of his holiday plants this year. His stock of Glory of Mordrecht fern scored a decided hit with the retail trade.

Since the issuance of his new catalogue, Richard Diener, of Kentfield, says his force has been kept very busy filling orders. He reports the demand for his new hybrid gladiolus is unusually heavy.

The orchid range of John Carbone was a large factor in the holiday supply of cattleyas. Percy Ellings, who is in charge, had a great cut of Trianæ just right for the Christmas and New Year's trade.

Brown & Kennedy have added a fine new delivery car to their service department. This firm says the New Year's trade called for a large amount of flowering plants, much more than last season.

A. Nicolini & Co., proprietors of the Colma Nursery, are fortunate in having a fine offering of asparagus during these days of short supply. Their large daily cut is disposed of in this market.

Frank R. Mills, the well known carnation grower of Palo Alto, experienced his best Christmas trade this year His carnation houses were in full crop and of excellent quality.

Beginning January 9, all flower stores here will be closed all day Sunday in accordance with the resolutions passed by the Retail Florists' Association.

The annual election of officers of the Menlo Park Horticultural Society will take place at the meeting held this month. JAS. T. LYNCH.

State Florists' Association of Indiana.

More than 100 florists from all parts of Indiana attended the annual meeting in Indianapolis, January 12, of the above named association, which was one of the largest ever held by the organization in point of attendance. The meeting was called to order in the afternoon and was followed by a banquet in the evening, after which several fine displays were made and certificates of merit awarded.

L. E. Hitz, of Madison, was elected president for the coming year. Other officers were chosen as follows: E. E. Temperley, Indianapolis, first vice-president; L. A. Coles, Kokomo, second vice-president; Oscar Carlsted, Indianapolis, secretary, and Arthur Heidenreich, Indianapolis, treasurer. The former president of the organization was Anders Rasmussen, New Albany.

Visiting florists said the displays of cut flowers and pot plants were the largest they had ever seen at a state meeting, and also were of the finest quality.

In connection with business matters pertaining to the state association, it was decided to use every effort to get a course in floriculture at Purdue University. The question depends, it seems, entirely on whether an increased appropriation is granted the state university by the legislature, now in session. The state organization will leave the question of lobbying for the increase entirely to the school officials, and already an active effort is being made by Purdue, in connection with the two other state schools, for an increase in finances.

The association also went on record as favoring a larger display at the state fairs here. For some years these events have been taken as a matter of course by florists, and at times the displays have not been representative of the industry in Indiana by any means.

Both the rose and carnation trophies went to W. Frank & Sons, of Portland, Ind.

E. G. Hill, of Richmond, who recently returned from a tour of Europe, gave an interesting talk on the way the florists in Ireland, England and France are recovering from the effects of the war. In his opinion it will not take the industry in these countries long to readjust themselves to changed conditions. Harry F. Dietz, of the state conservation department in the sub-division of entomology, chief of greenhouse diseases and pests, gave a talk.

Temperley's Florists had a display of cyclamen and begonias, and Fred H. Lemon, of Richmond, displayed a new white rose, The Angelus, which won a certificate of merit. John Eitel & Son, of Greencastle, displayed a rose pink sport of Enchantress Supreme, and also won a certificate of merit.

F. Dorner & Sons Co., of Lafayette, displayed a new red carnation called Happy Day, and Baur & Steinkamp, of Indianapolis took another certificate of merit on a new carnation, Edna, a promising scarlet. The same company also displayed a seedling carnation of light pink.

L. E. Hitz, of Madison, showed a vase of violets, Governor Herrick, and a new chrysanthemum was shown by Hartje & Elder.

Honorable mention went to H. Rieman & Sons, of Indianapolis, on a display of orchid cut blooms and a collection of plants, including fringed cyclamens, double Primula obconica and begonia plants.

Bertermann Brothers Co., of Indianapolis, received honorable mention for a display of blooming plants, including cyclamens, new Primula obconica and three varieties of begonia.

Special mention was given A. Wiegand & Sons for a display of cyclamens and Narcissus Golden Spur.

A certificate of merit of special culture was issued to Temperley's Florists for blooming plants of cyclamens, obconica and Begonia Gloire de Chatelaine. E. B.

National Association of Gardeners.

APPOINTMENTS AND RECOMMENDATIONS.

President Craig has appointed the following directors for a term of three years: William Gray, Rhode Island; William Hertrick, California; Albin Martini, Iowa; Thos. Hatton, Connecticut; Thomas W. Head, New Jersey; Robert Weeks, Ohio; W. H. Griffiths, Michigan. Montague Free, New York, was appointed to succeed George H. Pring, Missouri, whose term expires 1923. General committee for the 1921 convention to be held in New York are: Alexander Michie, Locust Valley, N. Y., chairman; J. W. Everitt, Glen Cove, N. Y.; George R. Hale, Oyster Bay, N. Y.; James Stuart, Mamaroneck, N. Y.; John Canning, Ardsley, N. Y.; William Graham, Tarrytown, N. Y.; M. J. O'Brien, Mt. Kisco, N. Y.; A. Bieschke, Noroton, Conn.; Joseph Tansey, Tuxedo, N. Y.; William Brown, Morristown, N. J.; William H. Waite, Rumson, N. J. Committee on training young gardeners: M. C. Ebel, New York; Montague Free, gardener, Botanical Garden, Brooklyn, N. Y.; Geo. H. Pring, horticulturist, Missouri Botanical Garden, St. Louis, Mo.; H. Ernest Downer, horticulturist, Vassar College, Poughkeepsie, N. Y. Committee on Quarantine, 37: The committee appointed by ex-President Jensen last year, consisting of W. N. Craig, Massachusetts; M. C. Ebel, New York, will be continued.

President Craig, in his annual message, urges that co-operation should be the association's watchword. It should co-operate with similar organizations, either private or commercial, as its interests run on very similar lines, and many of the association's problems are those of other organizations also. He feels that the association should co-operate in every legitimate way with other bodies, aiming to advance horticulture, repressing existing injustices such as Quarantine 37 has caused, and handling other problems where individual efforts might be unavailing, but where in union there would be strength.

President Craig refers to the plant quarantine committee, which has been actively engaged in a quiet way to bring about needed changes, and hopes in the very near future to make an important announcement of what has been accomplished. He states that the outlook for modifications are certainly brighter than they have been at any time.

There is every assurance that the present year will see the movement to interest young men in the profession of gardening, well under way. Two of the foremost estates in the country are now preparing to receive a number of young men, where they will have opportunities for both practical and theoretical training, and if plans

now afoot materialize, the association will have a school of gardening started by one of the largest horticultural institutions of this country, where young men, after two or three years' training on an estate, can secure a year or two of scientific training to help round out their work.

In the campaign inaugurated at the St. Louis convention against the sign board nuisance, the committee has been somewhat disappointed in the lack of interest shown by several organizations that promised to co-operate if the gardeners' association took the initiative. The Garden Club of America has indorsed its action, and has voted its co-operative support. An active national campaign to bring about an abatement of this national nuisance along our highways will be started very shortly.

The service bureau, Mr. Craig says, is becoming nationally known, and that positions have been filled not only in the east, but in the west, middle west and south. There is no doubt that country estate owners are recognizing the association as the source from which they may obtain their efficient and trustworthy gardeners.

President Craig directs attention to the next convention, which is to be held in New York in the fall, and asks members to make plans for their vacation at that time, and come to the Empire City, which is sure to extend a cordial welcome.

A committee of the executive board, composed of Peter Duff, Thomas Proctor, Robert Williamson, J. W. Everitt and Joseph Tansey, met at the office of the association in New York, January 10, to act on charges filed against H. L. Crane, recently superintendent of Hubert T. Parson's estate, Shadow Lawn, West End, N. J., of making false statements and submitting a bogus copy of reference in his application to the service bureau for a position. The evidence presented to the committee duly substantiated the charges made. Crane, who was invited to be present at the meeting, did not appear to disprove the charges against him. After careful deliberation, the committee voted unanimously to expel him as a member of the association.

Evansville, Ind.

The William Blackman Floral Company, which occupied the building at 522 Main street for 10 years, has moved to 518 Main street. The store at 518 Main was taken as temporary quarters. The firm received peremptory orders from the owner of 522 Main street, demanding it vacate the building by January 1, or re-lease the premises for five years at double the rent. The Blackman company bought a cigar store a few doors away, sold the stock and fixtures, and took possession. The Christmas trade of the company was said to be extraordinarily good. Sixty per cent of the business was with out-of-town trade.

Walter Blackman, son of George, is on the sick list.

W. B. C.

Tri-State Florists' Association.

The Tri-State Florists' Association, embracing the trade of Western Minnesota and North and South Dakota, was organized at Moorhead, Minn., January 13, when officers were elected as follows: W. B. Shotwell, Fargo, N. D., president; B. F. Siebrecht, Aberdeen, S. D., vice-president; Emory F. Gestie, Fargo, N. D., secretary-treasurer; P. J. Meyers, Bismarck, N. D., and Geo. E. Valker, Minot, N. D., directors. A further account of the meeting will appear next week.

OBITUARY.

Fred Sander.

Fred Sander, well known horticulturist of St. Albans, Eng., and Bruges, Belgium, died at the latter place, December 23, following a serious operation. The funeral took place at St. Albans, December 30. Mr. Sander was long prominent in the world of plantsmen and his famous establishment at Bruges received considerable attention during the late war as one of the camps of the German army. The following account of Mr. Sander and his work is taken from our issue of November 24, 1900:

"Fred Sander, the famous orchid expert and plantsman, was born at Bremen in 1847. Early in life he was apprenticed to Karl Schubert, of Weemar, a landscape gardener of renown;

The Late Fred Sander.

later he went to Carl Cropp, at Erfurt, subsequently joining Peter Smith's forces at Hamburg. In 1867 he remove to England, becoming identified with the establishment of Messrs. Carter, at Forest Hill, where he remained six years.

"Benedict Roezl, the great collector, often visited Carter's. He delighted in orchids, but at that time there was not even a livelihood to be gained by collecting them. Such as he gathered he consigned to Messrs. Ortgies, at Zurich, sending only miscellaneous plants and seeds to the English nurserymen, at whose place he met the young German and took a fancy to him. Roezl after a time offered to withdraw his orchid consignments from Ortgies and send them on favorable terms to Sander.

"This entailed a great responsibility but with his agency in prospect, Mr. Sander opened business at St. Albans. Shortly afterward the Roezl consignments began to pour in. There was at that time no talk of the extermination of orchids. They came by hundreds of thousands, in such receptacles as came to hand, many of those on the outside perishing but serving as a protection for those inside. Mr. Sander had no place to store them in safety, and then, too, he had to sell to get some money with which to meet his daily needs. But after a while the result of the large supply was a brisk demand. Roezl, who had lived from hand to mouth for a lifetime, was enabled to retire in five years to spend his old age in peace at Prague. Other collector, scarcely less noted than Roezl, kept up the consignments of orchids for some years, when Mr. Sander put his own men in the field.

"Prior to 1873 Mr. Sander had no greenhouses, but in that year he built one with his own hands for the care of the consignments of orchids. In 1881 he built the first of the houses now famous, just outside St. Albans, and now has five acres of glass and is the largest collector and importer in the world. In recent years Mr. Sander established a depot at Bruges, Belgium, to supply his American and continental patrons with palms, azaleas, bay trees, etc., which he grows there on twenty-five acres of land on which are over 100 large greenhouses, the largest nursery of the kind in Belgium.

"One feature of Mr. Sander's success worthy of special mention is that connected with the cultivation of hybrids, begun in 1878. His results in crossing different species of orchids have been remarkable and have afforded the horticultural world many splendid subjects and at the same time brought the experimenter a substantial reward. Notable among the many hybrids are Lælio-cattleya Arnoldiana, which has twice obtained the gold medal of the Royal Horticultural Society of England: Lælio-cattleya Rothschildiana, Lælio-cattleya Fred. Boyle, Epidendrum-lælio Hardyana, and dozens of others. He has gained many international honors and innumerable medals and certificates by his skill as a plantsman."

Mrs. Sander, three sons and one daughter survive.

George R. Butchart.

George R. Butchart, a well known florist of St. Joseph, Mo., died in a local hospital, January 7, age 48 years. He was born in London, Eng., came to America when a young man, and had been a resident of St. Joseph for about 14 years, conducting a flower shop at the time of his death at 821 Frederick avenue. He was a member of numerous fraternal organizations and was highly respected among a large circle of friends. A widow, two sons and a daughter survive.

CLEVELAND, O.—The Jones-Russell Co. expects to occupy its new store in the Hanna building about February 1.

WABASH, IND.—The Wabash Floral Co. was considerably damaged by a bad fire last week. The Conner-Ulsh Floral Co. has retired from business.

OYSTER BAY, N. Y.—The Oyster Bay Horticultural Society has elected the following officers for 1921: John McCulloch, president; John Forbes, vice-president; Arthur Patton, secretary; John McIntosh, financial secretary.

TARRYTOWN, N. Y.—The Tarrytown Horticultural Society has elected officers for the ensuing year as follows: John Mair, president; Chas. J. Wood, vice-president; John Featherstone, treasurer; E. W. Newbrand, secretary.

DAYTON, O.—Warren G. Matthews celebrated the sixtieth anniversary of his birth the other day by taking off his Sunday clothes, rolling up his sleeves and going back to work as manager of the modern store of W. G. Matthews Co., Inc., at 16-18 West Third street. Warren has our best wishes for success in this new venture and his long experience and host of friends should make him an easy winner.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address always send the old address as the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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CUT FLOWER scarcity and high prices prevail over a wide territory.

ROSES are roses now; it will be three weeks or more before supply catches up to demand.

WASHINGTON and Congress appear to have declared the inaugural ball and parade off again.

DO NOT cut prices to increase your business; raise the standard of quality and service; let every step be progressive; lead in excellence, and appreciation will lend a helping hand.

DECORATIVE greens, formerly shipped as second class express, was placed in the first-class, January 10, with an advance of about 33 per cent. The old rate was $2.54 per 100, 85 cents less than the new charge of $3.39.

Coal Prices.

COAL price reductions, ranging from 25 cents to 75 cents a ton, were announced by two large retail coal companies at St. Louis, Mo., January 18. This is the second such reduction announced by the companies in the last month.

GROWERS who are looking for opportunity will find it in their bench space, every foot of which must be pulling all the time. The quicker the rotation of crops, the greater the return.

THE retailer who does not keep his customers and prospects constantly informed as to the varied and good qualities of his stock is losing golden opportunities. Suggestions lead to sales, without which there is no progress. Shout it as from the house tops that you have flowers to sell and people will crowd in to see what it is all about.

Plant Propagator Examination.

The United States civil service commission will hold an open competitive examination for plant propagator, throughout America, February 23, 1921. A vacancy in the bureau of plant industry, at $1,800 a year, at Chico, Calif., is to be filled, as are other vacancies requiring similar qualifications at higher and lower salaries, from this examination. Satisfactory appointees may be allowed the increase granted by congress of $20.00 per month. Applicants must show that they have had at least five years of practical field experience, including greenhouse, in the propagation, cultivation and handling of new and rare plant immigrants and the making and filing of records of field work. All statements will be accepted subject to verification. Applicants must be between the ages of 25 and 69 years. The subjects are: 1, practical questions on handling and propagation of new plant immigrants and field station problems, 40; 2, thesis on best conditions for successful propagation and after-care of new plant introductions (to be handed the examiner on the day of examination), 20; 3, practical experience and training in the propagation of new and unusual plant immigrants, 40—total 100. Both men and women may enter this examination, though the appointing officers have the right to specify the sex desired in requesting certification of eligibles. Application blanks may be obtained from the local secretary of the United States civil service board at any postoffice.

New York to Washington.

MEETINGS AT WASHINGTON, D. C.

The transportation committee of the New York Florists' Club has selected the Pennsylvania railroad in connection with the gathering of a party for attendance at the meetings of the Nation Flower Growers' Association and the American Carnation Society to be held in Washington, D. C., January 26 and 27. The train will be taken at 12:15 a. m., Wednesday, January 26, due Washington at 6:20 a. m. Those who travel will have the privilege of boarding the sleeper at 10 p. m., and it will not be necessary to leave the train at Washington until 7:15 a. m.

The rates are as follows: Railroad ticket, $8.79; lower berth, $4.05; upper berth, $3.24; compartment containing upper and lower berths, $11.34; drawing room for two or three, $14.58.

Reservations are being received, and so that proper arrangements may be made for necessary accommodations, will all those who plan to join the party, communicate without delay with C. Lowther, Box 100, Times Square Station, New York City.

Chicago to Washington.

The Pennsylvania railroad has been chosen for the trip of the Chicago Florists' Club and friends to the annual convention of the American Carnation Society and meeting of the National Flower Growers' Association to be held at Washington, D. C., January 26-27. The party will leave the Union depot, Canal and Adams streets, on the Manhattan Limited, Tuesday, January 25, at 10:30 a. m., due Washington the following morning at 9:28 o'clock.

The fare one way, tax included, is $30.97. Pullman fares are: Lower berth, $8.91; upper, $7.13; compartment, $25.11; drawing room, $32.40.

Other trains, for those unable to accompany the party are:

PENNSYLVANIA RAILROAD.

The Broadway Limited, leaving Union depot at 12:40 p. m., due Washington at 9:28 o'clock the following morning. On this train, an extra-fare of $7.78 is added to the regular ticket rate named above. Pennsylvania Limited, leaving Union depot, 5:30 p. m., due Washington, 4:30 p. m.

BALTIMORE & OHIO RAILROAD.

Leave Chicago.	Due Washington.
8:40 a.m.	7:30 a.m.
10:45 a.m.	9:00 a.m.

The fare one way, via the Baltimore & Ohio, tax included, is $29.97. Sleeping car rates are the same as given above.

Delegations from the north, south and west are invited to join the party at Chicago.

For reservations, etc., address W. E. Blachley, division passenger agent, Pennsylvania System, Room 858 Insurance Exchange building, Chicago. Telephone, Wabash 4660.

Traveling Men Ask Lower Railroad Fare

At the meeting of the International Federation of Commercial Travelers at Chicago recently, delegates representing more than 100,000 commercial travelers urged the adoption by railroads of interchangeable mileage tickets, good for one year, and sold at a flat rate of 20 per cent under prevailing passenger tariffs. These tickets were to be in denominations of 3,000 or 5,000 miles, which would prevent the general public from availing itself of the reduced rates to any appreciable extent. Railroad representatives went into session immediately after adjournment of the meeting, but announced later no decision would be reached for some time.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time, date and place of meetings.]

Buffalo, N. Y., January 25, 8 p. m.—Buffalo Florists' Club at General Electric building. Wm. Legg, secretary, 889 West Delavan avenue, Buffalo.

Hartford, Conn., January 28, 8 p. m.—Hartford Horticultural Society at county building. S. H. Deming, secretary, Hartford.

Newport, R. I., January 27, 8 p. m.—Newport Horticultural Society at Music Hall, Thames street. F. P. Webber, secretary, Nelville, R. I.

San Francisco, Calif., January 27, 8 p. m.—San Francisco Retail Florists' Association at A. O. Stein's store, 1150 Sutter street. Albert Serveau, secretary, 2112 Fillmore street, San Francisco.

Seattle, Wash., January 23.—Florists' and Gardeners' Union, No. 16,667 at I. O. C. T. Hall, Virginia and Bowen streets. E. Popp, secretary, Fort Stellacoom, Wash.

Wilmington, Del., January 24, 8 p. m.—Wilmington Florists' Club at member's place of business. Roy G. Brinton, secretary, 800 West Ninth street, Wilmington.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—First class designer with long experience, up to-date in every respect, desires position. Address

J. L., care Robert Kift,
4044 Haverford Ave., Philadelphia, Pa.

Situation Wanted—By florist and gardener; 20 years' experience growing all kinds of plants and cut flowers; private or commercial. Place where living conditions can be found for small family. Address

Florist and Gardener
1400 N. River Blvd., Independence, Mo.

Help Wanted—Experienced saleslady and designer for Chicago loop store. Good salary and permanent position. Address
Key 533, care American Florist.

Help Wanted—An experienced gardener to have charge of medium size range, house, lawn, shrubbery and kitchen garden. References required. State nationality, age, experience and number in family. **J. M. Overton,** 901 Stahlman Bldg., Nashville, Tenn.

Situation Wanted

Young man expert designer and salesman desires position in high class flower shop in Chicago. Address

Key 541, care American Florist.

Situation Wanted

Expert salesman
and designer.

Key 540, care American Florist.

HELP WANTED

Experienced man on roses, carnations and general line of pot stuff. Modern place, 35,000 feet of glass. Will pay good wages to the one who can furnish the goods.

MINNEHAHA FLORAL CO.
SIOUX FALLS, SOUTH DAKOTA

WANTED

A Medium Size Nursery

Well stocked and in good condition, in or near a good business center. Eastern States preferred.

Key 538, care American Florist.

Managing Salesman

For flower store in the middle west. State age, wages and experience.

Key 539, care American Florist.

FOR SALE

Used hot water heating boilers in first-class condition ready for immediate shipment.

1 American,	will heat 1500 ft. glass, price	$ 50
1 Cottage,	will heat 1600 ft. glass, "	60
1 Niagara,	will heat 1800 ft. glass, "	70
1 Niagara,	will heat 2500 ft. glass, "	110
1 Spence,	will heat 3000 ft. glass, "	140

Also a number of larger sizes, write or wire us your wants.

ROGERS HEATING COMPANY, Ransomville, New York

For Sale

1¼ in. pipe, 8½c per ft.; 140 roof bars, 13 ft. 6 in. long, 1½c per ft.; 24 ventilators for five glass 16x24 $1.75 each, with hinges; two ventilating machines for cable, $7.00 each; 15 boxes 16x24 in. double glass, $5.90 per box. We also have some smaller sizes of glass.

E. HUSTON & CO.
SISTERSVILLE, - WEST VIRGINIA

For Sale

Good second-hand ice box cheap. Big bargain.

Key XX,
Care American Florist.

FOR SALE

Retail store in Chicago at a bargain. Good live man can make a success of this place, which can be had immediately.

Key 525, care American Florist.

For Sale

SECOND-HAND PIPE

All sizes from ¾ inch to 10 inch, A-1 condition, good collars and threads. Also lot of 14 inch pipe suitable for culverts. Write Dept. F.

MAX ZEIGLER & BROS., Muncie, Indiana

For Sale

Red Cedar Bars, 15 ft. long, at	$ 0.40
" " 12 ft long, at	.25
" " 10 ft. long, at	.20
" " 8 ft. long, at	.15
3 x 6 Panel doors with frame	2.50
Ventilators with glass, 2 ft. 10 in. x 3 ft. 4 in.	1.50
Ridge and Purlin per ft.,	.05
Pecky Cypress, 2 x 4 x 16 per 1000 ft.,	48.00
Cement Posts, tapered, 14 in. high x 10 in. base	.12

GEORGE REINBERG
30 E. Randolph St., CHICAGO

FOR SALE

16 x 24 glass, per box	$6.00
1¼ in. wrought iron pipe, per foot	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each	2.50
Rafters or sash bars, per foot	.02
Shafting (heavy), per foot	.10
Shafting (light), per foot	.06
Ventilating arms, each	.25
Ventilating hangers, each	.10
Garland iron gutters, per foot	.40

PETER REINBERG
30 East Randolph Street, CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: per 500, $4.50; per 1000, $6 50. Samples on request. Electro of leaf, postpaid, $3 00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Home-Grown Stock

Greatly Increased Demand

If you have any to offer, or are likely to have any soon, **advertise in these columns now.**

AMERICAN FLORIST CO.
440 South Dearborn Street, CHICAGO

St. Louis, Mo.

SUPPLY SHORT AND PRICES HIGH.

Flowers in general this week are in limited supply, and prices advanced accordingly. The call for roses is far greater than the supply and such varieties as Premier, Russell, Ophelia and White Killarney are now selling at $10 per 100 for shorts to $40 for long grades, wholesale. They retail, according to variety, from $3.00 to $4.00 a dozen. Carnations are in great demand, and there is a decided scarcity of this flower at $8.00 to $10.00 per 100, colored being the favorities. Roman hyacinths are plentiful this week. Sweet peas are of excellent quality, and are coming in larger supply. Jonquils are on the market and there are also large flowered snapdragons. Callas are to be had at $15.00 per 100. A few California-grown violets are offered at $1.50. Narcissi of first quality is also selling. Lilium Harrisii brings from 20 to 25 cents each. Lily of the valley is plentiful and the demand good. Calendulas are offered in quantity, and there are a few gardenias on the market. A moderate supply of cattleyas is seen.

NOTES.

The florists' club held an official meeting January 13, which was attend by 65 members. Among the visitors were Joseph Hill, of Richmond, Ind., who addressed the club, and Mr. Lee, formerly in the government service, who spoke on "Income Tax Returns". He imparted much valuable information. J. F. Ammann was called upon and addressed the members on the subject of the National Flower Growers' Association of which he is secretary. He also dwelt upon the work accomlished by the national publicity committee of the Society of American Florists.

The annual orchid show at the Missouri Botanical Garden opened January 16, with decided improvement of the arrangement of displays over former years, the plants now being placed on old trees and stumps, as found growing in their native habitat. Orchids of terrestrial habit are seen growing underneath the trees in irregular beds. In addition to the splendid orchid display, other plants make a fine showing.

There were about 200 present at the tackey party given January 14, at Westminster hall by the florists' club. Contrary to the rules, however, very few were dressed in tackey fashion. The hall was decorated artistically with smilax and there was excellent music in plenty by a jazz orchestra. An abundance of splendid punch was served—minus the "kick."

The Bourdet Floral Co. is moving out its winter stock to excellent advantage.

H. J. Berning is cleaning up in roses, carnations and violets.

C. A. Kuehn's books show a nice increase in orders.

Visitors: Julius Dilloff, New York; Joseph Hill, Richmond, Ind.: Mrs. Heath, Columbia, Mo. R. D. M.

SPARTA, WIS.—The range of Z. K. Jewett & Co., 40 years in the family, has been sold to N. W. Ellis, with a Mr. Robinson, formerly of La Crosse, as manager. The Jewetts retain the sphagnum moss and nursery business.

SOUTH LYON, MICH.—C. Robert Ross and son, Miller, have purchased the Southerland greenhouse in the new subdivision in Plymouth, and the property will be known in the future as Sunshine Acres nursery. Mr. Ross is science and mathematics teacher in the Plymouth high school, and is well known here, having been a resident until two years ago.

Burpee's Sweet Peas

There is always a ready demand for good Sweet Peas. Well grown flowers realize most remunerative prices, and it is doubtful if any other crop will bring the florist greater profits, considering the outlay for stock and the ease with which the crop is handled.

To ensure flowers of highest quality and at a time before the market is glutted with ordinary stock, the seed should be sown during January or February in pots. Start them in a cool house or even a cold frame, and so have first-class sturdy plants for setting out in the open field early in April. This method will give you flowers in late May, and much superior to those sown directly in the open.

When ordering ask for our leaflet on Sweet Pea culture.

The House of Burpee is recognized the world over as American headquarters for Sweet Peas. Burpee's Sweet Peas are grown and developed on Floradale Farms, our California seed ranch, and our strains are unsurpassed for high-class quality and "trueness" to type and color.

Good Sweet Pea seed is scarce this season, due to short crops, and as our stocks of some varieties are limited, we suggest early ordering.

The following list includes only such varieties as we know to be of value for market work. For fuller descriptions and classified list of all varieties, including many novelties now offered for the first time, write for Burpee's Annual which is sent free upon request.

BLUSH.
Elegance. Blush pink.
Agricola. White, flushed lilac.

LIGHT PINK.
Daisybud. A rich color.
Elfrida Pearson. A fine pink.
Cis Wright. Pink on cream.

CREAM-PINK.
Margaret Atlee. Deep pink on cream.
Mrs. Routzahn. Buff-pink.

ORANGE-SCARLET.
The President. Dazzling orange-scarlet.

CERISE.
Illuminator. Rich cerise-salmon.
Fiery Cross. Bright orange-cerise.

CRIMSON.
King Edward. Deep crimson.

BLUE.
Wedgwood. Deep azure-blue.
Blue Monarch. Dark blue self.

SALMON.
Barbara. Salmon-orange.
Stirling Stent. Deep salmon.

SALMON-PINK.
Beryl. Soft salmon-pink.
Lilian. Pale salmon-pink.
Doris Usher. Salmon-pink on cream.

DEEP PINK.
Countess Spencer. Soft rose-pink.
Hercules. Rich pink.
Hawlmark Pink. Bright salmon-pink.
Annie Bownass. Salmon-pink.

ROSE.
George Herbert. Rosy carmine.
Rosabelle. Large rose self.

LAVENDER.
Margaret Madison. Azure-blue.
Orchid. Lavender-pink.
Florence Nightingale Rosy lavender.
Don Alvar. Silvery blue.

MAUVE.
The Lady Eveline. Rosy mauve.

PURPLE.
Royal Purple. Rich, warm purple.

PICOTEE EDGED.
Dainty. White, edged rose-pink.
Cherub. Cream, edged bright rose.

PINK AND WHITE.
Blanche Ferry Spencer. Rosy standard, pink wings.
Mrs. Cuthbertson. Rose-pink standard, wings white.

Burpee's Early- or Long-Season Spencer Sweet Peas

To anticipate the blooming season of the Summer-flowering type, we recommend using the Winter, or Early-flowering varieties in the same manner; they will give you flowers two to three weeks earlier, thus considerably prolonging the season.

The best varieties for this purpose are included in the following:

Improved Snowstorm. Immense pure white.
Loveliness. Soft pink.
Pink Beauty. Rose-pink on white.
Daybreak. Rose-pink on cream.
Illumination. Salmon-cerise.
Princess. Lavender-mauve.
Blue Bird. Blue self.
Fordhook Rose. Rosy carmine.
Early King. Rich crimson.
Early Fairy. Cream, suffused apricot.
Yarrawa. Rose-pink and cream.
Daintiness. White, edged rose.

W. Atlee Burpee Co.,
Seed Growers Philadelphia.

Vaughan's Giant Pansies

VAUGHAN'S INTERNATIONAL PANSIES

Vaughan's International Pansy Mixture was first offered by us in 1889. We import from all the best European sources. Each year has added to the quality of its flowers and variety of its colors. We buy every year novelties of known merit to improve the mixture; it is always complete, always the latest and always the best mixture. We add to all Pansy Mixtures which we now buy more than 50 per cent of the choicest named kinds obtainable, each in correct proportion. This is one of the **Specialties** that has established the reputation of Vaughan's Flower Seeds, and one which we maintain most carefully.
Trade pkt. **50c**; ⅛ oz., **$1.50**; ½ oz., **$5.00**; oz., **$10.00.**

Vaughan's Giant Pansy Mixture

Embraces, besides all the separate shades and colors, five special strains not listed elsewhere, and which can only be had in this and our International Mixture. This mixture includes the richest reds, coppers and bronzes, together with the most delicate rose and pink shadings, all the distinct colors of Trimardeau and the splendid, Cassier strain.
Trade pkt., **50c**; ⅛ oz., **75c**; oz., **$5.00**; ¼ lb., **$18.00.**

Vaughan's Cut Flower Mixture

This mixture is put up by ourselves and contains mostly light colored sorts. We have sold this mixture for several seasons to some of our Chicago cut-flower growers, who have realized big returns from the sale of flowers. Pansies are as easily grown as violets, require less care and bring better results.
Trade pkt., **25c**; ⅛ oz., **60c**; oz., **$4.00.**

New Early-Flowering Giant Pansies

The new strain produces its giant flowers about four weeks earlier than other known types. In March, when the old type pansies hardly show any buds the plants of the new strain bore from 3 to 5 of their giant flowers.
Early Flowering Giant White, with eye, Yellow, with eye, Light Blue, Dark Blue, Jupiter Purple, Mars cornflower Blue, North Pole pure white, Wodan black, and Mixed (eight colors). Trade pkt., (500 seeds) **25c**; ⅛ oz., **50c; oz., $3.00.**

Chicago Parks Bedding Mixture

This is a mixture made by ourselves from 20 different and distinct varieties of this type. While the flowers of this strain do not grow as large as those of the Giant Pansies they excel them by a much greater number of flowers to a plant.
Trade pkt., **25c**; ¼ oz. **50c**; oz. **$1.80.**

Vaughan's P. P. (Popular Price) Mixture of Pansies

This mixture, like all "Vaughan" mixtures, is made up by ourselves from separate colors and strains of the Giant and Chicago Parks Bedding types and will furnish a large variety of colors with a good proportion of giant flowers.
Trade pkt., **25c**; ⅛ oz. **50c**; oz. **$3.00.**

Pansy—Vaughan's Giant Sorts

	Trade pkt.	⅛ oz.	oz.
Adonis, light blue white center	$0.25	$0.45	$3.00
Auricula Colors, metallic shades	.25	.45	3.00
Aurora, pure white without blotches	.25	.35	2.60
Azure Blue	.25	.45	3.00
Beaconsfield, upper petal light lavender; lower one's deep rich purple	.25	.35	2.60
Black, large true black	.25	.35	2.60
Boulogne Giants	1.00	3.50	24.00
Bugnot, shades of red, bronze and reddish cardinal	.25	.50	3.60
Cassier, 3 and 5 spotted an A1 strain	.25	.50	3.60
Emperor Francis Joseph	.25	.50	3.40
Emperor William, dark navy blue	.25	.40	2.80
Eros. Purple yellow border	.25	.45	3.20
Fiery Faces	.25	.35	2.60
Freya. Silver Edged	.25	.40	3.00
Golden Queen, clear golden-yellow	.25	.45	3.00
Indigo King	.25	.50	....
Madame Perret, lovely shades of pink and rose	.25	.45	3.20
Masterpiece—Giant Curled or Spencer. In reality the number of petals is the same as that in other Pansy flowers, but they are crimped and curled in such a fashion that the flowers appear double. The colors are superb, mostly red and brown shades	.35	.75	5.00
Orchid-Flowered, mixed, the ground color of the flowers is light, the petals being marked with large brown blotches which diffuse into rays and veins towards the edge	$0.25	$0.45	$3.20
Mammoth	.50	.75	5.00
Paris Market, an improved strain of Trimardeau, with better flowers and more compact habit	.25	.40	2.60
Pheasant's Eye, sky blue edged, violet	.25	.50	3.60
Pink, lovely shades of pink, same as Hydrangea	.25	.45	3.00
President Carnot, five blotched white	.25	.60	....
President McKinley, five blotched yellow	.25	.60	4.00
Prince Bismarck, bronze and light brown	.25	.45	3.00
Prince Henry, darkest blue	.25	.45	3.00
Purple, very large, rich deep purple	.25	.45	3.00
Purple King	.25	.45	3.00
Ruby Red, purplish red shades	.35	.60	4.00
Striped, mahogany striped and flaked white	.25	.45	3.00
Trimardeau, mixed ....lb., $32.00	.25	.35	2.40
Violet Blue, a very pleasing shade	.25	.45	3.00
Victoria. Wine red	.25	.60	4.00
Volcano	.35	.60	4.00
White, with dark eye, very large. Lb., $36.00	.25	.40	2.60
Yellow, with dk. eye, immense flowers. Lb. $36	.25	.40	2.60

SPECIAL **PANSY GIANT LAVENDER.** A new shade. We will supply one pkt. free of charge to any one ordering from the above advertisement, if request is made with the order and at the time the order is placed.

CHICAGO **VAUGHAN'S SEED STORE** **NEW YORK**

Mention the American Florist when writing

Providence, R. I.

BRISK BUSINESS; SUPPLY SHORTENING.

Trade during the past week has been quite satisfactory, with a diminishing supply of stock noticeable. Roses are advancing in price daily and are now bringing good figures. Carnations are moving well, with supply and demand about balancing. Violets are having a good call, and Paper Whites, which have been almost at the glut stage for several weeks, are now going well. Easter lilies and a few small flowers are making their appearance in larger numbers and sell freely. Several weddings the past week have helped in the cleanup.

NOTES.

Mr. Scott, formerly of the Westminster Greenhouses, has returned to this city and is opening a store at 777 Broad street, where he will carry a full line of flowers and plants. He has the best wishes of the trade.

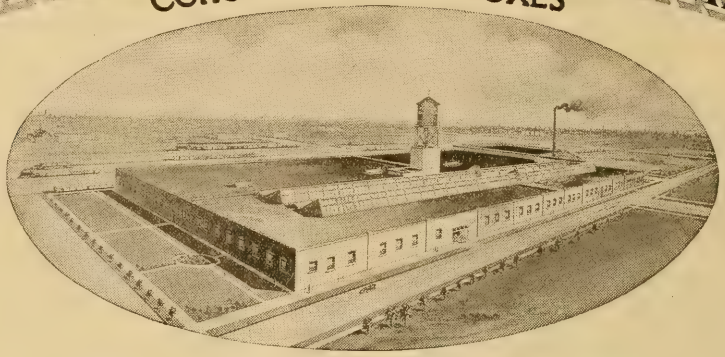
The seventy-fifth annual meeting of the Rhode Island Horticultural Society and election of officers for 1921 will be held in the public library, this city, January 19. A report will also be made on Quarantine No. 37.

Olney Williams is now cutting good Asparagus plumosus and Sprengeri.

H. A. T.

BRAMPTON, ONT.—Manager W. G. Peacock, of the Dale estate, announces that the hours of labor at that establishment have been reduced to eight, five days a week.

CHICAGO CARTON COMPANY
CORONA FLOWER BOXES



Representatives:
M. E. CHAPIN
516 Fifth Avenue
New York City

T. A. DIXON CO.
1526 Blake St.
Denver, Colorado

T. S. FINCH
601 Elm St.
Dallas, Texas

Home Office
and Factory
4433 Ogden Ave.
CHICAGO
Telephone
Lawndale 906

For Violets and Corsages

Size		Per 100
7 x 4 x 4	2-inch Top	$ 5.00
10 x 6 x 5½	2-inch Top	6.00
12 x 8 x 5½	2-inch Top	7.65
14 x 10 x 8	2-inch Top	12.60

For Cut Flowers

18 x 5 x 3	2-inch Top	$ 6.10
20 x 4 x 3	2-inch Top	6.05
21 x 5 x 3	2-inch Top	7.25
24 x 5 x 3½	2-inch Top	7.70
24 x 8 x 4	2-inch Top	10.80
28 x 8 x 4	2-inch Top	12.10
28 x 8 x 5	2-inch Top	13.05
30 x 5 x 3½	2-inch Top	0.25
36 x 8 x 5	**2-inch Top**	**16.20**

The sizes given here are carried in stock, in the popular MIST-GRAY and GREEN colors.

5% DISCOUNT
CASH WITH ORDER

The prices quoted herewith are f. o. b. Chicago.

When printing is wanted there will be a charge of $9.00 per color for printing 500, $12.00 per color for printing 1000.

Border printing and embossing will be charged for as time work in accordance with the amount of work involved.

For Sprays, Designs and Cut Flowers

Size		Per 100
16 x 16 x 8	Telescope	$29.25
20 x 20 x 8	Telescope	38.95
21 x 5 x 3	Telescope	7.25
24 x 5 x 3½	Telescope	8.90
24 x 24 x 10	Telescope	55.75
30 x 12 x 6	Telescope	30.25
32 x 32 x 8	Telescope	63.75
36 x 10 x 5	Telescope	25.20
36 x 12 x 6	Telescope	36.35
36 x 14 x 8	Telescope	46.55
40 x 10 x 6	**Telescope**	**44.00**

Boston, Mass.

HEAVIER SUPPLY LOWERS PRICES.

The market held firm at the opening of the week, and prices were about the same as at the close of the previous seven days. After midweek, though, quotations slumped somewhat, especially on roses and carnations. This, in all probability, was due to shipments coming from other markets to the wholesalers. The demand has been for stock for floral work, short roses being especially in demand, the No. 1 and No. 2 grades clean up quickly, and the longer offerings then drag, and are usually bought up at the flat price. The extras and longer grades all bring about the same figure. Carnations dropped from 10 to 12 cents to six and eight cents. There is nothing new coming to market. Jonquils and freesias are seen in large quantities, but seem to hold their price. Ophelia roses, which have been very scarce, seem to be coming on crop again. Very few American Beauties are available.

E. F. S.

Pittsburgh, Pa.

LIMITED SUPPLY MOVES FAST

A visit to the wholesale houses last week did not show any change over the previous period. Stock is scarce, and when it does arrive, is immediately sent out on orders, and while the wholesalers claim that January will show a volume equal to last year, the retailers are complaining of slack business. The rose supply has been the chief source of worry since the holidays, as the arrivals has run chiefly to the long fancy grades with a decided shortage of the short and medium lengths, and it is true that the retailer does not like to pay 35 and 40 cents for roses and then cut them down for funeral work, as some of them have had to do. The supply of carnations is on the increase, and with a few more bright days, the carnation problem should be solved for the rest of the season, for once they start coming right, they should continue through to the end. Easter lilies have been good property and cleaned up daily at good prices, while callas are in short supply and sell on sight. Sweet peas are on the increase, and while the supply is still short of the demand, it should not be long until both are equal. The one bright spot in the market last week was the advance in the price of Paper White narcissus, and it was a treat to get away from the starvation figures that have prevailed since Christmas. Violets also met with a brisk demand, and brought better returns. The supply of lily of the valley and orchids was about equal to the call, and we want to say that the former is the finest seen here for a long time. Other seasonable flowers arriving include baby primroses, calendulas and mignonette.

CLUB MEETING.

The monthly meeting of the retail florists' association was held at the Seventh avenue hotel, January 13. The speaker of the evening was Dean Walker of Duquesne University. He gave a very interesting talk on organization and what the members of the association would have to do in order to make it a success. George Wessenauer, of Sewickley, Pa., also spoke on advertising, and brought home some facts that cannot be ignored; that is, that an ad must be attractive, and in order to carry weight, you must keep at it all the time, not only when flowers are plentiful, but also when they are scarce. Mr. Wessenauer must know whereof he speaks, as he has built his present large business through advertising, and then, doing as he advertises. The question of the present rose shortage was also brought up, and what could be done to prevent it in the future, but the only remedy for that is increased production and new building. The trouble is, in order to get enough for Christmas, all the growers planned their crops for that day, thus creating a shortage during January, as there has always been. Again, the demand has increased faster than production and the newer varieties of roses do not run to quantity but to quality, thus cutting down the supply, and if we want to keep them with us, they must realize higher prices than the old-timers. As to the shortage of other flowers, this market used to depend a great deal on the small growers within a radius of 100 miles, who used to ship their surplus to the wholesale houses. Today, these growers find the demand for cut flowers in their own district, great enough to use practically all they can produce, thus leaving them nothing to ship to the market, and even at times they have to call on this city for stock to help them out. This is the result of advertising, and the condition will be no better until production is increased.

NOTES.

The florists of McKeesport, Pa., have taken up Sunday closing in earnest, and since the first of the year, have remained closed. More power to you, McKeesport, and may the rest of them in this district follow suit.

The trade was sorry to hear of the death of the mother of Samuel and John McClements. While she had been feeble for some time, and death was not unexpected, it was a shock when it came.

George C. McCallum, sales manager of the McCallum Co., is on a business trip in the east, while Hugh Boyd, auditor, is in Detroit.

BALL'S WHITE ASTER

A SPHERE OF PURE WHITE PETALS

THE seed of this splendid Giant Aster of the Late Branching type—the product of twelve years' selection to develop the ideal of a perfectly double flower, of flawless color—is offered in 1921 for the first time.

In the Fall of 1908, George J. Ball, a Sweet Pea and Aster specialist, selected a plant among his Late Branching White Asters on which the flowers were solidly double, so much so that from eight to ten flowers only fifty seedlings were grown the following year.

It has been grown and the seed carefully selected every season since. In 1918, three-quarters of an acre netted $2,320. An exceptionally good market helped, but this variety has always sold for 50% more than ordinary White Asters.

The flowering season comes between the Royal and Late Branching types, filling in between the early and late glut of flowers. It grows to a medium height with full, distinctively centered blossoms, ideally formed for long distance shipping.

The seed of this Aster is about two-thirds the size of ordinary varieties. It is sold in ¼-ounce packets, containing about 4000 seeds, at **$3.00 per trade packet.**

MR. GEORGE BALL, Glen Ellyn, Ill. Chicago, November 9th, 1920.

Dear Sir—We feel impelled to tell you the high praise that we have received from our customers concerning your White Asters. In addition to its magnificent form, it also has the advantage of being an excellent keeper and one of the best sellers that we have to offer. We take great pleasure in recommending this variety to anyone for either commercial or private growing as it is superior to any White Aster. Very truly yours,

THE CHICAGO FLOWER GROWERS' ASSOCIATION.

Chicago VAUGHAN'S SEED STORE New York

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

John Harris, of Harris Bros., has branched out in the moving picture business, having opened a new theater in Woodlawn, Pa., January 15.

E. C. T.

SIOUX CITY, IA.—The new plant of the J. C. Rennison Co., 100,000 feet of glass on Smithland road, has been completed. The old plant at Twenty-fifth and Jones streets has been abandoned. This business was established by the late J. C. Rennison 40 years ago and was incorporated in 1909.

Artificial Roses

Long stem roses; colors, red or pink; foliage on stem and most beautiful for vases, baskets or general use.

Per dozen. .....$ 1.25
Per gross (12 dozen) 13 50

Artificial Nasturtiums

Most natural in appearance. Flower and bud, also foliage, on each stem.

3 doz. to a box for .....$ 4.75
12 doz. to a gross for..... 18.00

Get Our Complete List of Many Other Items. It's Free.

GEO. H. ANGERMUELLER CO.

Wholesale Florists, 1324 Pine St., ST. LOUIS, MO.

ROSES

Buy Direct from the Grower

You always get fresh flowers and a more even run of stock.

Our Roses Are the Finest in This Market

Price List

Subject to market quotations.

RUSSELL	Per 100
Fancy Long	$40.00
Good Length	30.00
Medium	25.00
Short	15.00

COLUMBIA	
Fancy Long	$40.00
Good Length	30.00
Medium	25.00
Short	15.00

PREMIER	
Fancy Long	$40.00
Good Length	30.00
Medium	25.00
Short	15.00

HOOSIER BEAUTY	Per 100
Long	$25.00@$30.00
Medium	16.00@ 20.00
Short	10.00@ 15.00

OPHELIA	
Long	$25.00
Medium	$16.00@ 20.00
Short	10.00@ 12.00

SUNBURST	
Long	$25.00
Medium	$16.00@ 20.00
Short	10.00@ 12.00

WHITE KILLARNEY	
Long	$25.00
Medium	$16.00@ 20.00
Short	10.00@ 12.00

ASSORTED ROSES
—OUR SELECTION—

Including some **Russell, Columbia and Premier.** In lots of 200 or more, $15.00 to $20.00 per 100.

Fancy Ferns, per 1,000	$4.50
Adiantum, per 100	2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per 100	3.00

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.
NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays.

Chicago.

NO CHANGE IN THE MARKET

There is no great change in market conditions since last week, and stock in general is in exceedingly short supply, with the exception of a few items to be mentioned later. The wholesaler is finding it impossible to fill anywhere near all the orders, but is doing his best under the very trying conditions to give each of his regular customers some stock to carry them along. The buyer is glad to secure stock at any price, and while some believe the cost of a few items is too high they realize that supply and demand govern same, and are making the best of the situation. The present shortage of stock is the greatest ever experienced in this market in January, even during the "influenza," and prices are considerably higher than they were at Christmas or New Year's. Roses, particularly, are in short supply, with prices on good stock ranging all the way from 25 cents to 75 cents each, and in some instances more or less, depending upon the quality. To make a long story short, there are dozens of customers for every rose, and the same practically holds true for carnations, with choice stock selling at $8 per 100 and up. Lilies and callas are good property and find ready buyers. Paper White narcissus is in strong demand and is bringing very satisfactory figures. Some short stemmed tulips are selling at $8 and even $12 per 100. Jonquils are being sold in the better grades at $12 per 100. Sweet peas are in fair supply but are disposed of early. Violets are a trifle more plentiful. Lily of the valley is one item that is within the reach of every buyer, and fancy stock was offered the past week as low as $6 per 100. Orchids are more reasonable in price, but an advance may be expected in all corsage flowers in the near future over those of last week. Calendulas, stevia, daisies, pansies, mignonette, Romans, etc., are included in the offerings and have a good call. Blooming plants are having a brisk demand with cyclamens and primroses the principal offerings. Funeral work has been plentiful, and there has been a good demand for wedding flowers. Everyone is deeply interested in how long the present shortage will continue, and from all reports received, so far, it appears as if it will be another week at least before any great change for the better will be noticeable.

NOTES.

Mangel & Co. have renewed their lease on their present store in the Palmer House for 10 years.

The Meyer Florists' threads are the longest and strongest in the world and are used by the leading retailers and growers throughout the world. Be sure and get the Meyer brand and you will always get the best. Manufactured by the John C. Meyer Thread Works, Lowell, Mass.

Mention the American Florist when writing

Start The New Year Right

In 1921 have your customers "Say It"

With Budlong's Flowers

The Kind That Are Bound To Give Satisfaction

ROSES, FINE QUALITY IN ALL LEADING VARIETIES

We have the only supply of the Nesbit Rose on this market

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Excellent Roses

SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red GOOD CROP

Including the finest Mrs. C. W. Ward on this market, bar none

JONQUILS, HYACINTHS, VALLEY

Daisies, Calendulas, Sweet Peas, Violets, Easter Lilies, Paper Whites, Yellow Narcissi, Stevia, Pansies and all other seasonable Cut Flowers.

Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

C. H. Fisk, Inc., 1581 Ogden avenue, has its window well filled with roses and other cut flowers, notwithstanding the great shortage of stock in this market at present. The window was built to serve as a refrigerator and display case at the same time, and is worthy of inspection. This firm does a large retail business and keeps four delivery cars busy practically all the time. Emil Maerz is managing the business since Mr. Fisk retired and joined the A. L. Randall Co., and is fully capable of handling the proposition, having had many years of experience. The next time you drop in and visit this place, ask Mr. Maerz to see his pet bullfrog.

Nicholas J. Wietor, of Wietor Bros., is one of the vice-presidents and directors of the Devon Trust and Savings bank which opened for business last week at Devon avenue and Clark street.

SERVICE

Regular cut flower buyers at our establishment find that our service is unexcelled and that our cut flowers are unsurpassed for quality in this market. Our line of Cut Flowers and Greens is complete in every respect.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

The late Daniel Branch, whose death, January 2, was recorded in our issue of January 8, was born at Moline in 1857 and when 10 years old moved with the family to Minneapolis, Minn., where for many years he was connected with the Chicago, Milwaukee and St. Paul railroad as a master mechanic.

John Schmidt, 2408 Wentworth avenue, was accidentally hanged January 13 when, in going down to the basement of his store, he tripped and fell and his neck became entangled in a clothes line loosely strung across the room. He was found by his wife a short time later.

The Central Floral Co. filled an order January 17 for a rather odd design in the shape of a horseshoe made of fruits and vegetables. Sophie Tucker had it presented to Jack Rose in the middle of his act while appearing in one of the local theatres.

John Walsh, who has been employed in the local wholesale market for many years, has purchased the Avondale Flower Shop, 3182 Milwaukee avenue. His many friends in the trade wish him every success in his new undertaking.

Decorative greens, formerly shipped as second-class express, was placed in the first class January 10 at an advance of about 25 per cent in rates. The old rate of $2.54 per 100 pounds was 85 cents less than the new of $3.39.

Walter Adams, well-known north side florist, is negotiating for the purchase of the C. Frauenfelder business at 3343 West Madison street, and expects to take possession February 1 if the deal is closed.

Mowshin's Bluebird Orchestra has been engaged for the florists' club dance and novelty show at the Hotel Randolph, Thursday evening, February 3.

Zech & Mann never had such a strong call for lilies as this month, and have been fortunate in having a good-sized supply to furnish their customers with.

Otto Goerisch, who has been employed in the local wholesale market for many years, has joined the sales force of the J. A. Budlong Co.

Vaughan's Seed Store is very busy in the market garden department. This firm's travelers are all out on their routes now.

Mrs. Cyrus H. McCormick, of Lake Forest, liberal patroness of horticulture, died at St. Luke's hospital, January 17, after a long illness.

Carl Ickes, of the Ickes-Brown Mill Co., reports that inquiries are numerous in regard to the price of greenhouse materials.

Bassett & Washburn are cutting more heavily in roses, and are taking care of their regular customers in fine shape.

John Michelsen, of the E. C. Amling Co., and Paul Weiss left this week on a business trip to California.

Guy W. French, representing the American Bulb Co., writing from San Francisco, Calif., says business is good.

Chas. F. Edgar, of the McCallum Co., Pittsburgh, Pa., called on the trade here this week.

George Asmus will celebrate another birthday anniversary, January 24.

William Lempke, of Park Ridge, is serving on the jury.

Erne & Co. are handling pussy willows in quantity.

"THE OLD RELIABLE"

BACK IN 1881

all these years

Wholesaling Cut Flowers

and still growing—

Principal Location in the Market

FOUNDED BY FLINT KENNICOTT 1st

Glass by the Million Production by the Thousands

Roses AND Carnations

Choice stock in all the leading commercial varieties.

Buy Direct from the Grower — **CURRENT PRICE LIST** — Subject to Change Without Notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$40.00
Fancy	35.00
Select	$20.00 to 30.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
COLUMBIA	
Specials	$40.00
Fancy	35.00
Select	$20.00 to 30.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

		Per 100
Killarney Brilliant	Specials	$20.00
Killarney	Select	$12.00 to 15.00
White Killarney	Medium	10.00
	Short	6.00 to 8.00

	Per 100
SUNBURST, OPHELIA	
Special	$25.00
Select	$18.00 to $20.00
Medium	12.00 to 15.00
Short	10.00
PREMIER	
Specials	$40.00
Fancy	35.00
Select	$20.00 to 30.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
ROSES, OUR SELECTION	$ 8.00 to $10.00
Carnations	10.00 to 12.00
Sweet Peas	4.00
Adiantum	2.00
Asparagus, per bunch	50 to 75c
Boxwood, per bunch	35c
Ferns, per 1,000	$4.50
Galax, bronze and green, per 1,000	2.00
Leucothoe Sprays	1.00
Smilax, per dozen strings	4.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 **CHICAGO**

Now Booking Advance Orders

For St. Valentine's Day

Until we have placed a certain quantity of stock we can accept ADVANCE orders for shipment February 10, 11, 12 and 13, at the following prices:

Cattleyas, the finest home grown.....**$1.50** each
Sweet Peas, the finest Spencers, **$25.00, $30.00** and **$35.00** per 100
Double Violets, the best.....**$15.00** per 1000
Single Violets, fresh and fragrant.**$20.00** per 1000
Jonquils, supply limited.**$8.00** to **$10.00** per 100
Tulips, all colors, best varieties, **$6.00** to **$10.00** per 100
Freesia, the finest Purity..**6.00** to **$8 00** per 100
Valley, Chicago Market, best.....**$8.00** per 100
Pussy Willow, indispensable, **35c** and **50c** per bunch

REMEMBER—After we have booked a certain quantity of stock on ADVANCE orders, we then shall sell only subject to the market price, day of shipment. To be safe and sure, order now.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283
Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas

CARNATIONS

Paper White Narcissus

Single VIOLETS Double

Sweet Peas
Calendulas

GREENS

Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

Every concern in the trade should use the valentine stickers on its letters, packages, statements, etc., and display the large poster for this occasion. The profit made in sales of this material, above expenses of handling, will revert to the national publicity fund. No one should overlook this opportunity to tie up with the national campaign, "Say it With Flowers," and those who have not already secured their supply of "Don't Leave Cupid Out in the Cold" stickers or posters, should do so immediately through the Florists' Publicity Service Bureau, 225 North Michigan avenue.

George Asmus, W. J. Keimel, George Ball, Chas. McCauley, Joseph Kohout, Paul Klingsporn, August Poehlmann, Fred Lautenschlager and several others, have signified their intention of attending the annual meeting and exhibition of the American Carnation Society at Washington, D. C., next week, January 26-27. The first annual meeting of the National Flower Growers' Association will also be held in that city on the last mentioned date.

Charles H. Grakelow, of Philadelphia, Pa., was a visitor this week, returning from Los Angeles, Calif., where he transacted buisness in connection with the next Elks' convention to be held in July. He is exalted ruler of the Philadelphia order of Elks. Mr. Grakelow was the guest of Paul Klingsporn, manager of the Chicago Flower Growers' Association, a brother Elk, and a former Philadelphian.

A. L. Vaughan & Co. will remain in their present location at 161 North Wabash avenue for a couple of more years, for the building it now occupies will not be torn down as early as expected. This house is showing a fine supply of stock, including tulips.

Eddie Hunt is back on the job at the Chicago Flower Growers' Association, after being on the sick list for some time. C. L. Scherer takes great pride in showing everyone the firm's new shipping department, especially his private office.

Robert Blake, formerly with the late Mrs. J. B. Freeman, Toledo, O., and later with one of the leading retail florists at Akron, O., is the guest of Allie Zech this week. Mr. Blake is an expert storeman and is open for engagement.

Poehlmann Bros. Co. is cutting a magnificent supply of cattleyas and received its first shipment of colored freesias January 17. Lily of the valley is in good supply at this establishment.

N. J. Wietor and Peter Reinberg write from Tampa, Fla., that they are having a delightful time. The fishing and hunting stories will come later.

Miss Kranz, daughter of C. Kranz, Ottumwa, Ia., was a visitor this week and made a tour of the retail stores to see how they do things here.

The Joseph Foerster Co. is handling a fine supply of bulbous stock in addition to a complete line of all other cut flowers.

Kennicott Bros. Co. has built up a splendid shipping business and are receiving their share of the local trade.

The Henry Wittbold Co.'s new store in the Atlas building is open for business.

Visitors: Harold L. Lion, of Lion & Co., New York; Norton Gibson, Nappanee, Ind.; Morris Le Vine, New York; Edward Amerpohl, Janesville, Wis.

Kansas City, Mo.

GOOD DEMAND WITH SUPPLY LIMITED.

Stock is scarce, and there is a good demand for everything offered. There are but a few hundred roses arriving daily and these are distributed among four wholesale houses. The stock, however, is of very good quality, but none of the short stem to be had, prices ruling in most cases from 15 to 50 cents each. Carnations are not available. Sweet peas are more plentiful than usual while Paper Whites and stevia are the principal offerings and are shouldering the bulk of demand, especially in funeral work. There are quite a few violets offered. Pot plants are good property, being plentiful, and in many cases, used in place of cut flowers.

NOTES.

W. J. Barnes has had a heavy week of funeral work and was fortunate in having a heavy cut of narcissi. He has also had several good orders for decorations which kept him busy.

The Wm. L. Rock Flower Co. has had a heavy run on funeral work with several good decorations also booked. Made-up baskets are going well here.

The Kansas City Wholesale Cut Flower Co. reports a carnation famine, with roses little better. Stevia and narcissi are the mainstays.

T. J. Noll & Co. are getting in some very fine home grown stock, but the quantity is so small it does not go very far.

S. Bryson Ayres is now bringing in several hundred sweet peas daily and has no trouble in disposing of them.

A. Newell says he has no complaint to offer with the exception of the limited amount of stock to be had.

The Rosery has had a nice run on funeral orders and a good business in corsages and hospital flowers.

H. Barbee reports good business, but a scarcity of supply in nearly all items except narcissi.

A. Mohr is sending to this market some very nice cyclamens that find eager buyers.

H. Kusik & Co. report their only difficulty is in getting enough cut stock to fill orders. E. J. B.

ROCHESTER, N. Y.—Samuel H. Cushing, a veteran florist of this city, died recently, following a long illness, age 86 years.

EXTRA FANCY ROSES

Our supply of Roses at present is exceptionally fine. Can take care of you in all the leading varieties, particularly Russell, Premier, Columbia, Butterfly, Ward, Sunburst, Ophelia, Killarney Brilliant, White Killarney and Cecile Brunner.

CARNATIONS IN GOOD SUPPLY

Particularly fine for shipping purposes. All the varieties grown for the Chicago market are obtainable here. Try us with that next order.

Sweet Peas, Orchids, Valley, Lilies, White and Yellow Narcissus, Violets, Calendulas, Daisies, Mignonette, Etc

Complete Line of Greens

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

ROSES & CARNATIONS

In All the Leading Varieties

WIETOR BROS., 30 N. Wabash Ave., L. D. Phone Randolph 2081. **Chicago**

Columbus, O.

LIGHT DEMAND FOR STOCK.

The demand for flowers and pot plants during the week ending January 15 was fairly good for the time of the year. It is usually a quiet time, immediately following the rush of the holiday season, and the present year is no exception to the rule. Florists generally say that the volume of business so far in January compared very favorably with that of previous years, and as a result they are very much encouraged. Funerals have not been numerous, and this is reducing the volume to a certain extent. Weddings, parties and receptions are also rather quiet at this particular time, but there are some social functions scheduled in the near future which are expected to stimulate trade. Corsages are selling fairly well. Pot plants are going well, as the supply is rather reduced. They consist largely of primroses, cyclamens and begonias. Roses, carnations, narcissi and violets are the best feature in the flower section. The supply is reduced because of the many dark days which have prevailed. Prices are steady at the levels which maintained just prior to the holidays. Prospects for the future are considered fairly bright. One of the changes is the fact that orders do not average as much as formerly, but on the other hand, there are a larger number of orders which make up for the smaller lots.

Local lovers of flowers were invited to visit the State Hospital for the Insane in this city recently to see what was claimed to be the best lot of blooming cyclamens ever shown in Ohio. More than 1,000 plants were in full bloom, with an average of 25 blossoms to each plant. The colors varied from pure white to deep red, and double and single blooms were shown in many cases. The plants were grown by T. J. Blinco, the florist at the institution, who is an expert in that line. One entire building was filled with blooms from cyclamen.

The inauguration of Harry L. Davis as governor of Ohio was the signal for a large number of flowers to be sent the incoming executive. Floral designs were shown in the state capitol, where the inaugural ceremonies were held. J. O. Mills, Franklin Floral Co., and many Cleveland florists were represented. J. W. L.

Hartford, Conn.

It has been one of the writer's unofficial jobs to boost Hartford, and tell his friends if they wanted to see a beautiful city, to visit this one. There are, of course, degrees in beauty that accompany the degrees in temperature. Hartford, in June, with the rose garden of Elizabeth park in full bloom, and all the other parks in full dress, is somewhat different from Hartford in the middle of January. About that time, we ran into an amateur snowstorm that later developed a full grown wind and rainstorm. Nevertheless, other cities and towns had a similar visitation.

A person who has an eye for the beautiful, and whose fad is in visiting retail flower stores, should be delighted to call on Spear & McManus in their new store, 242 Asylum street. It is as near the "last word" in retail stores as concrete, marble and plate glass can make it. Near the front entrance, a handsome fountain has been installed; the counters are of marble, and rows of large mirrors adorn the walls. A neat and well constructed greenhouse has been erected on the roof. There is a large and well fin-

The Florists' Supply House of America

OUR NEW CATALOGUE

One of Our Valentine Novelties.

a veritable Encyclopedia of Florists' Supplies is now ready. It is full of pictures and

Newly Adjusted Prices

that are most advantageous. We specialize in Novelties for Valentine's Day, Washington's Birthday, St. Patrick's Day and Easter.

Brighten up your stock with a line of these up-to-date attractive features.

Let us add your name to our mailing list.

H. Bayersdorfer & Co.

1129-33 Arch St., Philadelphia, Pa.

Branch Factory,
709 First Avenue, New York City. Telephone Vanderbilt 4976.

Mention the American Florist when writing

WILD SMILAX-That's Us

$7.50 Per Case, F. O. B. Chicago

THE E. F. WINTERSON CO., Central 6004 L. D. Phone: 166 No. Wabash Ave., Chicago, Ill.

Mention the American Florist when writing

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Mention the American Florist when writing

ished basement, utilized as a supply department.

Welch's Flower Shop, A. W. Welch and Mrs. E. M. Welch, proprietors, is an exceptionally fine store at 197 Trumbull street. The Welch family have long been favorably known in the Hartford trade, having been located for a number of years at 180 Asylum street.

The Coombs stores, 741 Main and 364 Asylum streets, are prosperous. Mention is made in our New Haven notes of their new store in that city. John Coombs, the head of the house, continues active at his greenhouses.

A venerable florist who for 60 years or more has watched Hartford grow, is Robert Marchant, now 87 years old, head of Robert Marchant & Sons, 13 Huntington street. He recites many interesting incidents of his early years in Hartford.

Our old friend, George G. McClunie, keeps on deck with a good store, well stocked. He is greatly interested in a florists' club for this vicinity.

A. F. F.

Seligman & Stein

FLORISTS' SPECIALTIES

116 W. 28th St., New York

IMPORTERS—MANUFACTURERS

Tonner

CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

MONTREAL, QUE.—Asselman's Flower Shop has opened for business on Sherbrooke street, West, and reports good business. The store is well located.

ATLANTA, GA.—The Dahl Floral Co., whose establishment was recently completely destroyed by fire, has secured new quarters near its old location at 72 North Broad street.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
169-75 N. Wabash Ave., CHICAGO
L. D. Phones
CENTRAL 1977 and 1978

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A. T. Pyfer & Co.

WHOLESALE FLORISTS
164 N. Wabash Avenue
CHICAGO, ILL.
Long Distance Telephone, Central 3373.

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.
Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS
TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

ARTIFICIAL VALLEY
ARTIFICIAL FLOWERS

Write for prices
Grossberg-Tyler-Finnerman Co.
Manufacturers and Importers
30 E. Randolph Street, CHICAGO

George Reinberg

WHOLESALE FLORISTS
Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.
162 N. Wabash Ave. CHICAGO

Wire Hanging Baskets

Price List, 1920. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00
Our Sheet Moss is the best value for the money in the market.
Michigan Cut Flower Exchange, 264-266 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago
CURRENT PRICE LIST.

	Dozen
Roses, Beauty	4.00@ 12.00
	Per 100
" Mrs. Chas. Russell	10.00@ 40.00
" Butterfly	10.00@ 40.00
" Columbia	10.00@ 40.00
" Dunlop	10.00@ 40.00
" Premier	10.00@ 40.00
" Hoosier Beauty	10.00@ 40.00
" Killarney Brilliant	6.00@ 20.00
" White Killarney	6.00@ 20.00
" Mrs. Geo. Shawyer	6.00@ 25.00
" Milady	6.00@ 30.00
" Mrs. Aaron Ward	6.00@ 20.00
" Sunburst	6.00@ 20.00
" Ophelia	6.00@ 20.00
" Dble. W. Killarney	6.00@ 20.00
" Cecile Brunner	4.00
" Our Selection	12.00
Calendulas	3.00@ 6.00
Jonquils	10.00@ 12.00
Romans	4.00@ 8.00
Paper Whites	6.00@ 8.00
Violets	1.00@ 1.50
Mignonette	6.00@ 8.00
Sweet Peas	2.00@ 4.00
Stevia	3.00
Cattleyas, per doz.	15.00@ 20.00
Cypripediums, per doz.	4.00
Valley	6.00@ 8.00
Carnations	8.00@ 12.00
Lilies, per doz.	15.00@ 20.00
Adiantum	1.50@ 2.00
Ferns per 1,000	4.50
Galax per 1,000	2.00
Leucothoe	1.00
Sprengeri, Plumosus Sprays	3.00@ 5.00
Mexican Ivy	1.00
Southern Wild Smilax, case	6.00
Boxwood, 35c per lb., case	9.00

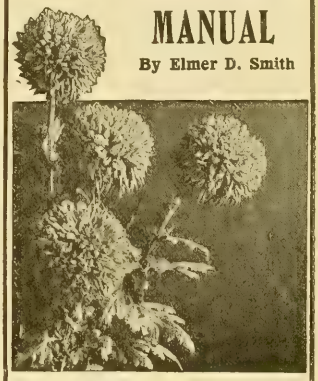
ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



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Price 60 Cents. Cash with Order
American Florist Co.
440 S. Dearborn St., Chicago

Raedlein Basket Co.

713 Milwaukee Avenue
CHICAGO, - - ILLINOIS
Write for Catalog and Prices.

Mention the American Florist when writing

Oriental Goldfish & Supply Co.

Send for catalogue.
3757 Cottage Grove Ave., CHICAGO

Mention the American Florist when writing

White Lilac
Gardenias
Orchids
Valley

All of these items are sometimes very hard to get. We aim to have everything that is in season. If you depend on us for your supply, you have every assurance your order is filled. Some day you will need some of this stock and we would be glad to have your order.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

EDWARD REID
CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

STOCK SCARCE IN MOST LINES.

In the main, the scarcity of flowers continues; there are a few more carnations, sweet peas are increasing, and calendulas are improving in quality. Callas are scarce, and Easter lilies about equal to the demand. Cattleyas, of fine quality, are now down to $1.00, and even less. Lily of the valley has come to stay. Several growers are sending in sprays of good quality from pips of last fall's importation. Roses are still shy, particularly the shorter grades; nothing is too short now to bring 15 cents. There are superb long Premier, 24 to 30 inch, which clean up at 40 cents. There is but one opinion about this rose, which is that it has made good. Those who failed to plant, are now envying those who did. Ophelia, one of the greatest of the winners of the past four years, is now marked for the discard, while there is a great scramble for its sporty offspring, Butterfly. Double White Killarney, which has been tabooed by many, is still a winner with others, and has been one of the best sellers of the winter. Freesia is now seen in quantity, a number of growers seeming to have hit the market at the same time. The usual variations in quality prevail. Trumpet Major narcissus has found a ready market. There are a few tulips, but they have very short stems, as yet. All kinds of green are plentiful, notably southern asparagus.

January 17.—Flowers were very scarce this morning, particularly roses, 20 cents being low; carnations selling at eight to ten cents. Although there was the two days' cut, yet everything cleaned up at record prices.

SOLUTION OF SHORT STEM ROSE PROBLEM.

Edward Reid proposes the following plan, which he claims will solve the short stemmed rose problem at Christmas: "All wholesalers to join in a compact to cut out the dahlia after October 10, without which competition the greenhouse-grown stock, particularly the fall crop of roses, would have a clear field, and could be sold at a price that would pay the grower to cut and not pinch. The plants would then come on, with another crop of moderate length stemmed stock for the holidays. It is not fair to the legitimate florist, who supplies the market the year round, and who has many thousands of dollars tied up in his plant, to have his agents bring in and handle a field-grown stock, a by-product of dahlia root or tuber growers, and crowd out a fall crop of roses grown under glass. For this reason, I have always refused to handle dahlia flowers, confining my efforts in its season entirely to greenhouse-grown stock."

Wholesale Flower Markets

BOSTON, JAN. 19.

	Per 100
Roses, American Beauty	12.00@150.00
" Shawyer, Russell	10.00@ 40.00
" Dunlop	10.00@ 40.00
" Pilgrim	10.00@ 40.00
" Crusader	10.00@ 40.00
" White Killarney	10.00@ 35.00
" Ward	10.00@ 30.00
" Maryland	10.00@ 25.00
" Hoosier Beauty	10.00@ 30.00
" Columbia	10.00@ 40.00
" Hadley	10.00@ 40.00
" Ophelia	10.00@ 40.00
" Premier	10.00@ 40.00
" Victoria	10.00@ 40.00
Adiantum	2.00
Asparagus bchs, per bch	.50@ 1.00
Asparagus Strings, per doz.	12.00
B. Buttons	1.50@ 2.50
Bouvardia, White Jasamine, doz. sprays	2.00@ 2.50
Bouvardia, pink and red, doz. sprays	1.50@ 2.00
Calendulas	4.00@ 6.00
Carnations	8.00@ 10.00
Cattleyas, per doz	12.00@ 18.00
Lily of the Valley	20.00
Longiflorum Lilies	25.00
Pansies	3.00@ 4.00
Paper White Narcissus	6.00
Smilax, per doz	4.00@ 6.00
Snapdragons, doz.	2.00@ 3.00
Mignonette, doz.	1.25@ 2.00
Sweet Peas	3.00@ 5.00
Callas	3.00@ 5.00
Heliotrope, per bch	1.00@ 1.50
English Daisies	1.00@ 1.50
Jonquils	12.00@ 15.00
Fressias	10.00
Violets	1.50@ 2.00
Cypripediums	4.00
Stevia, per bch	.50@ .75
Marguerites	3.00@ 4.00
Acacia, per bunch	3.00@ 5.00

BUFFALO, JAN. 19.

	Per 100
Rose, Killarney	8.00@ 12.00
" White Killarney	10.00@ 15.00
" Dbl. Wht. Killarney	8.00@ 20.00
" Richmond	8.00@ 15.00
" Maryland	10.00@ 20.00
" Sunburst	8.00@ 25.00
" Ward	6.00@ 8.00
" Columbia	12.00@ 35.00
" Ophelia	8.00@ 20.00
" Russell	10.00@ 25.00
" Premier	12.00@ 25.00
" Cecile Brunner	4.00@ 6.00
Calendulas	3.00@ 6.00
Calla Lilies	15.00@ 25.00
Carnations	5.00@ 8.00
Easter Lilies	15.00@ 20.00
Freesias	6.00@ 8.00
Mignonette	6.00@ 10.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	6.00@ 10.00
Golden Spur Narcissi	10.00@ 18.00
Paper White Narcissi	5.00@ 6.00
Soleil D'Or Narcissi	6.00@ 8.00
Sweet Peas	2.00@ 4.00
Violets	1.50@ 2.00
White Tulips	8.00@ 10.00
Yellow Tulips	8.00@ 10.00

Write For Our
Price List
On Cut Flowers
H. G. BERNING
1402-4 Pine St., St. Louis, Mo.

Berger Bros.
The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.
Mention the American Florist when writing

CINCINNATI, JAN. 19.

	Per 100
Roses, Premier	10.00@ 30.00
" Russell	10.00@ 30.00
" Columbia	10.00@ 30.00
" Butterfly	10.00@ 30.00
" White Killarney	10.00@ 30.00
" Pink Killarney	10.00@ 30.00
" Sunburst	10.00@ 30.00
" Mrs. Aaron Ward	10.00@ 30.00
" Ophelia	10.00@ 30.00
" Baby Doll	4.00@ 6.00
Carnations	6.00@ 8.00
Easter Lilies	15.00@ 20.00
Ferns, per 1,000	3.50
Galax, per 1,000	1.50
Leucothoe, per 1,000	5.00@ 6.00
Plumosus (south) per bch	.25
Smilax, per string	.15@ .25
Snapdragons	10.00@ 15.00
Violets	1.00@ 1.50
Primulas, bunch	.50
Jonquils	8.00@ 10.00
Romans	6.00@ 8.00

PAPER WHITES.

A good judge of the market accounts for the overstocked condition this season on Paper Whites to the forcing of the same by every retailer with a bit of a greenhouse, who had every spare foot of space filled with these bulbs, producing flowers at a cost of from one-half to two cents more a spike than they could buy them for in the open market. He thought if retailers would devote all their energy to perfecting methods of featuring and displaying their goods, and increasing the efficiency of their sales force, they would soon create a demand that would take up the surplus and rush the growers to the limit.

ANOTHER STEP FORWARD.

Alfred M. Campbell, the successful grower and commission man, lily and rose expert, etc., etc., whose progress in life seems to have been one big success after another, increased his pace on Saturday last, and bringing matters to a focus, purchased the properties 1510-1512 Sansom street. For a number of years, he has occupied the half-basement store at 1510 for his wholesale business. His purchase now gives him control of this valuable parcel of

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.
Mention the American Florist when writing

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers.
116-118 Seventh Street,
PITTSBURGH, - PA.

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245, P. O. Box 506.
444-446 Milwaukee Street,
MILWAUKEE, WIS.

real estate in a section that is rapidly becoming a business center.

NOTES.

J. Otto Thilow is one of the busiest of men in the profession. As store manager of the retail seed department of Henry A. Dreer, 714 Chestnut street, he is most energetic and efficient. He is also a talented speaker and lecturer on horticultural subjects, devoting his entire spare time to visiting the native habitat of plants for greenhouse and garden culture in all parts of the world, where with camera and notebook, he obtains valuable information that is afterwards presented to horticultural societies, garden and florists' clubs, and other such bodies. On January 22, in company with George H. Strohlein, also of Dreer's, he sails for Porto Rico, where he will revel for a time among the palms and flowers of this tropical clime. Robert Craig, together with Henry C. Geiger, are both spending the winter on the island. Frank M. Ross and wife and Miss Mooter are also spending a winter vacation there for a month.

A carnation grower, who has had great success with his plants this season, prepares his soil in the field through intensive culture to have it contain as much nitrogen as possible. After it is placed on the benches, a coating of bone meal is raked in and watered. In two weeks it is ready for planting. There is no topdressing until the plants appear to need a stimulant. Then dried blood is given, which, when skillfully applied, appears to be very beneficial.

Eugene Bernheimer invited A. B. Cartledge, Carl Corts and Mr. Crawford to accompany him on an auto trip to the Florist Gardens at North Wales, January 13. An inspection of the mammoth houses showed the stock, all roses, to be in fine condition, although somewhat off crop after the strenuous cutting at Christmas.

At the Battles Century Shop, they are featuring an abundance of stock at low prices. On Monday last their large window contained over 50 vases of cut flowers, all priced. These made a fine showing, which in addition to quickening sales at this time will bring the store to mind when stock becomes more plentiful.

Chas. Henry Fox's window display of standard rose trees, made of miniature wooden roses, set in single rose tube vases, was very attractive. Charles is certainly up front when it comes to novelty.

Cattleyas, white lilac and choice Lily of the valley are features of the Leo Niessen Co.'s stock. American Beauty roses and carnations are quantity items. K.

Wholesale Flower Markets

PHILADELPHIA, JAN. 19.	Per 100
Roses, Beauty, special	75.00@100.00
" " fancy	20.00@ 50.00
" Mrs. Chas. Russell	20.00@ 50.00
" Killarney	15.00@ 20.00
" Hadley	25.00@ 60.00
" Sunburst	20.00@ 30.00
" Wards	15.00@ 25.00
" Ophelia	20.00@ 30.00
" Columbia	20.00@ 50.00
" Premier	25.00@ 50.00
Adiantum	1.00@ 1.50
Asparagus, bunches	.50
Asparagus Strings	.75@ 1.00
Calendulas	5.00@ 8.00
Carnations	6.00@ 10.00
Cattleyas	.75@ 1.00
Chrysanthemums	10.00@ 50.00
Pompons, per bch.	.50@ .75
Easter Lillies	20.00@ 25.00
Lily of the Valley	10.00@ 12.00
Smilax	.35
Snapdragons, per doz.	1.50@ 2.00
Mignonette	6.00@ 8.00
Violets	.75@ 1.00
Callas	20.00@ 35.00
Sweet Peas	1.50@ 4.00
Freesia	6.00@ 12.00

ST. LOUIS, JAN. 19.	Per 100
Roses, Premier	8.00@ 35.00
" Killarney	4.00@ 10.00
" White Killarney	6.00@ 15.00
" Russell	8.00@ 35.00
" Ward	5.00@ 10.00
" Sunburst	8.00@ 15.00
Calendulas	3.00@ 6.00
Carnation Laddies	15.00@ 20.00
Ferns, per 1,000	4.00
Valley	10.00@ 12.50
Boxwood, per lb. .35; 50 lbs., per lb.	.25
Narcissus	3.00@ 5.00
Yellow Narcissus	6.00@ 8.00
Mignonette	10.00
Sweet Peas	1.00@ 2.50
Smilax, per string	.20
Leucothoe	.75
Galax, green, per 1,000	1.50
" bronze, per 1,000	1.50
Carnations, short	5.00@ 6.00
Carnations, fancy	8.00@ 10.00
Stevia, per bunch	.75
Violets	.75@ 1.50

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.
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MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PITTSBURGH, JAN. 19.	Per 100
Roses, Beauty, spl., per doz.	12.00
" " fcy., per doz.	9.00
" " ex., per doz.	7.50
" " No. 1, per doz.	5.00
" Killarney	8.00@ 20.00
" Maryland	8.00@ 20.00
" Sunburst	8.00@ 20.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	15.00@ 40.00
" Columbia	12.00@ 35.00
" Ophelia	10.00@ 25.00
" Hilda	8.00@ 20.00
" Premier	15.00@ 40.00
" Madam Butterfly	12.00@ 30.00
Carnations	8.00@ 10.00
Cattleyas, each	1.50
Cypripedium, per doz.	6.00
Easter Lilies	25.00
Ferns, per 1,000	4.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.60
Calendulas	3.00@ 4.00
Sweet Peas	2.00@ 4.00
Narcissus Paper Whites	6.00
" Yellow	10.00
Violets	1.00@ 1.50
Baby Primroses	1.50
Smilax, per doz. strings	4.00
Jonquils	10.00
Valley	8.00@ 10.00
Pussy Willow	6.00

MILWAUKEE, JAN. 19.	Per 100
Roses, Kill'n'y, W. Kill'n'y	8.00@ 20.00
" Ward	8.00@ 15.00
" Premier	10.00@ 35.00
" Ophelia	10.00@ 20.00
" Columbia	10.00@ 35.00
" Hoosier Beauty	10.00@ 25.00
Lilies, per doz.	2.00@ 2.50
Carnations	6.00@ 10.00
Orchids, per doz.	6.00@ 24.00
Stevia	3.00
Sweet Peas	2.00@ 3.00
Violets	1.50@ 2.00
Paper Whites	6.00@ 10.00
Narcissus, Yellow	6.00@ 10.00
Calendulas	6.00@ 8.00
Rubrums	10.00

New York.

TRADE VARIES FROM GOOD TO POOR

Wholesale trade, in some lines, was fair during the past week, but in others it was slow. The supply of roses was light, and the short and medium grades quickly cleaned up. Special stock was slower. The larger retail stores do not seem to be doing a heavy business, and consequently special roses and orchids are hard to move at asking prices, orchids being particularly slow. Violets have also been slow at all kinds of prices, from 30 to 75 cents per 100. The supply of carnations was light, but there was enough to supply the demand. Yellow narcissi and tulips are arriving in considerable volume and go well. Lily of the valley is slow. White lilies, marigold, mignonette and various minor stocks keep moving. There is a good supply of gardenias, with only a moderate movement. With the present languid condition of business, there is plenty of stock in all lines to supply the demand. While there has been an occasional storm of wind and rain, the winter, thus far, has been moderate.

A fair supply of stock is arriving, and there is about the usual Monday morning movement. Yellow narcissus, tulips and freesias are in considerable demand and the rose stock is likely to clean up. Carnations are on the increase and lower prices may soon be expected if the weather continues moderate and clear.

NOTES.

Among those who will attend the carnation convention at Washington are Secretary John Young, who goes January 22, to attend a previous meeting; Frank Traendly, Roman J. Irwin, Joseph Manda, W. J. Reimels and wife, Mrs. Traendly and Mrs. Manda are also likely to be of the party. C. Lowther of the transportation committee, has been on the sick list, but is again at his desk.

A meeting of the executive committee of the American Dahlia Society was held in this city, January 10, to discuss plans for the next exhibition, which, like the last one, will be held in the roof garden of the Hotel Pennsylvania. President Vincent and George L. Stillman remained after the meeting, and attended the session of the New York Florists' Club.

The sweet pea, Miss Jennie Mamitsch, exhibited at the January meeting of the New York Florists' Club by Herman Mamitsch, Rockville Center, N. Y., is a sport of Rose Queen, and appears to be a fine production. It originated at the Mamitsch range.

Miss Agnes A. Kessler, eldest daughter of Philip Kessler, of the Cut Flower Exchange, who underwent an operation for appendicitis at the Washington Square hospital several weeks ago, has so far recovered as to be able to return to her home.

It is rumored that a new retail store will soon be opened at Seventh avenue and 11th street, which is in the Greenwich Village neighborhood, quite a resort for long-haired men and short-haired women.

Charles A. Dards sailed for Europe on January 8. He will be absent about four months, visiting, for pleasure, England, France, Italy, Spain and probably other countries.

In relation to the Golden Spur narcissus, it seems early for their arrival, but D. J. Pappas, of the United Cut Flower Co., is receiving several hundred a day.

Miss Flora M. Lins, well and favorably known in the wholesale district, will open a retail store about February 1, at 126 East 41st street.

L. A. Hauser, a veteran salesman of the Cut Flower Exchange, has been confined to his home for two weeks with influenza.

J. K. Allen, in the 18th street market, is receiving a fine stock of buddleia and freesias.

A. F. F.

Rochester, N. Y.

BETTER SUPPLY BUT DEMAND LIGHT

There has been a falling off in trade the past week, although there has been a consistent call for funeral work. Carnations are improving each week and roses are showing the beneficial effects of the sunny weather. Ward, Ophelia, White Killarney and Columbia are the favorites. Freesias, daffodils and jonquils are increasing in numbers daily and the same is true of Paper Whites and calendulas. Cyclamens, primroses, Dutch hyacinths and pot tulips are among the offerings. A few azaleas are also coming to this market.

NOTES.

The ladies' florists' association met at the home of Mrs. Edward Frey, January 11, and elected officers as follows: Mrs. John Dunbar, president; Mrs. H. P. Neun, vice-president; Mrs. A. Kent, treasurer; Mrs. Charles Suhr, secretary. A social afternoon was enjoyed and refreshments were served by the hostess.

The annual election of officers of the florists' association was held January 14, and resulted as follows: James Sproat, president; Hugo Teute, vice-president; Harry Glenn, treasurer; Ambrose Secker, secretary.

Hiram W. Wilson and wife left January 10 to spend part of the winter in Florida. Their address will be Winter Haven, where they will visit their daughter, Mrs. Robert Paige.

Felix Alberts is featuring a most unusual bird of paradise plant which is attracting much attention. Pots of tulips and primroses are grouped about the window.

George Kramer has returned from a trip to Michigan and Buffalo, spending several weeks at the latter place in S. A. Anderson's store.

J. B. Keller Sons had a fine decoration for the shoe style show during the week of January 17.

CHESTER.

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A complete assortment of the best in the market can always be relied upon.
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Prompt and careful attention to your interests. Consignments Solicited.
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In the New Market,
31 and 43 W. 18th St., NEW YORK
Established 1887
All consignments receive our special attention.

Wholesale Flower Markets

	NEW YORK, JAN. 19.	Per 100
Roses. Beauty	15.00@	125.00
" Mdm. Butterfly	10.00@	35.00
" Pilgrim	10.00@	30.00
" Crusader	15.00@	75.00
" Hadley	10.00@	60.00
" Dunlop	12.00@	35.00
" Francis Scott Key	25.00@	100.00
" Dbl. Wht. Killarney	10.00@	30.00
" Columbia	12.00@	35.00
" White Killarney	10.00@	20.00
" Aaron Ward	10.00@	30.00
" Ophelia	10.00@	30.00
" Mrs. Chas. Russell	12.00@	40.00
" Premier	12.00@	40.00
" Sunburst	10.00@	25.00
Adiantum Croweanum and Hybridum	1.50@	2.00
Asp. Plumosus, per bch	.25@	1.00
Bouvardia, doz.	.50@	.75
Carnation Laddie	10.00@	12.00
Carnations	6.00@	8.00
Cattleyas	25.00@	75.00
Gardenias, per doz.	2.00@	6.00
Lilies, white	10.00@	25.00
L. Rubrum	5.00@	15.00
Lily of the Valley	4.00@	8.00
Narcissus Paper White, doz.	.25@	.50
Narcissus, Majors and Spurs, per doz.	1.00@	1.50
Freesias	2.00@	4.00
Sweet Peas	2.00@	6.00
Callas, per doz.	2.00@	4.00
Smilax, doz. strings	2.00@	2.50
Snapdragons, per doz.	.75@	2.00
Violets	.50@	1.00
Stevia, 5 bchs.		1.00
Daisies, yellow	3.00@	5.00
Iris, per doz.	4.00@	6.00
Tulips, per doz.	.75@	1.50
Mignonette, per doz.	.75@	1.50
Wallflowers, per doz.	.50@	1.00
Buddlea, per dozen		1.50
Freesias, per dozen	.75@	1.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
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Fresh Cut Decorative Evergreens
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Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
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For prompt and satisfactory results consign your cut to
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Novelties Roses All Seasonable Flowers

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January 24.
FROM GALVESTON, Atillian, I. M. M. Lines (Liverpool).
FROM PORTLAND, ME., Venusia, Cunard-Anchor Line (London).

January 25
Rotterdam, Holland-America Line (Rotterdam).
Castel Porziano, Lloyd Sabaudo Line (Naples-Genoa).

January 26.
FROM NEW ORLEANS, Ansteldyk, Holland-America Line (Rotterdam).
Vedic, I. M. M. Lines (Liverpool).
FROM BOSTON, Mercian, I. M. M. Lines (Manchester).
FROM NEW ORLEANS, Montasa, Porto Rico Line (San Juan-Ponce).

January 27.
FROM NEW ORLEANS, Albanian, I. M. M. Lines (Liverpool).
FROM BOSTON, Nitinian, I. M. M. Lines (London).
Mongolia, I. M. M. Lines (Hamburg).
Valacia, Cunard-Anchor Line (London).
Vindelia, Cunard-Anchor Line (Glasgow).

January 28.
FROM PHILADELPHIA, West Cherow, I. M. M. Lines (Liverpool).
FROM PHILADELPHIA, Mackinaw, I. M. M. Lines (London).
Stavangerfjord, Norwegian-American Line (Norway).

January 29.
FROM NORFOLK, Westerdyk, Holland-America Line (Rotterdam).
FROM NORFOLK, Deranop, I. M. M. Lines (Liverpool).
FROM PORTLAND, ME., Dominion, I. M. M. Lines (Liverpool).
Montauk, I. M. M. Lines (London).
FROM BALTIMORE, Mississippi, I. M. M. Lines (London).
Kroonland, I. M. M. Lines (Antwerp).
FROM BOSTON, West Ekonk, I. M. M. Lines (Antwerp).
FROM PHILADELPHIA, Wauconda, I. M. M. Lines (Antwerp).
Galahad, I. M. M. Lines (Glasgow).
Vestris, Cunard-Anchor Line (Liverpool).
Carmania, Cunard-Anchor Line (Liverpool).
River Araxes, Cunard-Anchor Line (Constantinople).
FROM PHILADELPHIA, Verbania, Cunard-Anchor Line (London).
FROM PHILADELPHIA, White Gate, Cunard-Anchor Line (Liverpool).

NEWARK, N. J.
Philips Bros.
938 BROAD STREET
Members of Florists' Telegraph Delivery.

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(Not Incorporated)
National Florist
FLORAL ARTIST
423-425 Richmond Terrace
(V. M. C.)

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Quality and Service Assured.

Friedman
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WIRE
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Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—H. N. Bruns, 3040 W. Madison St.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exch. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Greenville, S. C.—Rodgers Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Dard's, 44th and Madison Ave.
New York—David, Clarke's Sons.
New York—Evans.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Olympia Florist.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.

St. Paul, Minn.
Holm & Olson
20-22-24 W. Fifth St.
We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.
Mention the American Florist when writing

SEATTLE, WASH.
HOLLYWOOD GARDENS
Seattle's Leading Flower Shop
1536 SECOND AVE.
Members of Florists' Telegraph Delivery.

Savannah, Ga.
JOHN WOLF
The Largest Grower of Cut Flowers in the South

Knoxville, Tenn.
Baum's Home of Flowers
Personal attention given to orders For Knoxville and East Tennessee.
Members F. T. D.

Kansas City, Mo.
W. J. Barnes FLORIST, K.C.Mo.
Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Tacoma, Wash.
California Florists
will take care of all telegraph orders.

WICHITA, Kansas Shipments for Kansas and Oklahoma.
W. H. CULP & COMPANY
Quality Flowers Personal Service
Members F. T. D. A

Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R. Summer Season.

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

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Mention the American Florist when writing

"SAY IT WITH FLOWERS"

Max Schling Flowers

Schling Service Nothing Better

785 Fifth Avenue
NEW YORK CITY

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York Telephone Audubon 6618
Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY.
Orders from Other Cities filled with promptness

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

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Pittsburgh, Pa.

A.W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

BRANCHES:
RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave.. NEW YORK

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Astoria Florist NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section between 77th and 78th streets.

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New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus.

Mention the American Florist when writing

New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

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New York

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraphic orders. Regular trade discount.
229 WEST THIRD STREET

Mention the American Florist when writing

DARDS

341 Madison Ave.
Opp Hotel Biltmore
New York

The Leading Florist for nearly Half a Century

New York

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

New York

BROADWAY FLORIST

2094 Broadway, S. E. Cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4090.

Salt Lake City, Utah

Evans Floral Co.

261 South State Street
Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Best Flowers
Best Service

ROSES
Fleischman

Chicago's Leading Florist
Railway Exchange Bldg.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Boston, Mass.

Penn, The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Orders In or around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Newark, N. J.
Begerow's
MEMBER F.T.D.
946 BROAD ST.

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

LITTLEFIELD, Florist
WORCESTER, MASS.

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Etc
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West.
Montreal, Que., Canada
Every order receives prompt and careful attention.

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

DAYTON, OHIO
W. G. Matthews Co., Inc.
18 West Third Street.
Conservatories in Riverdale.
Members of Florists' Telegraph Delivery

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Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
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Canada's Best Known and Most Reliable Florist.

Only the Best
Dunlop's
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery
Joy's

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

F. T. D.
New York's
SHOP OF QUALITY
Irene Hayes, Inc.
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CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st St.
The Largest Growers of Flowers in the City.

J. W. RODGERS
Elks' Building,
4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Mention the American Florist when writing

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

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Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.
A. Newell
FLORIST
Established over 30 years.
Southwest corner of 11th and McGee Sts.

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LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

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El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.

Michigan
Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.

CHICAGO OPPOSITE FIELD'S — DETROIT
Central Floral Co.
132 N. State, CHICAGO
1331 Broadway, DETROIT
Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

ROANOKE, VA.
FALLON, Florist.

Seattle-Rosaia Bros.
Finest floral studio in Northwest.
Member F.T.D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORIST
930 PROSPECT AVE., Erie Building. CLEVELAND

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LOUISVILLE, KY.
THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

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GUDE BROS. CO
FLORISTS
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WASHINGTON, D.C.
WASHINGTON D. C.
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Salt Lake City
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central part of Nevada and Idaho.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery

Mention the American Florist when writing

Rodgers Flower Shop
Ottaray Hotel, GREENVILLE, S. C.
Member of Florists' Telegraph Delivery.

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark.
Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Mention the American Florist when writing

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.

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Philadelphia, Pa.
Chas. H. Grakelow
Broad St., at Cumberland
Member of Florists' Telegraph Delivery.

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NEW YORK, N. Y.
644 Lexington Ave., near 55th St.
EVANS
FLOWERS
F. E. Evans, over 20 years experience in the retail florist business in New York City.

CHARLES L. SCHMIDT
23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel.

Next Annual Meeting, June, 1921.

THE nominal price of bags at Chicago, January 19, was $34.00.

VEGETATION in the south of France, was seriously injured by cold weather last month.

THE Mangelsdorf Seed Co., Atchison, Kans., recently increased its capital to $750,000, fully paid.

GEO. C. STUMPP, of the Stumpp & Walter Co., New York, has returned from his winter vacation.

ST PAUL, MINN.—The pure bred seed show, it is announced, will be held in this city, February 23-25.

LA CROSSE, WIS.—The state grain and corn show will be held here, January 26-29. A large exhibit is expected.

SOUTH BEND, IND.—The Oliver Chilled Plow Works has reduced prices on all horse-drawn implements from eight to 20 per cent.

CAMBRIDGE, N. Y.—The Jerome B. Rice Seed Co. says business has been steadily improving since January 1, and believes it will continue doing so.

TOLEDO, O.—Clovers opened lower January 16, with cash offered at $12.85, and March $13.02½. Timothy, cash 1919, was quoted at $3.30, and March $3.50.

WAPAKONETA, O.—Louis Taugeman has been appointed receiver for the Ohio Seed Co., said to be solvent, but unable to dispose of large stocks to advantage.—J. W. L.

THE Everette R. Peacock Co.'s store, 4011 Milwaukee avenue, Chicago, was visited by fire last week, estimated loss, mainly garden seeds, $10,000, fully covered by insurance.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, January 19, were as follows: Timothy, $4.50 to $6.00 per 100 pounds. Red clover, $14.00 to $19.00.

VISITED CHICAGO: L. W. Wheeler, of the Pieters-Wheeler Seed Co., Gilroy, Calif.; Travis S. Pendergrass, representing Waldo Rohnert, Gilroy, Calif.; D. H. Gilbert, Monticello, Fla.

VISALIA, CALIF.—Japanese associations in the San Joaquin valley have inaugurated a campaign intended to amend conditions which have created antagonism to Japanese in this state.

G. C. ELDERING, of W. J. Eldering & Son, Overveen, Haarlem, Holland, expects to visit the United States much earlier than usual this season, having arranged to sail on the S. S. Rotterdam February 8.

DUTCH bulb growers say that while the outlook is for lower prices the coming season, improved German demand over the very low record of 1920 may advance the figures on the cheaper grades of bulbs.

H. SUZUKI, of the Yokohama, Nursery Co., Yokohama, sends holiday greetings, which shows that the Japanese bulb troubles have not weighed so heavily upon him that he has forgotten the friends he honored with a visit here some six months ago.

DAVID BURPEE, of the W. Atlee Burpee Co., Philadelphia, Pa., says business has been coming in wonderfully well for this early date. The demand is running now a little more than double that of the same period last year and practically three times that of 1919, March, of course, is the busiest month, and it is rather difficult to predict, so early in the season, just how the year will turn out. One good sign, however, is the way requests for catalogues are coming in, these running away ahead of the past two years. H. L. Renard, who is in charge of the firm's stock seed development at Floradale, is now on his way back to California.

Field Seeds.

PRICES LOWER; DEMAND DULL.

The stocks of most kinds of field seeds held by seedsmen in the leading centers of distribution were reported to be smaller than normal during the week ending Jan. 8. There has been little or no demand for seeds and seedsmen have been reluctant to enlarge their stocks from supplies in the country, where more than the usual amount is being held by growers. Prevailing prices are much lower than those on the same date last year and two years ago. The quality of the various kinds of seed in general is good.

A fair export demand for red clover, timothy, Kentucky bluegrass and meadow fescue is reported by some seedsmen; other seedsmen state that there is no export demand for any of these seeds at the present time.

Clover and alfalfa.—A fair local or distant demand for red and alsike clover is reported for New York, Richmond, Buffalo, Louisville, Chicago and Minneapolis. The demand for red clover from the East has been unusually good in Salt Lake City. Wholesale quotations for red clover in the various cities range from $20 to $25 per 100 lbs. These prices are about one-half those of two years ago and about two-fifths those of last year at a corresponding time. Although stocks of alfalfa seed are normal or above, there seems to be a fairly good demand for seed of fancy quality. During the 11 months ending November 30, 3,695,202 lbs. of clover were exported.

Grasses.—Normal stocks or above of timothy are indicated for New York, Baltimore, Richmond, Buffalo, Louisville, Kansas City and Seattle. In common with other grasses there is little demand for timothy seed, but prices for timothy have remained fairly steady, while prices for Kentucky bluegrass and orchard grass, especially the latter, have shown some weakness in several markets. Prevailing prices for Kentucky bluegrass are a little lower than last year but orchard grass prices are only about one-half as much as last year. All cities, except Chicago and Louisville, report normal stocks of redtop; stocks in Chicago are said to be smaller, while in Louisville they are reported larger than normal for this time of the year.

During November, which is the latest month for which figures have been compiled by the Department of Commerce, the exports of timothy amounted to 1,414,041 lbs., which compares favorably with the November exports during the past seven years. For the 11 months ending Nov. 30, 1920, 11,422,726 lbs. were exported. When the December figures are computed, it is expected that the exports for 1920 will be approximately the same as the average for prewar years.

Millets and sorghums.—Most of the 1920 crop of millet and sorghum seed is in growers' hands, consequently stocks of these held by seedsmen are much below normal. Not much attention is being paid to any variety of millet except Japanese, which, because of the reported short crop in Iowa, is being sought by middle western seedsmen.

New York Seed Trade.

F. S. Peterson, well known in the seed trade of this city, died at his home in Elizabeth, N. J., January 11, after a short illness. His last work was with Alexander Forbes & Co., Newark,

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart.
PRICE, $1.00 POSTPAID
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Western Seed & Irrigation Co.
WHOLESALE SEED GROWERS
SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.
Write for Special Contract and Spot Prices.
Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.

—THE—
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

N. J. Mr. Peterson was born in Scotland 57 years ago. He came to this country in 1887 and was employed by Peter Henderson & Co., remaining with them for about 19 years. He was later for a time with James Vick's Sons, Rochester, N. Y. He was a faithful man, well thought of by employers and associates. He is survived by his wife and seven children.

B. Hammond Tracy, of Wenham and Salem, Mass., was in the city, January 14-15, calling on the seed and cut flower trade. He is an extensive grower of gladioli at Cedar Acres farm, Wenham.

At the various seed stores, the principal activity is in getting out catalogues and otherwise preparing for spring trade.

Boston Seed Trade.

Mrs. Sarah E. Rawson, widow of the late W. W. Rawson, died at her home in Arlington January 12. Funeral services were held at the home of her son, Herbert W. Rawson in Arlington January 15.

At the store of Joseph Breck & Sons Corp., it was reported that business had been good and that they had no fears for the future. R. & J. Farquhar & Co. are taking an optimistic view of the situation. This store is carrying a good stock of cyclamens, primroses, palms and ferns, grown at its own greenhouses.

The seedsmen of this city are sending out their catalogues and it is yet too early to estimate the volume of trade they will bring in, but at all the stores it was stated that the general indications are favorable for a fine spring business.

The Thomas J. Grey Co. stated that it had an excellent fall trade in grass seeds and bulbs, and that present indications are satisfactory.

At the Fottler, Fiske, Rawson Co.'s store it was stated that its fall trade had been excellent and that the outlook never was better.

National Canners' Association.

The annual convention of the National Canners' Association is in progress this week at Atlantic City, N. J., with a large attendance of seedsmen and other exhibitors, and a small showing of the canners, compared with previous meetings. The exhibition on the pier is very fine, the seedsmen having displays including John H. Allan Seed Co., Sheboygan, Wis.; A. J. Brown Seed Co., Grand Rapids, Mich.; Everett B. Clark Seed Co., Milford, Conn.; W. A. Davis Seed Co., Bozeman, Mont.; Hogg & Lytle, Toronto, Ont.; N. B. Keeney & Son, Le Roy, N. Y.; Leonard Seed Co., Chicago; Jerome B. Rice Seed Co., Cambridge, N. Y.; Rogers Bros., Chicago, and S. D. Woodruff & Sons, New York.

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: Cambridge, New York

R. C. McGILL & CO.
WHOLESALE SEED GROWERS
SPECIALTIES IN VARIETY
ONION-CARROT-BEET-RADISH-PARSNIP
CONTRACT PRICES MAILED ON REQUEST
SAN FRANCISCO CABLE ADDRESS "MCGILL-SEED" SAN FRANCISCO CALIFORNIA

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

Return Envelopes
Catalogue Envelopes
Seed Packets
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

LAWN SEED MIXTURES
FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

Lily of the Valley Pips
EXTRA FINE STRAIN EXHIBITION
Size GERMAN "LUBECK" PIPS
Just Arrived.
Price in cases, 1000, 500 or 250 each, on application.
J. M. THORBURN & CO.
53 Barclay St., NEW YORK CITY

GET QUOTATIONS FROM
LANDRETH
Seeds Which Succeed
Bloomsdale Farm BRISTOL, PA.

An experience of half a century in producing high grade
GARDEN SEEDS
at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.
S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.

75 YEARS UNRIVALLED REPUTATION

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

Yokohama Nursery Co.

LTD.

Woolworth Building

NEW YORK CITY

Importers

Japanese Bulbs, Plants and Seeds

L. D. Waller Seed Co.

GROWERS OF CHOICE

Sweet Pea, Nasturtium and Flower Seeds

GUADALUPE, CALIFORNIA

Mention the American Florist when writing

Woodruff Given Verdict in Suit.

On January 12, 1921, the jury in the Suffolk superior court at Boston, Mass., gave a verdict of $2,503 to the plaintiff, S. D. Woodruff & Sons, of Orange, Conn., against the defendant, Jay G. Feldstein, Pittsburgh, Pa., as damages for failure by Feldstein to accept delivery and pay for 60 tons of dried peas in November, 1917. Curtis Nye Smith, attorney for the American Seed Trade Association was the plaintiff's trial attorney.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover, at principal points of distribution, January 8, 1921, as given by the Government Market Reporter of January 15, 1921:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$8.50	$27.00	$14.00	$22.00
Baltimore	7.75	26.00	13.50	22.00
Richmond	9.65	29.00	16.50	24.50
Buffalo	8.00	27.00	14.75	21.60
Toledo	7.65	28.50	18.00	22.50
Louisville	8.00	26.50	13.50	24.00
Chicago	7.25	26.00	12.25	22.25
Minneapolis	7.25	27.50	14.50	22.50
St. Louis	7.65	28.00	13.50	26.00
Kansas City	8.00	25.00	14.00	20.00
Denver	9.50	31.00	18.50	23.50
Salt Lake City	7.00	28.00	15.00	20.00
Seattle	9.00	33.00	26.00	23.00
Average for the United States same date 1920	$13.60	$29.05	$21.10	$53.95

Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS SEED
GREENHOUSE GROWN

1000 seeds.....$ 4.00 | 10,000 seeds.....$35.00
5000 seeds..... 19.00 | 25,000 seeds..... 85.00

ASPARAGUS SPRENGERI SEED

1000 seeds.....$1.50 | 10,000 seeds.....$12.50
5000 seeds..... 6.75 | 25,000 seeds..... 28.75

	Per 1000 seeds	Oz.
CENTAUREA		
Candidissima	$0.40	$2.00
Gymnocarpa	.15	.75
PETUNIA	½ tr. pkt.	Tr. pkt.
Grandiflora, fringed	$0.30	$0.50
Ruffled Giants	.30	.50
California Giants	.30	.50
Monstrosus (Michell's)	.60	1.00
SALVIA	Tr. pkt.	Oz.
America or Globe of Fire	$0.50	$4.00
Bonfire	.40	2.50
Zurich	.50	4.00
Splendens	.25	1.50

	Tr. pkt.	Oz.
LOBELIA		
Crystal Palace Compacta, dwarf blue	$0.40	$2.50
Barnard's Perpetual (Trailing)	.30	1.75
Crystal Palace Speciosa (Trailing)	.20	1.00
Sapphire (Trailing), deep blue	.40	
VERBENAS		
Mammoth Fancy Blue	$0.30	$1.75
Mammoth Fancy Pink	.30	1.75
Mammoth Fancy Striped	.30	1.75
Mammoth Fancy White	.30	1.75
Mammoth Fancy Mixed	.30	1.25
VINCA		
Alba	.15	.75
Alba Pura	.15	.75
Rosea	.15	.75
Mixed	.15	.60

Also all other Seasonable Seeds, Bulbs and Supplies.
Send for Our Wholesale Price List if you did not receive a copy.

HENRY F. MICHELL CO., 518-516 Market St., Philadelphia, Pa.

DE GRAAFF BROS., Ltd.

(Inc. with S. A. Van Konynenburg & Co.)

NOORDWYK, HOLLAND

Hyacinths, Tulips, Iris, Daffodils, Crocus, Etc.

Novelties and Seedlings a Specialty!

SUPREME

BRITISH SEEDS

Get our prices for delivery from 1920 harvest on all lines of

Garden and Farm Root Seeds

KELWAY & SON, Wholesale Seed Growers, Langport, England

Cables: "Kelway, Langport."

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds

Correspondence Solicited.

WHOLESALE SEED GROWERS

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

Valley For Valentine's Day

NEW STOCK READY FROM COLD STORAGE.

Bruns' Celebrated Chicago Market Brand

$35.00..... per 1000 $10.00.....per 250
20.00.....per 500 5.00.....per 100

Florists' Money Maker Brand

$30.00.....per 1000 $8.00.....per 250
16.00..... .....per 500 4.00..... per 100

I carry over 2,500,000 of the finest **Valley Pips** in storage and my facilities enable me to make shipments the same day or not later than the day following receipt of order.

If it's **VALLEY,** I can supply it. Tell me what you want.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

Lily Bulbs

New Crop. Write for Prices.

GIGANTEUM from Chicago, Denver, Toronto and New York. **HARDY VARIETIES** and **FORMOSUM** from New York.

For Immediate Shipment.

T. R. BEGONIA Bulbs; **BAMBOO STAKES,** green and natural; **RAFFIA,** natural and colored; **VALLEY PIPS,** Dutch and German type; **Rosa Multiflora JAPONICA** Seeds and Stocks.

For Fall Shipment, 1921.

FRENCH BULBS, DUTCH BULBS, LILY BULBS, VALLEY PIPS, MANETTI STOCKS, PALM SEEDS.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

Canary Seed—"Mel-O-Dee" Brand

Composed of proper proportions of Canary, Millet, Sweet Rape and Poppy Seed. Price: 13c per package; $4.68 per case of 36 packages.

Wholesalers Get 25% Off These Prices.

Put it in your store and watch the sales. Samples sent on request.

NEW YORK BIRD FOOD CO.,
150 Nassau St., NEW YORK CITY

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

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THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

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CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

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R. & M. GODINEAU

Seed Growers

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Before Placing Orders for SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

SPECIALTY

Easter Potted Plants

To Trade Only.

A. L. MILLER, Jamaica, N. Y.

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SEEDS

Flower, Vegetable and Farm

Send your inquiries to

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

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Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France

NEW YORK OFFICE
470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

DUTCH BULBS

Standard Bulb Company

BENTON HARBOR, MICH.

Ask prices.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June, 1921.

VISITED CHICAGO: W. T. Bohlender, Tippecanoe City, O.

INDIANAPOLIS, IND.—The state conservation commission has been asked for an appropriation of $35,000 to establish a nursery at the Boys' School at Plainfield.

CHESTNUT orchards which have been practically annihilated by blight may be restored. Ten years' experiment has shown that it is possible to cross the chinquapin, a dwarf chestnut, with the Japanese chestnut, which is blight resistant, and that the hybrid trees thus produced are quite resistant to the disease and yields nuts of good flavor and quality.

Paper Shortage Due to Bugs.

According to a press dispatch from Washington, the cause of the paper shortage is bugs. The pulp industry is suffering heavily in some sections because of the infestation of a green-gray beetle, the adult form of the aspen borer, the department of agriculture reports. In some areas, 50 per cent of the trees are dead or dying because of the beetle's activities. Burning the infested trees is the cure recommended.

Sceery Again Heads Park Commission.

Edward Sceery, well known florist of Paterson and Passaic, N. J., after serving for more than 20 years in connection with the parks in the first named city, has been re-elected to again fill the position of park board president after 12 consecutive terms in that office. During his administration, many splendid improvements have been made in parks and playgrounds in Paterson, and his continuance as the park board's chief executive means still further benefits to the citizens of the community.

Packing Material.

At one of the conventions of the American Association of Nurserymen, considerable discussion was evoked on a subject taken from the question box, reading: "What are the best materials to use for packing, whether moss or excelsior? Is there any third material that is used extensively?"

"It depends upon the kind of stock you are shipping," said Harlan P. Kelsey. "For some kinds of shipments charcoal and sawdust are extensively used. Where shipments may be six weeks to two months in transit, there is nothing like dry spaghnum moss. Mr. Wilson showed us some little evergreen trees of the Arnold Arboretum yesterday, pulled off the rocks at Russian Thibet, that were ten weeks in transit, packed in fairly dry spaghnum moss. Too wet moss cannot be used, for the reason that the stock will heat, or start to grow, and will not remain dormant."

"Is your moss baled when you get it?" asked J. M. Pitkin.

"We do not get it baled," replied Mr. Kelsey. "We pull it out of the swamp. I understand the commercial spaghnum moss is usually taken out and made into bales. It is necessary to use fairly fresh spaghnum, not over two years old, and I think that is the best packing material we have at the present time."

"If Mr. Kelsey had to buy moss by the carload, instead of pulling it out of the swamp, he would advise using something cheaper," said Mr. Meehan. "With small evergreens, moss is preferable, but it is too expensive to use for shrubs. We use shingle tow and baled shavings, soaking it thoroughly so as to retain the moisture, and it will carry shipments in good condition from the Atlantic to the Pacific."

"I think the American nurseryman does the rottenest packing of any in the world," was Mr. Kelsey's reply. "If he had to ship abroad, to Japan and Russia, for instance, it would cure an American nurseryman of poor packing. The foreigners know how to pack, and they do pack well. It pays, and I think the good packers are going to get the business in the future."

"I think a great deal of trouble comes from not having the packing material between the bundles of trees or shrubs and the sides and ends of boxes, where protection is most needed," said Mr. Pitkin.

"We had a shipment packed in shingle tow which, through an error, was

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, $2.25.

American Florist Co.

440 S. Dearborn St., CHICAGO

Peach Trees

Fine Trees. Standard Varieties.

50,000 Trees, Straight and Well Rooted

W. T. MITCHELL & SON, Beverly, Ohio

SNOW QUEEN CANNA

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for

SWASTIKA BRAND CANNAS.

The CONARD & JONES CO. WEST GROVE PENN'A.

Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

IBOLIUM PRIVET

Ovalifolium x Ibota.

The New HARDY HEDGE

2-yr. Old Ibolium Privet.

Resembles California.

Hardy as Ibota.

Pre-Offer of Stock for Propagating.

2 yr., 18 in.. $2.50
1 yr., 12 in... 1.00
Frame..... .50

In storage.

Surplus
American Hemlock
Japan Iris
Pin Oak
Japan Yew

BOX-BARBERRY

LINING-OUT STOCK ONLY.

Summer Frame Cuttings, $25.00 per 1000

ELM CITY NURSERY CO.,
Woodmont Nurseries, Inc.
NEW HAVEN, CONN.
Introducers of Box-Barberry and Ibolium-Privet

Hill's Choice Stock

FOR FLORISTS' TRADE

STOCK FOR LINING OUT
Ornamental Evergreens and Deciduous Tree and shrub seedlings, Rooted Cuttings, Grafts, etc., in large assortment of rare, choice and standard varieties for lining out. Annual output, 2,000,000 plants.

LANDSCAPE EVERGREENS
New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

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Suitable for rock gardens, ground covers, conifer beds, foundation plantings, etc. Our collection is most complete, with all desirable tested varieties at reasonable prices.

HEDGE PLANTS
Complete line of all standard sorts suitable for hedge planting, such as American Arbor Vitae, Japanese Barberry, etc.

HARDY TUBBED EVERGREENS
Clipped Specimens, Thuyas, Junipers, etc., in Pyramids, Globes and natural shapes, in large assortment.

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All hardy and desirable sorts, best selection, lowest prices. This line offers live florists a grand opportunity to increase sales and profits.

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EVERGREEN SPECIALISTS — LARGEST GROWERS IN AMERICA

GLADIOLUS

Cannas, Caladiums

Tuberoses

AND ALL SPRING BULBS

are mostly warehoused and ready for immediate shipment.

Flower and Vegetable Seeds for Present Use

Florists' Catalogues Ready.

VAUGHAN'S SEED STORE, CHICAGO NEW YORK

on the road nine weeks, and yet was found to be in fine condition when opened," W. C. Reed said.

"We buy our moss in carload lots from the Wisconsin swamps and pile it up where the snow will accumulate on it during the winter, and the melting of the snow on this moss puts it in fine shape for spring packing," said T. E. Cashman. "We use moss in storing and packing small plants, but in packing regular stock for shipping we use the shingle shavings, and mix with that for fall packing the planer shavings. This will often carry six to eight weeks without losing moisture. I believe that wood packing is preferable for shipping in this country. Moss, when piled up, will dry out to a depth of 6 to 8 inches, while shingle shavings under the same conditions will not dry out more than one-half inch in depth."

"Where you have rhododendrons, or azaleas, or that class of stock, they are better shipped in moss," replied Mr. Kelsey. "Evergreen should be packed damp, the roots kept separate with cross pieces and the tops ventilated. Keep the roots of ornamental stock moist and the tops dry."

Hats from Plants.

Of the many economic uses to which plants are put, one of the oldest is the manufacture of hats, according to the Missouri Botanical Garden Bulletin for November, 1920. In addition to the many grasses employed for this purpose, mention is made of the giant bamboo used to a great extent by natives of India and palms in many varieties, prominent among which are the date palm widely spread over southern Europe, northern Africa and southeastern Asia, the Chinese fan palm, the coir palm, native of China and Japan, the Bermuda palm of the West Indies, not omitting the panama-hat palm indigenous to the shady deep forests of Peru, Eucador, etc.

Manetti Stocks

Two shipments just received. We quote for immediate delivery.

ENGLISH MANETTI ..... **$40.00 per 1000**
DUTCH MANETTI ..... **35.00 per 1000**

All splendid stock and suitable size for grafting.
Better wire if interested.

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12,000 TROPICAL WATER HYACINTHS

The most beautiful flower that grows on the water. For aquariums, fish bowls, fountains, artificial lakes, ponds, etc. Single plant, post paid 75c; per dozen plants, post paid, $6.00.

TROPICAL PLANT CO., - SANFORD, FLA.

Wm. K. Harris

55th St. and Springfield Ave.

WEST PHILADELPHIA, - - PA.

Wholesale Grower of Blooming and Decorative Plants. Bird's Nest and Polypodium Ferns, Cyclamen, Primula Malacoides, Etc., are especially fine. Price list on application.

Mention the American Florist when writing

CYCLAMEN

We must have room and offer for one week.
2,500 2¼ in. **Cyclamen,** at $10.00 per 100; $90.00 per 1000.
3,000 3 in. **Cyclamen,** at $20.00 and $25.00 per 100.
1,000 4 in **Cyclamen,** at $40.00 per 100.

Ask for our prices of **Easter Greeting Pelargoniums** and **Ferns.**

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Dooley, Cook County, Ill., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

Prices of Indoor Fruits and Vegetables.

Chicago, January 18.—Cucumbers, 2-dozen box, $6.50 to $7.50; celery, square crate, 75 cents to $1.00; leaf lettuce, per tomato box, 30 to 35 cents; tomatoes, per 10-pound box, $3.00 to $4.50; radishes, dozen bunches, $1.00 to $1.25.

New York, January 17.—Celery, per dozen stalks, 15 to 75 cents; cucumbers, per dozen, $3.25 to $3.50; mushrooms, 75 cents to $1.75, per three-pound basket; tomatoes, per pound, 15 to 45 cents; lettuce, per 4-dozen box, $2.00 to $3.50; radishes, per 100 bunches, $3.00 to $5.50.

Bureau of Markets Examinations.

The United States Civil Service Commission announces open competitive examinations for the position of investigator in marketing fruits and vegetables, $1,800-$2,760 per annum, and assistant in marketing fruits and vegetables at a salary of $1,200-$1,800. The positions are open to citizens of the United States of both sexes. The duties of the investigator in marketing will be to conduct investigations of the handling, marketing and distribution of fruits and vegetables; make a careful study of the facilities available for handling and transporting these products; securing market information relative to supply, etc. The duties of the assistant in marketing will be to assist in the duties outlined above.

Applicants should apply at once for Form 2118, stating the title of the application desired, to the Civil Service Commission, Washington, D. C., or to the secretary of local civil service boards.

Soil Preparation.

The really successful grower well knows the value of careful soil-preparation. In this article we wish to dwell upon one factor — moisture — as this is particularly exacting in winter work. At this time of the year we cannot apply great quantities of water, as there is constant danger of soil stagnation; and yet, without moisture, good results are impossible. Therefore, we make it a practice, when replanting beds or benches, if these are dry, to apply a reasonable amount of water and give these beds a day or two to absorb this moisture. Then they are carefully worked over, keeping an eye open for dry spots. We are very careful to dig up any "dry nests" and replace with moist soil, aiming to get the body uniform as to moisture, mixing any dry spots with damp soil. In this way we can establish excellent soil conditions, where results are certain. Long experience has taught us that there are in nearly every greenhouse, spots or locations where either evaporation is greater or soil conditions are different, inducing either dryness or wet spots, the correction of which is not easy. It makes no difference whether we employ mechanical watering or hose applications, these uneven spots will occur, and there is no greater obstacle to successful growing than uneven moisture. It makes no difference whether we operate on a bench of carnations, pot geraniums or rose cuttings, or sow lettuce or radish seed, or plant a solid house to lettuce. Let the first rule be—How about our moisture? In other words, do not plant into dry soil and expect to replace moisture afterwards. Get your moisture first. A boiler-inspector once asked a would-be fireman: "What is the first thing to do when you go to a boiler?" The applicant replied: "Why, start the fire!" Of course, he was wrong—he should have said: "First examine your water level." This same advice holds good in growing crops—first find your water level, and then go ahead.

MARKETMAN.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound. $1.00

American Florist Co.

440 S. Dearborn St., Chicago

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD, Delaware County, PA.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

CANNAS

Good strong plump roots, 2 to 3 eyes, **Souv. de Ant. Crozy, Indiana,** 3c; **Yellow King Humbert, Wintzer's Colossal,** 4c. Will exchange for Geraniums or R. Carnations.

W. W. COLES, Kokomo, Ind.

Mention the American Florist when writing

50,000 Dracaena Indivisa

From 2 inch pots, ready for 3 or 4 inch pots, at $4.00 per 100. From 2 inch pots, good strong average sized plants at $3.00 per 100.

GERANIUMS (Our Specialty)

Nutt, Buchner, Ricard, Poitevine, Viaud. Good short jointed plants from 2 inch pots, at $3.50 per 100; $35.00 per 1000.

We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

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WHOLESALE FLORIST

Grower of

GERANIUMS, FUCHSIAS, HELIOTROPES, CANNAS

and all kinds of **Bedding Plants** by the hundreds of thousands. Correspondence solicited.

WASHINGTON, - NEW JERSEY

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

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SEASONABLE STOCK

Ready for Delivery

	Per 100
Asparagus Sprengeri, 2¼-in.	$ 5.00
Flowering Begonias, wonderful young stock—	
Argentea Guttata, Otto Hacker, Pride of New Castle	10.00
Carolina Lucerna	15.00
Gloire de Chatelaine	6.00
Metallica and Mrs. M. A. Patten	8.00
Begonia Metallica, heavy 5-in., $4.00 per dozen	30.00
Cyperus Alternifolius, 2½-in.	8.00
Fern Dish Ferns, 2½-in. grand stock, Pteris Adiantoides, Cretica Alba Lineata, Magnifica, Wimsettii and Wilsoni	5.00
Cyrtomium Rochfordianum	7.00
Boston Ferns, 5-in. pot plants, $40.00 per 100; 6-in., $60.00 per 100; 8-in., heavy, $1.50 each.	
Genistas, a grand block of 5-in. pot stock	40.00
Palms, Kentia Belmoreana, 2½-in. stock, $12.00 per 100; $100.00 per 1,000; 3-in. pots	20.00
Roses, special grade for pots, long tops, well ripened, 2-yr. field grown.	
Excelsa and White Dorothy	35.00
Tausendschon	45.00
Baby Rambler, 2-yr. field grown, No. 1 grade, lighter than our XX grade, but good for 5-in. pots	40.00

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii. A large stock of one and two year in all grades. Two year transplanted are heavy for grades. Some three year, with heavy tops and roots. Light stocks for lining out very cheap. CHAS. BLACK, Hightstown, N. J.

ARDISIA.

Ardisia Crenulata Rubra, 2-in. pots, $10.00 per 100, $90.00 per 1000. Cash with order. Quick delivery. SIGMUND TARNOK & CO., Augusta, Ga.

ASPARAGUS.

Asparagus plumosus, 2-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

BARBERRY.

Box-Barberry, well rooted summer cuttings $25.00 per 1,000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BEGONIAS.

Begonias. Tuberous rooted. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Begonias. Prima Donna, 4-in., extra strong, ready for 5-in., to make room, $25.00 per 100. JOPLIN GREENHOUSE CO., 2002 Bird St., Joplin, Mo.

Begonias, Metallica, Otto Hacker and Pres. Carnot, $10 per 100. The Storrs & Harrison Co., Painesville, O.

BULBS.

Bulbs. Gladiolus. All bulbs are first class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

R. A. VAN DER SCHOOT
Hillegom, Holland
Extensive own cultures of bulbs and plants. Prices on application.

CALLAS.

Callas, Godfrey, 3-in., $8.00 per 100. THE PARK FLORAL CO., Denver, Colo.

CANNAS.

Cannas. All high grade stock. For varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Cannas. Good strong, plump roots, 2 to 3 eyes. For varieties and prices see advertisement elsewhere in this issue. W. W Coles, Kokomo, Ind.

CARNATIONS.

ROOTED CARNATION CUTTINGS

	100	1,000
Enchantress	$4.00	$35.00
White Enchantress	4.00	35.00
R. P. Enchantress	4.00	35.00
C. W. Ward	4.00	35.00
Matchless	4.00	35.00
Alice	4.00	35.00
Thenanthos	4.00	35.00
Nebraska	4.00	35.00

PETER REINBERG
Wholesale Florist
30 East Randolph St. Chicago

ROOTED CARNATION CUTTINGS
Recognized as the leading quality by growers everywhere. Place your order with us and get the best.

	100	1000
Enchantress	$4.00	$35.00
White Enchantress	4.00	35.00
Matchless	4.00	35.00
Mrs. C. W. Ward	4.00	35.00
Rosette	4.00	35.00

WIETOR BROS.
Wholesale Florists.
30 E. Randolph St. Chicago.

CARNATIONS, STRONG ROOTED CUTTINGS

	100	1000
Enchantress Supreme	$5.00	$45.00
C. W. Ward	5.00	45.00
White Enchantress	4.50	40.00
Aviator	4.50	40.00
Matchless	4.00	35.00

CHAS. N. MILLER & BRO.
Morton Grove, Illinois.

CARNATIONS—NOW READY
STRONG ROOTED CUTTINGS

	100	1000
Mrs. C. W. Ward	$5.00	$45.00
Enchantress Supreme	5.00	45.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Matchless	4.00	35.00

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184 North Wabash Ave., Chicago, Ill.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIAS.

Cinerarias, Columbian mixture. Strong, well-grown plants, 3-in., $10.00 per 100. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

Cinerarias. Fine strain of good colors, 4-inch., $25.00 per 100. THE PARK FLORAL CO., Denver, Colo.

CYCLAMEN.

Cyclamen. The kind you have been looking for. Strong, well grown named varieties in separate colors in the following:

	Per 100
From 2½-in. pots	$12.00
From 3 -in. pots	20.00
From 4 -in. pots	40.00
From 5 -in. pots	75.00

Write for discounts on large orders.
We pay special attention to boxing and packing and the using of paper pots should insure safe arrival at destination. The stopping of express cars at our plant enables us to make direct shipments without unnecessary rough handling, which will be appreciated by our customers. Plants are moving fast and we advise ordering at once.

J. W. DAVIS COMPANY
Terre Haute, Indiana.

Cyclamen. Extra fine plants. Well in bloom and full of buds. Better order now and avoid cold weather. 5 per cent off for cash with order.

4-inch	$0.30 each
5-inch	.65 each
6-inch	1.00 each

We offer these plants for immediate delivery, packed with the utmost care, so they will reach you in good condition. They will be sure money makers. Packing charges included.

DAVIS FLORAL CO.
Davenport, Iowa

Cyclamen. Special for Valentine's Day and Easter sales. Assorted; leading varieties and colors. 3-inch, $15.00 per 100; 4-inch, $35.00 per 100. White with red eye, 3-inch, $10.00 per 100; 4-inch, $25.00 per 100. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

Cyclamen plants, dark colors, no white, strong, sturdy plants, 4-in., $40.00 to $60.00 per 100; 5-in., $75.00 per 100. All ready for shift to larger pots. Packing free in paper pots, securely cleated. PETER PEARSON, 5732-5748 Gunnison St., Chicago.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $26.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DRACAENAS.

Dracaena Indivisa. 2-in., ready for 3 or 4-in., $4 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

Ferns. Boston, Roosevelt and Harrisii, 2¼-in., $7.00 per 100; $65.00 per 1,000. Macawii, 2¼-in., $12.00 per 100; $100.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Ferns. Table and fern dish. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Ferns, Macawii. Fine plants from bed, ready for 4-inch at 30c each and ready for 5-inch at 50c each. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It

FERNS.

Ferns, 6-in., $1.00; 8-in., $1.50 and $2.00 each. Birds-nest, 5-in., $1.50; 6-in., $2.50 each. Wm. K. Harris, 55th and Springfield Ave., West Philadelphia, Pa.

Ferns, Verona. Elegant plants, 4-inch, 25c each; 5-inch, 50c each; extra strong, 6-inch, $1.00 each. Cash with order. MATTHEWSON'S. Sheboygan, Wisconsin.

Ferns. Pot grown and in good shape. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Boston Ferns, good strong, bushy stock, 5-in., at 50c. Add 5 per cent for packing. DAVIS FLORAL CO., Davenport, Ia.

Ferns, Smithii (Lace Type). A special lot of these. 5-inch, 75c each. Cash with order. MATTHEWSON'S, Sheboygan, Wis.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns. Ill. descriptive list mailed. L. MOSBÆK, Ferndale, Askov, Minn.

Ferns. $1.50 per 1000. Cash. H. BLAUVELT, Florist, Pontoosuc Lake, Pittsfield, Mass.

GERANIUMS.

Geraniums. Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums. Good retail colors, well branched. Strong 3-in. ready for 4-in., $10.00 per 100. JOPLIN GREENHOUSE CO., Joplin, Mo.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GLADIOLI.

WE ARE HEADQUARTERS FOR GLADIOLI.

Have an enormous supply of the following varieties, in both number one and number two sizes:

	Per 1,000 No. 1	No. 2
America	$25.00	$18.00
Mrs. Francis King	25.00	20.00
Chicago White ..	35.00	25.00

Wholesale price list for this season now ready for distribution. If interested, a copy will be mailed on receipt of application.

THE GOOD & REESE COMPANY,
Largest Rose Growers in the World.
Springfield, Box No. 22, Ohio.

GLADIOLI

Jack London, Anna Eberius, Thomas T. Kent, Mrs. H. E. Bothin. The four greatest and most perfect gladioli in existence They have won the greatest admiration wherever shown and will soon be grown by the million. Our new catalogue showing some of our varieties in natural colors and describing many of our other new creations is free on request. Write for it today.

RICHARD DIENER CO., INC.
Kentfield, California.

Selected America gladiolus bulbs for forcing, 2-in. and up, $30.00 per 1,000. H. M. BARRETT & SON, Cranbury, N. J.

HYDRANGEAS.

Very fine stock; well established. 4-in., 10 inches high, 1 heavy stem, Otaska, Gen. Vibraye, $22.00 per 100. Packing free. PETER PEARSON, 5736 Gunnison St., Chicago.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

LILY OF THE VALLEY.

Lily of the Valley, new crop. London Market strain. 1,000 pips, $33.00; case (2,500 pips), $80.00. Vaughan's Seed Store, Chicago and New York.

MANETTI.

Manetti stocks for immediate delivery. English, $40.00 per 1,000; Dutch, $35.00 per 1,000. Jackson & Perkins Co., Newark, New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

PETUNIAS.

PETUNIAS.

Dieners' Ruffled Monsters, single. The largest and most beautiful ruffled varieties of Petunias in existence. Ruffled Monster seed in separate colors, pink, red, variegated, white, red with black center, pale lilac, and all colors mixed.

The following somewhat smaller than the Ruffled Monsters, colors, flesh, pink frilled, (Pearl of Kentfield), purple or blue, and white frilled (dwarf). Price, per package, 50c. Catalogues will be sent free on request. Write for it today.

Mr. W. I. Ferguson, Smiths Falls, Ontario, under date of Dec. 2nd, 1919, writes us the following in regard to our petunias:

"Last year I purchased petunia seed from you. I think every seed germinated and the blooms were the finest ever seen in this part of Canada. Only about 8% of the plants could be classed as common. I want more of the same quality each year."

Mr. Rudolph Nagel, Lancaster, Pa., under date of Dec. 14th, 1919, writes us:

"I had, last year, just a few of your petunias, but I am sure I could have sold thousands of them. They surely came up to your claim and way ahead of my expectation."

RICHARD DIENER CO., INC.,
Kentfield, California.

PANSIES.

Pansy Seedlings. Giant Trimardeau mixed; large flowering and choice colors. Prepaid by mail, special delivery, $4.00 per 1,000; $17.00 per 5,000. F. DANLEY, Macomb, Ill.

PANSIES.

Pansies. Vaughan's Giant. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Pansy plants. Vaughan's Giant Mixture. $4.00 per 1,000. ODOR GREENHOUSES, Iola, Kan.

PELARGONIUMS.

Try our stock of big 2¼-in. Easter Greeting and Lucy Becker Pelargoniums at $9.00 per 100. Packing free. Fumigated with cyanide. C. H. KETCHAM, South Haven, Mich.

PRIMULAS.

Primula Malacoides Townsendii, 3-in., $15.00 per 100. Ready to put in 4-in. Primula Obconica Giganteum. Our own strain that cannot be surpassed. 3-in., $15.00 per 100. THE PARK FLORAL CO., Denver, Colo.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2¼-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Primula obconicas, Grandiflora, Rosea and Kermesina Gig. Rosea and Kermesina. 2¼-in., $7.00 per 100; $60.00 per 1,000. PETER PEARSON, 5732-5748 Gunnison St., Chicago.

PRIVET.

Privet. Ibolium privet, hardy hybrid; cross between California and Ibota privet. 2 years, 2-3 ft., $2.50 each; 1 year, 1-2 ft., $1.00 each; summer frame cuttings, 50c each. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

PUSSY WILLOWS.

Pussy Willows. Medium to long, nicely covered, 6c; shorts, 2c. Cash. H. BLAUVELT, Florist, Pontoosuc Lake, Pittsfield, Mass.

ROSES.

INCREASE YOUR PROFITS!
Grow Bench Rose Plants in Pots!
Fine for Mothers' Day!
Ready NOW!

	100	1000
Russell Bench Plants........	$16.00	$150.00
Milady Bench Plants........	15.00	140.00
Killarney Bench Plants......	12.00	115.00
Ophelia Bench Plants.......	12.00	115.00

M. C. GUNTERBERG,
Wholesale Florist
159 No. State St., Chicago, Ill.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

ROSES—OWN ROOT.
Plants from 2¼-inch Pots.
All Best Varieties for Forcing and Bedding.
Ready now or will reserve for later shipment
Write for general list and prices.
THE AMERICAN ROSE & PLANT CO.
Springfield, Ohio.

BENCH ROSE PLANTS.
2-year-old.
Milady $8.00 per 100; $75.00 per 1,000.
PETER REINBERG,
Wholesale Florist.
30 East Randolph St. Chicago.

Roses. Dorothy Perkins and Excelsa, 2-year field-grown, extra long tops, staked and ripened, $35 per 100. The Storrs & Harrison Co., Painesville, O.

Roses. Pilgrim, Crusader and Mrs. John Cook. For further particulars write A. N. Pierson, Inc., Cromwell, Conn.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

DRACAENA INDIVISA, the true Cordyline Australis narrow leaved variety, fresh seeds that will make quick-growing, profitable plants for you. 5,000 seeds, $1.00; pound, $3.00 postpaid. SEVIN-VINCENT CO., San Francisco, Calif.

Seeds. Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Son, Langport, Eng.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Asparagus plumosus seed of new crop. January or early February delivery, per 1,000, $4.00; later delivery cheaper. VAUGHAN'S SEED STORE, Chicago and New York.

Seeds. Cyclamen and Giganteum. For varieties and prices see display advertisement elsewhere in this issue. Kelway & Son, Langport, Eng.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Renowned specialties; remarkable novelties; postpaid catalogues. JH. PAQUET, grower, Magnan, NICE, (France).

Seed. Lawn mixtures and field, wholesale. Write for prices. Atlantic Grass Seed Co., 46 W. Broadway, New York.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

SEEDS.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SNAPDRAGONS.

Snapdragons. Double June Hefko, rooted cuttings, $15 per 100; $125 per 1000; 2½-in., $17 per 100. T. D. Hefko, Marshfield, Wis.

VINCAS.

Vincas, variegated, fine bushy, 2-in., $4 per 100; 4-in., $15 per 100. Cash please. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Vincas, variegated, 3½-in., $15.00 per 100. DAVIS FLORAL CO., Davenport, Iowa.

MISCELLANEOUS.

Seed packets for 1921. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Canary Seed—"Mel-O-Dee" Brand. Composed of proper proportions of canary, millet, sweet rape and poppy seed. 13c per package; $4.68 per case of 36 packages. New York Bird Food Co., 160 Nassau St., New York.

MISCELLANEOUS.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyers' Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., West Philadelphia, Pa.

1,000 letterheads and 1,000 envelopes, $8.50. Good stock. Cash please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Florists' specialties and supplies of every description. Seligman & Stein, 116 W. 28th St., New York.

Peach trees. Standard varieties, straight and well rooted. W. T. Mitchell & Son, Beverly, O.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Baskets, novelties and florists' supplies. S. H. Russin, 55 W. 19th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00 W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL.

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FERTILIZERS.

Poultry manure. Pulverized Premier Brand. Nature's most efficient fertilizer. Write at once for free literature, samples and quotations. Poultry Feed Co., Dept. K, 343 S. Dearborn St., Chicago.

Thomson's celebrated manure. Sold by all dealers or from sole makers. Wm. Thomson & Sons, Ltd., Clovenfords, Scotland.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florists supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

POTS AND PANS.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. The Townsley Pottery, Idaville, Ind.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

LABELS.

LABELS, for nurserymen, and florists. Benjamin Chase Co., Derry Village, N. H.

TOBACCO STEMS.

Tobacco stems shipped direct from factory, to you (save freight and delay), baled fresh to your order. 200 lbs., $3.50; 400 lbs., $6.00; ½ ton, $13.50; ton, $25.00. Western orders shipped from Joplin, Mo., Davenport, Iowa. Check with order. THE VIGOR CO., D. 4, Fostoria, O.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Charles, Harry, New York.
Chicago Flower Growers' Ass'n., Chicago.
Coan, J. J., Inc., New York.
Dolansky-McDonald Co., New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman, Charles, New York.
Goldstein, I., New York.
Hart, Geo. B., Rochester, N. Y.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Krutchen, John, Chicago.
Kuhl, George A., Pekin, Ill.
Lecakes C. & Bros., New York.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Neidinger Co., Jos. G., Philadelphia, Pa.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo., Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.

Bailey's New Standard Cyclopedia of Horticulture

SIX SPLENDID VOLUMES.
Price, $48.00.
Sold Only in Complete Sets.

Carriage paid to any part of the United States.

American Florist Co.
440 S. Dearborn St., CHICAGO

DREER'S
Florists' Specialties
New Brand New Style
"RIVERTON HOSE"
Furnished in lengths up to 500 feet without seam or joint.
The HOSE for the FLORIST
¾-inch, per ft..... 22c
Reel of 500 ft..... 21c
2 Reels, 1000 ft..... 20c
⅝-inch, per ft..... 19c
Reel of 500 ft. 18c
Couplings furnished without charge.
HENRY A. DREER
714-716 Chestnut Street
PHILADELPHIA, PA.

WHOLESALE CUT FLOWERS.

Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Rusch & Co., Gust., Milwaukee, Wis.
Siebrecht, Geo. C., New York.
Sullivan Bros. & Co., New York.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Winterson Co., E. F., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. I., New York.
Zech & Mann, Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER,
714 Chestnut Street, Philadelphia.

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor
The Peters & Reed Pottery Co.
SO. ZANESVILLE, OHIO
"Moss Azete" Ware
HORACE C. GRAY CO
200 Fifth Avenue New York

John C. Moninger Co.
GREENHOUSES
Designers - Manufacturers - Builders
We sell the complete house or any part
908 Blackhawk St., CHICAGO, ILL.

New Haven, Conn.

No city of its size can boast of better retail stores than this community. In fact, a number of its retail stores, in furnishings, equipment and the quality of stock, are on a par with the best stores of what are spoken of as the "metropolitan" cities. One of the latest ventures is the Coombs Flower Shoppe, which has been opened at 978 Chapel street, by the well known Coombs firm of florists of Hartford. It is finely equipped, and is under the management of Mrs. Sara Coombs Martin, who seems quite competent for the position.

The Elm City Flower Shop, E. M. Vergason, proprietor, is a new store, well fitted up and stocked. Mr. Vergason is well and favorably known in the local trade, having been formerly with John N. Champion.

Our old friend, John N. Champion, stated that he had good Christmas trade, but of late it has been quiet.

The Myers Flower Shop, the S. H. Moore Co. and other firms report a fair share of prosperity.

Charles Munro is kept busy between his New Haven business and his range at Westerly, R. I. A. F. F.

BOSTON, MASS.—Fire at the greenhouse and boiler room of W. H. Elliott, January 3, caused a loss estimated at $3,500.

TUXEDO, N. Y.—The Tuxedo Horticultural Society has elected officers for the ensuing year as follows: William Mint, president; C. F. Lawrence, vice-president; Duncan MacGregor, treasurer; James Davidson, secretary.

Greenhouse Builders

When You Are Ready
To Talk Building
Say When and Where
and We'll Be There

Lord & Burnham Co.
Irvington *New York* *Philadelphia* *Chicago*
Boston *Cleveland* *Toronto*

Mention the American Florist when writing

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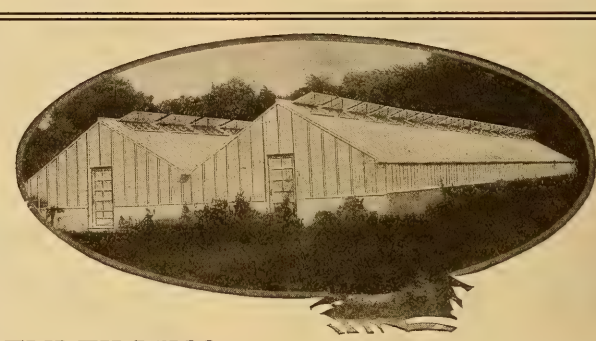

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Vol. LVI. **CHICAGO AND NEW YORK, JANUARY 29, 1921.** **No. 1704**

THE AMERICAN FLORIST

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Washington, D. C., January 26-27, 1921. OFFICERS: C. W. JOHNSON, 141 Summit St., Rockford, Ill., President; D. G. GRILLBORTZER, Washington, D. C., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting at Toronto, Ont., 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN ROSE SOCIETY.

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AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition, New York, June, 1921. OFFICERS — G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

American Carnation Society.

Thirtieth Annual Meeting and Exhibition, Washington, D. C., Jan. 26-27, 1921.

Election of Officers: W. D. Howard, Milford, Mass., President; A. F. J. Baur, Indianapolis, Ind., Secretary; Fred E. Dorner, Lafayette, Ind., Treasurer; S. J. Goddard, Framingham, Mass., and Joseph H. Hill, Richmond, Ind., Judges; Theodore Dorner, Lafayette, Ind., Director.

Hartford, Conn., and Cincinnati, O., in Contest for Meeting Place in 1922.

National Capital Greets Gathering.

As we go to press, Washington is extending a gracious welcome to the members of the American Carnation Society on the occasion of its thirtieth annual convention which is being held in the capital city, January 26-27, with an excellent attendance and a fine list of entries, both as to number and quality of blooms staged. The business sessions and exhibition are being held at the New Willard hotel, the hostelry being advantageously situated and offering excellent arrangements for the display, to which the public was admitted after the judges had completed their work which occupied the afternoon of the first day. A full report of the interesting features will appear in next week's issue.

The first business session was called to order at 8 o'clock Wednesday evening, when the reports of officers and committees were presented, nominations for officers made, and invitations received for the next meeting place. The programme also includes an address by W. D. Howard, Milford, Mass., on "Using Soil More Than One Year," and a very interesting paper on "Carnations for Mothers' Day," sent by Chas P. Mueller, who was unable to attend the meeting this year.

The programme for the final session, Thursday morning, includes several addresses and discussions which promise much of timely interest for those in attendance. The annual banquet will be held in the evening.

President Johnson's Address.

Ladies, gentlemen and fellow members of the American Carnation Society:

It is with the greatest of pleasure that I address you. I am extremely proud of the honor conferred on me as your president to welcome you to this, the thirtieth annual meeting of the American Carnation Society. We meet at this time in Washington, the national capital, the one city above all others towards which the hope of humanity is now turned. We are proud of this city, and proud of our fellow craftsmen who labor and make their homes within its confines. It is a great privilege for the members of our society to meet again with our coworkers in this section of the country. Washington is a city of historic interest to every citizen, and there are many things to attract attention and draw the members away from the meetings, but we ask that every member here make an effort to be present at each session and take an active part in the proceedings. We will be punctual in opening the meetings and endeavor to conduct the business as expeditiously as possible.

It will be well that we take a little time to reflect and turn our thoughts to the good work accomplished by the American Carnation Society during the years that have followed since the society's organization. There is not another trade organization connected with our business that is as widely known at home and abroad or whose members have been more loyal. The annual meetings of the last four or five years have been held during times of extreme stress and uncertainty, owing to war conditions, shortage of coal and poor transportation, but even under such most unfavorable conditions, there have been enough loyal members willing to sacrifice and give their support so that the society's annual meetings and exhibitions could be succesfully held. We are thankful that the extremes of the past few years are gradually passing away, and that

C. W. Johnson, Rockford, Ill.
President American Carnation Society.

we can look to the future, full of hope and confidence.

The men who have been most active in directing the affairs of the American Carnation Society in the past, and brought it to its highest success, are numbered among the most successful men in the trade. Some of these we have with us at this meeting and we are grateful for their presence. Others have retired from active duties of business and are not able to be with us. We honor them for their work well done for the benefit of this society and every man who grows carnations. Eight of our past-presidents have passed to the great beyond; let us pause a moment to cherish their memory.

But, if the American Carnation Society is to accomlipsh the purpose which the early workers intended it should, we must not rest on the record of the past, but push on for greater achievements, and it is for the younger men of the trade to be as ambitious as were their fathers—take hold of the helm of the society and push it on to greater success.

Referring to the carnations of today, the varieties now grown, their productiveness, and last, but not least, the prices obtained for the blooms — are the members satisfied? The reports of the Christmas holiday season of 1920, in one instance, gave the prices obtained for the variety, Laddie, as equal to first-class roses. But, are the plants of today as productive as were those of former years? Generally speaking, I do not think they are, and believe there never was a more opportune time for the introduction of varieties, possessing the qualities of good, clear color and productiveness, and I would suggest that those interested in the raising of new varieties, make these qualities the principal aim of their efforts.

There have been prepared for this meeting, papers that ought to be of great interest to every member, and I trust that you will give them your closest attention, and if there is any member who has any question that he would like to bring before the meeting, you have that privilege and it will be given due consideration.

In the spring of next year, there is to be held at Cleveland, O., the national flower show of the Society of American Florists, and in which the American Carnation Society is to take an active part. The secretary is the representative of this society in the arrangement of the carnation exhibits, to which we have pledged our support, and in performing his duties, it may be necessary that he go to Cleveland to attend to the preliminary work connected with the show. If so, I would recommend that he be given the same mileage as that allowed the president when attending the directors' meeting of the S. A. F.

Two new judges will be elected at this meeting. These are important offices, and the men selected should have the confidence of the members of the society.

The minutes of the meeting of the board of directors, held in Cleveland last August, will be presented in the secretary's report.

I wish to extend my thanks to the secretary for his conscientious work during the past year, and to the local committee for its arrangements of the details for this meeting.

A. F. J. Baur, Indianapolis, Ind.
Secretary American Carnation Society.

Secretary Baur's Report.

Mr. President and members of the American Carnation Society:

I beg leave to report on the past year's work as follows:

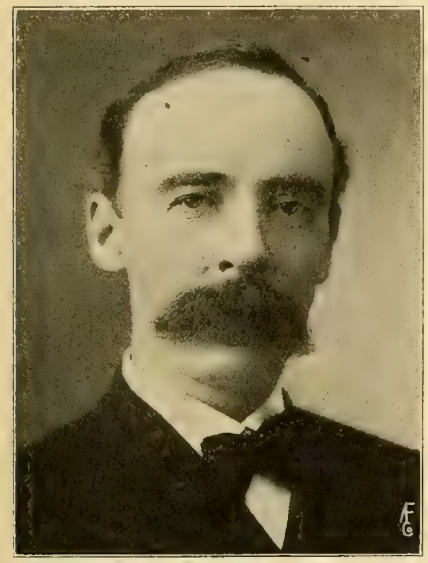
Our society has had a very good year, just ended. With a profitable market for its product, our members have prospered, and naturally, our society has felt that stimulus in various ways. Our meeting in Chicago last January was really a surprise in point of attendance, but the abnormally high prices prevailing at the time, prevented a satisfactory entry in the exhibition. This year, market conditions are more nearly normal and the exhibit should be more complete. Attention should be called to the Texas special prize class. Last year, exhibitors from Maine and from Colorado met at Chicago and competed for this prize. The offer being repeated this year, we have entries coming from both Colorado and Washington to compete. This is probably a record distance for shipping carnation blooms. The premiums in sections A and B have been increased again and it is to be hoped that the society's funds will permit of them being kept up to where they now are. We recommend the addition of a class for 50 assorted blooms of standard sorts, with not less than six varieties nor more than 10 blooms of a variety, to be staged in one vase.

Our membership is now as high as it has ever been, and the delinquents last year were fewer than for many years. With a view to increasing our membership, we have this year distributed more than double the usual number of premium schedules, sending more than 500 to non-members. The results have not as yet been very marked, but perseverance in this plan will no doubt bring results in time. Our membership now stands at 348, of these, 13 being life members. During the past year, we have lost by death, Patrick O'Mara, who died May 25; C. W. Ward, who passed away June 24, and Jacob Schulz, who died July 21. These three men were among our oldest members and were known to most of you. Mention should also be made of the passing of Mrs. Dorner, widow of the late Frederick Dorner, who died June 25, and Mrs. Nicholson, wife of our esteemed member, Wm. Nicholson, who died July 31. Many of you have enjoyed the hospitality of their homes in years past. We now have 253 members on the Society of American Florists roster and President Chas. W. Johnson has been named as director for the year 1921.

A resolution was introduced in our meeting last January, to change our by-laws to permit the changing of the annual dues to suit the exigencies of the times. This resolution was printed in the annual report and again circulated with the premium schedule in December. Provision must be made for more funds to meet the expenses of the society, which will probably not be much less for some time to come. We should also not lose sight of the fact that additional funds will enable the society to expand its activities and to do some things which had to go undone for lack of funds. The receipts of the secretary's office during the past year were:

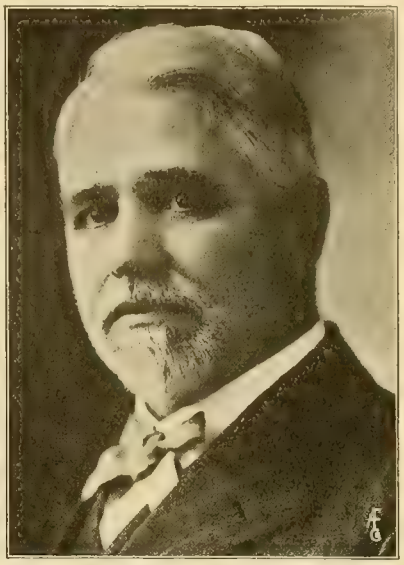
For three life memberships	$ 150.00
For annual dues	733.00
For advertising	461.00
For miscellaneous	108.25
Total	$1,452.25

F. E. Dorner, Lafayette, Ind.
Treasurer American Carnation Society.



Peter Fisher, Ellis, Mass.
Director.

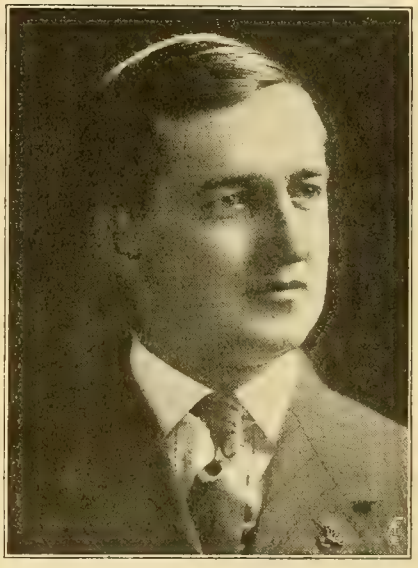
D. G. Grillbortzer, Washington, D. C.
Vice-President.



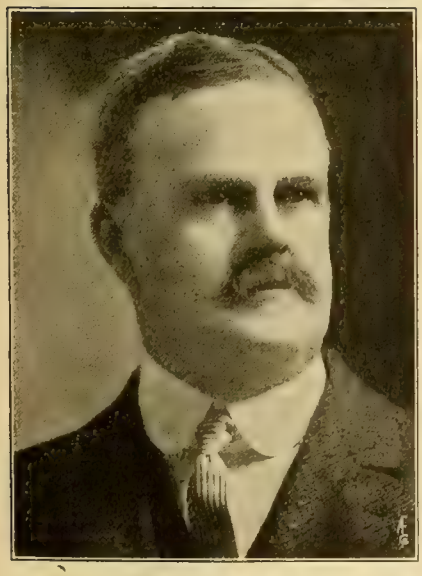
Chas. P. Mueller, Wichita, Kan.
Essayist.

David S. Ward, Queens, N. Y.
Judge.

John H. Dunlop, Toronto, Ont.
Judge.



Jos. H. Hill, Richmond, Ind.
Judge.



Chas. S. Strout, Biddeford, Me.
Director.

Theodore Dorner, Lafayette, Ind.
Director.

S. J. Goddard, Framingham, Mass.
Director.

SOME OFFICIALS OF THE AMERICAN CARNATION SOCIETY.

All of which was turned over to the treasurer. The books of the secretary and the treasurer were audited by a public accountant and found correct.

The annual report was issued and distributed at the regular time following the annual meeting. The premium schedule was delayed a few days on account of delay in the transmitting of copy for the advertising section. The advertising rates were ordered increased by the board of directors, and we are pleased to note that all of our regular advertisers recognized the justice in the increase and responded cheerfully, so that this department will again show its annual profit to the society. Our members should reciprocate this generous spirit. Special announcements were printed free of charge by the trade press, for which our thanks are due.

During the past year, there have been offered for registration six seedling and seven sport varieties. We desire to impress upon our members the necessity of submitting blooms of sport varieties for inspection by our judges before registration can be completed. We now have on file a number of such varieties which cannot be placed on the register for the above reason. Our system is simple and practical.

The fifth national flower show date has been definitely set for March 25-April 1, 1922. The special committee will submit a premium schedule for your approval. The final drafting of all premium schedules, being under the control of the board of directors, suggestions and recommendations from this meeting will be in order. We suggest that our members underwrite a portion of the carnation schedule, due credit to be given each contributor.

Your board of directors held its usual meetings, one at Chicago immediately after the annual meeting, and the other at Cleveland last August.

Treasurer Dorner's Report.

General Fund. Expenses.		
Orders on Treas. paid..	$1,773.29	
Jan. 17, 1921, Balance..	402.08	
		$2,175.37
General Fund. Receipts.		
Jan. 12, 1920, Cash on hand	$ 804.21	
Cash received	1,371.16	
		$2,175.37
Permanent Fund.		
Jan. 12, 1920, Balance ..	$2,635.31	
Feb. 2, 1920, Cash	100.00	
Mar. 17, 1920, Cash	50.00	
Jan. 1, 1921, Interest ..	110.91	
		$2,886.22
Jan. 5, 1921, Transferred to General Fund....	$ 110.91	
Jan. 17, 1921, Balance ..	2,775.31	
		$2,886.22
Dorner Memorial Fund.		
Jan. 12, 1920, Balance ..	$1,003.47	
Jan. 1, 1921, Interest ..	40.52	
Jan. 5, 1921, Interest ..	10.00	
		$1,053.99
Jan. 17, Balance in fund.		$1,053.99
Total of all Funds.		
General fund	$ 102.08	
Permanent fund	2,775.31	
Dorner Memorial Fund.	1,053.99	
		$4,231.38

Carnations for Mothers' Day.

Paper by Charles P. Mueller, Wichita, Kan., read at the annual meeting of the American Carnation Society at Washington, D. C., January 26-27, 1921.

Some years ago, when the idea of commemorating Mothers' day by wearing a carnation was originated by Miss Jarvis, a great deal of publicity was obtained. The ladies' clubs, churches, etc., catching the idea, took it up and followed her lead with the result that the first year found Wichita very short on the supply of carnations and long on the demand for them. Being some 24 hours away from any large market, we have to place our orders early to get carnations. We were unfortunate in receiving the first cut, and by the time they reached us, the poor things were so tired that they went to sleep, which all florists know is very discouraging. I do not blame the growers for holding their flowers as long as they possibly can, and I do not blame the commission houses for disposing of the first cut first. But the poor florists, 24 to 36 hours away from the market, had to take the sleepy carnations, pay for them, smile, and try to make the best of a bad matter. The second and third years seemed equally bad, if not worse, for the demand for carnations had increased.

I took up the matter of increasing our cut with my carnation grower, and told him that I thought we could do it. By carefully watching the flowers at the time of development, we came to the conclusion that we could increase the yield. Our method has been, that on or about February 1, we select a bench or two of carnations which are beginning to show plenty of shoots coming on. By February 15 the buds begin to show. We disbud the lower two, as these two have a rather weak stem. Then we watch the development of the remaining buds. If the terminal bud is developing rapidly, we leave that on, as it holds the next bud back somewhat. When the terminal bud has opened, we take it off and use it in design work. If the terminal bud is not developing rapidly, we disbud it and leave the other three or four good strong buds to develop. The buds must be watched very carefully from now on so as to bring the crop at the proper time. Should the buds come a little slow, we put more heat under the bench (we grow all our carnations on raised benches), and open up the ventilators. If they seem to be coming a little too fast, we cut off the steam entirely and lower the temperature in the house by giving plenty of air. In this way we can hasten the flowers a week to 10 days, or we can hold them back. By treating them in this manner, the flowers all develop at the

SOCIETY OF AMERICAN FLORISTS' ST. VALENTINE POSTER.

BANQUET TRI-STATE FLORISTS' ASSOCIATION, FARGO, N. D. JANUARY 13, 1921.

same time. I have had as many as six perfect flowers on one stem. Care should be taken in feeding, as carnations require more nourishment when more flowers are grown to the stem.

To be sure, the same treatment will not apply throughout the United States, and must be modified to suit local requirements. In the first place, we must consider the condition of the weather. In Kansas, we have from 12 to 20 days of sunshine a month, during the winter, which causes the flowers to develop quicker and stronger than where there is a lot of cloudy weather and artificial heat must be depended upon. It took us nearly five years before we got hold of the right flowering stem and learned how to handle the temperature in the houses so that we could depend on a big crop. It is very true that once in awhile we miss it by two or three days, but that is due to sudden unexpected changes in the weather.

Instead of raising prices on the carnations for Mothers' day, we are able to lower the prices for individual flowers, because we grow four to six perfect flowers on a stalk, and we sell them for $2.00 per dozen flowers, while if we had disbudded, we would have had to get at least $4.00 per dozen stalks, and I have heard that some florists charge as high as $5.00. This was possible only because we increased the number of flowers on the stalk and sold the stalks for 60 to 75 cents each. You can readily see where much more money may be realized by this method than where disbudding is practiced and only 35 to 50 cents a stalk is received. This also eliminates many of the "profiteering" charges which were so prevalent last May. Our customers seem to be well satisfied with three and four flowers to a stalk, and in my opinion, they make a much nicer appearance in a vase. If they are to be worn individually, the stems must be cut off any way.

I have found the best varieties to grow in this manner are Matchless, for white, and Belle Washburn for red. We used to grow Prosperity, which really did better than Matchless for this purpose. Belle Washburn gives good results, as it is naturally a late bloomer, and its full crop comes in just about right for Mothers' day. We have never tried any pink carnations, but this year I think we shall try a few plants of Gloriosa and see what results we have with them, although very few Gloriosa are grown in this part of the country today.

I am very sorry that it is not possible for me to be present in person at this meeting and take part in the discussion. I realize that it would not be feasible to duplicate my method of treatment of carnations for Mothers' day trade in all parts of the United States, but I believe that the theory is sound, and I know that I have obtained results, for on the benches treated, I have increased the cut from three to four times normal, and I think that we will all agree that this amounts to a considerable sum at Mothers' day. On one bench, 5x150 feet, holding 1,000 plants, I cut 10,000 flowers for Mothers' day last year. I will be very glad to answer any inquires that you may wish to send me.

Improved Methods of Soil Sterilization.

Paper by W. D. Howard, Milford, Mass., read at the thirtieth annual meeting of the American Carnation Society at Washington, D. C., January 26-27, 1921.

There is a new subject brought before the florist's eyes today, that is the subject of soil sterilization. The principal points to be brought out are its beneficial means, its labor and money-saving advantages. We have tried planting carnations in the same soil, three or four times in succession, and we are well pleased with the results. In some instances the soil has not been change in the bench for as long as four years, being left in the benches and sterilized right there by means of a simple and inexpensive apparatus; the method employed does not require much labor or time.

First of all, the soil must be in the right condition, which would be about the same moisture as one would like to plant in. This means, have it in a good mellow condition clear through to the bottom of the bench. We use four galvanized iron pans which are 12 feet long, eight inches deep and two inches narrower than the width of the bench; these pans also have two stap-iron handles on each side, for carrying purposes when hot, but you can have your pans any size suitable for any number of shifts which will cover the length of the house and not leave any space unsterilized. The pans are set over the bench, bottom side up, and connected by unions. Through the center of each pan runs a one and a quarter inch pipe with holes drilled one foot apart, right through the pipe, horizontal to the pipe so the steam will flow freely into the soil. The steam is taken from one of the main pipes into the second union, thus having two pans on each side of the intake, which allows good dry steam to go 25 feet each way. In this way the steam will be even all the way through the four pans. After the pans are connected, we take soil and bank it between the pans and the bench so the steam will not escape from the sides. Steam is turned on and five pounds is registered on the steam gauge. Less than five, gives too much moisture for the soil, and more than five, is liable to bake the soil. The main thing is to have good dry steam work its way through the soil and come out around the bottom of the bench. This usually takes about one-half hour. Thus all injurious germs, insects, etc., are destroyed, yet certain organisms needed for the proper growth of the plants are not injured. After the soil is steamed, it should be worked up as soon as possible so that in case of a little too much moisture, the fresh air will keep it sweet and friable. Thus, the soil is kept from becoming waterlogged and sticky, or burned and brittle, as is often the case when soil is steamed in a large quantity, inside a

cement or similar tank, when continued heating is necessary, thereby destroying the texture and at the same time, killing the micro-organisms which are so necessary for the development of plant life. Although these beneficial organisms will stand more heat than will the spores of fungi or various bacteria in any stage of development, these beneficial organisms will also be destroyed if the heat is too great or is kept up too long. Meanwhile, four men have worked up 50 feet more of soil into a good loose condition and are ready to shift the pans. In this way, the only time that is lost is that taken to shift the pans to the other 50 feet that is ready. After the soil is sterilized, it is treated as new soil and the needed fertilizers added to it.

We have found by actual experience that while sterilized soil is not as good as new, it is a great improvement over the old, as we have proven it by using new soil, old soil sterilized, and old soil not sterilized in the same bed side by side.

The actual cost is about one-half of that of changing the soil.

The Awards.

SEEDLINGS AND STANDARD SORTS.

Vase of 100 blooms, one variety, white—Strouts, Inc., Biddeford, Me., with White Delight, first; Joy Floral Co., Nashville, Tenn., with Thomas C. Joy, second.

Vase of 100 blooms, one variety, flesh pink, being those shades of flesh or salmon color—Wm. Sim, Cliftondale, Mass., with Laddie, first; Geo. Berkert, Denver, Colo., with Denver, second.

Vase of 100 blooms, one variety, light pink, being those shades of pink verging on the true pink and not lighter than Gloriosa nor darker than Winsor—Gude Bros. Co., Washington, D. C., with Democracy, first; R. P. Peterson, Cincinnati, O., with Morning Glow second.

Vase of 100 blooms, one variety, medium pink, including any variety darker than Winsor and not darker than Mrs. Ward—Gude Bros. Co., with Mrs. C. W. Ward, first.

Vase of 100 blooms, one variety, dark pink, being darker than Mrs. Ward and including all so-called cerise, not dark enough to be classed as red—S. J. Goddard, Framingham, Mass., with Rosalia, first; Gude Bros. Co., with Laddie, second.

Vase of 100 blooms, one variety, red or scarlet, to include all varieties generally included in those colors—Coombs, Hartford, Conn., with Eureka, first; S. J. Goddard, with Happy Day, second.

Vase of 100 blooms, one variety, yellow or yellow variegated—Strouts, Inc., with Maine Sunshine, first.

Vase 100 blooms, one variety, white variegated—S. J. Goddard, with Lark, first; Wm. Sim, with Fairy, second.

Section B—Open to all varieties disseminated prior to July, 1919, fifty blooms, one variety, to be shown in each class:

Matchless—W. D. Howard first; Coombs, second.

Any other white—Strouts, with Crystal White first; Wm. Sim, with White Benora, second.

Enchantress Supreme—Ernest Saunders, first.

Pink Delight—W. D. Howard, first Ernest Saunders, second.

Laddie—Coombs, first; Gude Bros., second.

Any other light pink—W. D. Howard, with Cottage Maid, first.

Mrs. C. W. Ward—W. D. Howard, first; Wm. Sim, second.

Rosalia—Wm. Sim, first.

Any other dark pink—Wm. Sim, with Rosette, first.

Belle Washburn—Coombs, first; W. D. Howard second.

Any other red or scarlet—Wm. Sim, with Herald, first; Ernest Saunders, with Beacon, second.

Any other crimson—Ernest Saunders, with Doris, first.

Any white variegated—Wm. Sim, with Benora, first.

Section C—Fifty blooms in each class. One premium in each class.

Morning Glow—W. D. Howard.

Ethel Fisher—W. D. Howard.

Ruth Baur—Coombs.

AMERICAN CARNATION SOCIETY MEDALS.

Vase of 100 blooms, any variety—S. J. Goddard, with Laddie, gold medal, scoring 93½ points.

SPECIAL S. A. F. MEDALS.

For undisseminated varieties of American origin—Strouts, with Roslyn, scoring 89 points, silver medal; George Berkert, with Denver, 86 points, bronze medal.

FRED DORNER MEMORIAL GOLD MEDAL.

Offered for best vase of 100 blooms, any variety of seedling, sports not being eligible. Must have been in cultivation not less than three years and must score not less than 85 points. American Carnation Society's scale—Strouts, with Donald, scoring 89 points.

CERTIFICATE OF MERIT.

New or undisseminated varieties, which must score not less than 85 points: To Edward Winkler, Wakefield, Mass., for Seedling No. 4.

Those Present.

J. F. Ammann, Edwardsville, Ill.
S. A. Anderson, Buffalo, N. Y.
George Asmus, Chicago.
George Ball, Chicago.
B. F. Barr, Lancaster, Pa.
A. F. J. Baur, Indianapolis, Ind.
E. H. Blind, Pittsburgh, Pa.
F. C. W. Brown, Cleveland, O.
G. E. Buxton, Nashua, N. H.
A. M. Campbell, Philadelphia, Pa.
John Canning, Ardsley, N. Y.
George Crissman, Punxsutawney, Pa.
E. N. Croninger, Allentown, Pa.
J. L. Denmead, Marshalltown, Ia.
Theo. Dorner, Lafayette, Ind.
Wm. H. Englehart, Memphis, Tenn.
E. J. Fancourt, Philadelphia, Pa.
W. B. Girvin, Lancaster, Pa.

CHRYSANTHEMUM SUNSHINE.

S. J. Goddard, Framingham, Mass.
Jos. J. Goudy, Philadelphia, Pa.
Robert Graham, Jr., Baltimore, Md.
Carl Hagenburger, West Mentor, O.
Gordon Hammond, Ashland, Va.
W. A. Hammond, Ashland, Va.
John Hartje, Indianapolis, Ind.
W. W. Hathaway, Brockton, Mass.
I. S. Hendrickson, New York.
J. J. Hess, Omaha, Neb.
Jos. H. Hill, Richmond, Ind.
W. D. Howard, Milford, Mass.
Roman Irwin, New York.
Capt. M. M. James, Dorking, Eng.
C. W. Johnson, Rockford, Ill.
J .H. Joy, Nashville, Tenn.
Thos. Joy, Nashville, Tenn.
W. J. Keimel, Elmhurst, Ill.
L. J. Kentor, Watertown, Mass.
T. W. Kilner, Chicago.
Wm. Kleinheinz, Philadelphia, Pa.
Paul Klingsporn, Chicago.
Herman Knoble, Cleveland, O.
Joseph Kohout, Chicago.
John Kuhn, Philadelphia, Pa.
F. Lautenschlager, Chicago.
Alfred Locker, Milwaukee, Wis.
C. U. Liggit, Philadelphia, Pa.
E. A. Lowther, New York.
Chas. McCauley, Geneva, Ill.
Andrew McNaughten, Haverford, Pa.
T. Malbranc, Johnstown, Pa.
E. H. Mann, Richmond, Ind.
Jos. Margolis, Boston, Mass.
A. L. Miller, Jamaica, N. Y.
James Miller, Lynn, Mass.
George Morrison, Baltimore, Md.
George G. Moyse, Waltham, Mass.
J. C. Murphy, Cincinnati, O.
William Muth, Philadelphia, Pa.
John Nelson, Framingham, Mass.
Wm. Nicholson, Framingham, Mass.
W. R. Nicholson, Framingham, Mass.
Charles Niemann, New York.
A. J. O'Keefe, Boston, Mass.
P. F. O'Keefe, Boston, Mass.
N. Olson, Hartford, Conn.
E. Allan Pierce, Waltham, Mass.
Roger Peterson, Cincinnati, O.
Henry Penn, Boston, Mass.
S. S. Pennock, Philadelphia, Pa.
J. J. Perry, Baltimore, Md.
W. R. Pierson, Cromwell, Conn.
W. J. Pilcher, Kirkwood, Mo.
C. C. Pollworth, Milwaukee, Wis.
Robert Pyle, West Grove, Pa.
Anders Rasmussen, New Albany, Ind.
Rogers Reed, Whitman, Mass.
J. W. Reimel, Woodhaven N. Y.
E. A. Richards, Greenfield, Mass.
Thomas Roland, Nahant, Mass.
H. L. Rowe, Richmond, Va.
W. A. Rowe, Kirkwood, Mo.
Ernest Saunders, Lewiston, Me.
W. W. Scholtz, Charlotte, N. C.
Charles Schwartz, Central Park, N.Y.
H. W. Sheppard, Cincinnati, O.
William Sinn, Saugus, Mass.
S. S. Skidelsky, New York.
Walter Stroh, Batavia, N. Y.
C. S. Strout, Biddeford, Me.
W. W. Thompson, Hartford, Conn.
A. S. Thurston, College Park, Md.
J. W. Templeton, Plymouth, Pa.
C. H. Totty, Madison, N. J.
F. H. Traendly, New York.
J. C. Vaughan, Chicago.
C. M. Wagner, Lutherville, Md.
J. C. Walley, Pittsburgh, Pa.
J. H. Walling, Zelienople, Pa.
Elmer Weaver, Ronks, Pa.
Lloyd Weaver, Ronks, Pa.
Henry Wehrman, Chicago.
P. Welsh, Boston, Mass.
T. A. Weston, New York.
C. N. White, Medina, N. Y.
J. S. Wilson, Des Moines, Ia.
Edward Winkler, Wakefield, Mass.
John Young, New York.
Herman Zimmer, Collingswood, N. J.

CHRYSANTHEMUM ORANGE QUEEN.

THE LADIES.

Mrs. B. F. Barr, Lancaster, Pa.
Mrs. Theo. Dorner, Lafayette, Ind.
Mrs. Roman Irwin, New York.
Mrs. Alfred Locker, Milwaukee.
Mrs. A. McNaughten, Haverford, Pa.
Mrs. J. Nelson, Framingham, Mass.
Mrs. W. R. Pierson, Cromwell, Conn.
Mrs. Rogers Reed, Whitman, Mass.
Mrs. C. S. Strout, Biddeford, Me.
Mrs. Edw. Winkler, Wakefield, Mass.

Notes.

The principal exhibitors included: Joy Floral Co., Nashville, Tenn.; George Brenkhart, Denver, Colo.; S. J. Goddard, Framingham, Mass.; H. C. G. Schwartz, Central Park, N. Y.; Edward Winkler, Wakefield, Mass.; Barrows Greenhouses, Gorham, Maine; Strout's, Inc., Biddeford, Me.; W. D. Howard, Milford, Mass.; Gude Bros., Washington, D. C.; Baur and Steinkamp, Indianapolis, Ind.; Ernest Saunders, Lewiston, Me.; Coombs, Florist, Hartford, Conn.; Richmond Greenhouse Co., Richmond, Ind.; J. E. Nelson, Framingham, Mass.; William Sim, Cliftondale, Mass.; J. M. Gasser Co., Cleveland, O.

Twenty-eight of the New Englanders arrived in a special car, bringing their flowers with them.

In the exhibition there were 50 per cent more entries than last year.

NEW BEDFORD, MASS.—W. S. Brown has leased one of his houses to the city.

MANISTIQUE, MICH.—E. N. Johnson has been on the sick list, and will take a vacation trip.

ATLANTA, GA.—Fire which started in the basement of the building occupied by the Dahl Floral Co., December 25, destroyed the establishment and spread to two adjoining buildings, resulting in a loss of $100,000.

WINDSOR, ONT.—Miss Annie Shipley, a school teacher of this city, advocates horticulture and the cultivation of flowering plants in her classes. She says the pupils love the flowers given them by parents and teachers and it encourages their interest in flower gardens.

PLANT NOTES.

Antirrhinums.

The grower of antirrhinums has an opportunity now to select the best plants from which to propagate the stock for another year, as the plants are now producing fine spikes and it is possible to select the best types. Those that have fine large flowers set closely together on the stem, and yet not close enough to crowd, are to be perferred. The earliness of blooming is another matter to take into consideration. It will be found in raising these plants from seed that there is little difference in their time of blooming, and for winter flowering the earliest that there are of good type should be chosen. There are plenty of good cuttings to be obtained now, for the laterals which grow from the axil of each leaf make the best cuttings and the flower is enlarged by their removal. Plants that are in bloom will be benefited greatly from now on by feeding either with liquid manure or a strong mulch, and the next growth thinned to eight or ten shoots, which will insure a much better crop for spring cutting than to allow all the small shoots to grow. Keep the plants tied erect all the time, for it takes but a few hours' sun to draw the tip up from a stem that leans away from the center with the result that a crooked stem is formed, which greatly impairs its appearance. These spikes of bloom should be handled very carefully, especially the long sprays, for they are very brittle and break easily. It is better not to cut too many at once. When cutting hold them with the heads hanging down, and when there are as many as can be easily held in the hand, cut, take them at once to the flower room, trim off all surplus growth and tie the stems a dozen in a bunch, then loosely tie strings around the center and toward the top of the bunch, and place the stem in a deep jar of water. This prevents crooked stems so often seen, for the plant continues its growth after being cut, and if allowed to hang away from the jar the blooms grow crooked.

Pelargoniums.

While all the plants so well known as geraniums are pelargoniums, yet it is the show of fancy type called by many Lady Washington geraniums that are generally known under this name. The plants that are wanted in bloom in April and May will now be in their blooming pots and beginning to show their blooming growths, but for June and July flowering the plants should now be shifted to the blooming pots, five or six-inch as the plants may require, except large specimens, of which few are now seen. They like a turfy, coarse loam, to which may be added one-fourth well rotted manure, and if the soil is heavy a liberal amount of sharp sand to keep it open, and the plants should be potted very firmly. A cool, well-ventilated house should be selected for growing them, and until the days grow warmer and brighter, they should be watered sparingly. In early spring, when they are well covered with foliage and the blooming shoots begin to grow, more water will be needed. A little stopping may be necessary if the plants send forth strong long growths, to make the plant shapely, but care and judgment should be used in this operation, which should cease upon the appearance of the bud shoots, which are easily distinguished by the different manner of growth. Do not attempt to take any cuttings at this time, for after the plants are through blooming is the best time for propagation, and any cuttings taken now are pretty sure to rob the plants of the bloom. These plants are very subject to attacks of both red spider and green fly, and should be fumigated or sprayed regularly. As the extremely hot, dry days of summer approach a slight shade will be found very beneficial to both the plants and flowers.

Verbenas.

The verbena makes a very satisfactory bedding plant if properly grown, but the thin, spindly plants produced from late grown seed and planted in flats and baskets as closely together as is possible in order that they may be sold at a cheap price, seldom make any showing in the beds until very late in summer. The seeds should be sown early enough that the plants may be stopped and branched and grown in pots, and one plant so grown will make more showing during the season than half a dozen of the poor plants so freely offered at the spring sales. It is really better to buy the rooted cuttings of selected varieties that are advertised at this time than to sow seed after the middle of February. Seed sown up to this date, however, can be grown on to make fine plants. Care must be exercised in the germination of the seed, which is often blamed for the carelessness or lack of knowledge of the grower, for the seed damps off very easily when its germinates, being very sensitive to any change in temperature in moisture. Until they begin to make growth, the plants should be watched carefully, never allowed to become dry, or exposed to any draughts.

Genistas.

The plants of genistas should now be making their flowering growth and no further pinching will be necessary except in the case of long, strong growths which sometimes break from the stem and thereby spoil the symmetery of the plant, and these should be cut back as soon as they grow beyond the other flowering shoots. They can now be bloomed in succession by moving some into a warmer house, but those that are wanted at Easter are still better left in a cool house, one with a temperature of 45 degrees being the one that will produce the best results. These plants are never partial to great heat, reveling in a cool atmosphere, and often when taken into the warm living rooms where the air is extremely dry will soon drop their leaves. Those that are being grown to certain shapes, such as the balls, pyramids or baskets, will doubtless require some pinching back yet, but this should be done with great care or the flowering buds will be removed. A close examination of the tip of the shoot will clearly show whether the buds are forming and when this occurs all pinching must be immediately stopped. Any blind wood or extra strong growths that are cut out may be made into cuttings and young stock obtained. These will root much better in a cool propagating bench than in one where the bottom heat is confined. When the plants are full of bloom they will require heavy watering, and do not place them in a dry warm location for any great length of time.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Baum's Novel Notice of Sunday Closing.

Baum's Home of Flowers, Inc., Knoxville, Tenn., has announced that its store has observed Sunday closing since July 1915, a clever series of cartoons which are arranged on one page being sent to the store's patrons, showing the florist who keeps his shop open on Sunday, haggard and worn out chasing nickels, his clerk dissatisfied, business running along in the same old rut with little increase in sales and his tombstone at 60, having worked seven days a week all his life in contrast to the retailer who can accompany his family to church, alert and on the job with a happy and cheerful clerk, a progressive business on a par with the best stores and retired and enjoying life at three score years.

Next Week in the Flower Shop.

In the readjustment period through which the country is now passing there is more than ever a need to pay attention to prices. There is little or no necessity to lower the figures, but no opportunity should be lost to call attention to the excellence and quality of the plants and cut flowers. Price cards should play an important part in the window displays, the various items of the plants and flowers on view speak for themselves; they are beautiful and desirable, but, without the price card, may be considered too valuable—worth more than the observer can pay. With the silent salesman at work, however, the mind is quickly made up, one way or the other, owing to the definite information.

The large department stores always quote prices in their advertisements, display them conspicuously in their window and store offerings, which must be on account of the good results in increased sales. While roses are scarce at this time, carnations are increasing in quantity as are sweet peas and calendulas and there is an overstock of Paper White narcissus. This latter flower and carnations can be used to advantage in cheap spray work. Laurel branches and leucothoe sprays, used liberally, help in the arrangement.

The several varieties of primulas now in the market are coming into their height of bloom. These make splendid stock to handle, being very decorative in store or window, and when featured singly, in baskets or several together in pans, are most attractive.

It is now time to begin the preliminary Valentine publicity. Good sized hearts with the date, Feb. 14, in the center in bold, white or gilt letters, should be conspicuously displayed in store and window. Get out all the stock left over from last season—it may be used to advantage when the time comes. Valentine's day, on account of its sentiment, is essentially a floral event and the whole trade should unite in their efforts to greatly expand its usefulness. Every retailer has the opportunity, through his customers' list and prospects, to create new business by means of well-worded announcements and the dealers' helps in booklets, stickers, etc., that are to be obtained at low prices. These and the showy and effective posters should be put in circulation at once, and from now on used continuously. People must be told all about the day, long

before, and continuously, so they will be sure not to forget it. The event, from a business standpoint, is what you make it. With those who are enthusiastic and spread this propaganda among their customers, there will be excellent returns, while with others who make no attempt to feature the day, results are quite different.

The use of plants and cut flowers as decorative features in windows of other trades has often been spoken of in this column. There is a big field along these lines, which, if pushed by the trade, would become important. A handsome basket of growing plants, with its metal container, if well watered, is good for several days without attention. Vases of cut flowers can be changed every other day. Artificial plants and cut flowers are used to a much larger extent now than formerly for this purpose, and while very showy, have not the life, nor do they attract the attention of the real plants and flowers. Pansies are always popular and should now be carried in stock. They are the flower with which to top off and finish a nicely arranged box.

The little colonial bouquets are always attractive; they can be made for the most part of scraps, loose snapdragon flowers, broken buds, etc. With their lace paper finish they present a perfect little arrangement that is very salable.

If there are any draggy bills on the books get after them now. If letters have no effect, send a messenger—get a promise—and be always on the spot the day named. There are a number of ways to collect bills, one of which is to be extremely careful to whom credit is given, and another is to never let the account get old, as when it reaches this stage it is almost hopeless.

The Daily Routine.

The factor considered most important in the army or navy, is discipline, without which there is no order. Each, in their varying rank, have their work to perform and must be on duty at the proper time and place.

This necessary detail, this strict observance of performance, particularly as regards time, should be the rule in the flower shop. It is most important that all should be on hand at the opening time, be it 7, 7:30 or 8 o'clock. The first two hours are frequently the most active, as it is then the funeral orders must be made up or finished, and except for the obsequies at which there are evening services, delivered before 11 a. m. The early opening of the store is desirable, as frequently persons who desire something for an early morning funeral, will call or phone at 7 a. m., and there are others taking early trains who will stop in about this time.

One or more of the employes could take weekly turns in opening at 7 a. m., if the regular time for arrival was 7:30, and leave a half-hour earlier in the evening.

There should be system in the time of all for arrival, lunch and the closing hour. When the early morning orders are off, there should be something important for each person. There are the little features for the display tables or counter, or to attract attention in the window. Miniature colonial bouquets, small handle vase baskets, or the decorating of foliage or flowering plants, which has so much to do in showing them at their best.

The 'phone service, which is now of such importance in the receiving of orders, should be as perfect in the handling as possible. All calls should be immediately answered by a competent person, cashier or bookkeeper, who will get to know the voices of the customers, be able to answer intelligently, and when necessary, call the person desired to the phone. Many stores try, as a matter of economy, to make one line do the work, when they should have at least two. Very frequently, persons ordering are in a great hurry, and the "busy" answer sends them at once to some one else. A number of the prominent flower shops in the larger cities have an operator and store system in which case there is nearly always a wire open for the incoming call.

The going and returning of employes during the lunch period should be so regulated as to provide for emergencies. Frequently, in stores where there is but a small force, it happens at times but one person is left in charge, who may have several customers at once, together with a violent ringing of one or more phones. This causes a confusion that should be provided against by a better division of the clerks' lunch time, so that two will always be on duty.

On dull days, or at odd times when a lull appears, this should be filled in with preparatory work, a filling up of some lines of stock that can be instantly drawn on when necesary.

There is always to be a careful scanning of the early orders of the next day, stock secured and flowers opened so as to be at their best and show to the greatest advantage. Phone calls to growers or dealers the night before, will often secure flowers not available the next day. Designs can frequently be greened, outlined with flowers, and perhaps almost finished, which preparatory work will be of the greatest help should other orders come in.

The work in the shop is at times irregular; the morning opens up with but few orders on the files, but before the close, has developed into a very busy day. It is wonderful what a lot of work can be turned out when there is an unexpected run of orders and customers. It is then that the preparatory work, the ready mossed wreath forms, the made-up magnolia or oakleaved wreaths in various sizes, all ready for decoration with fresh flowers, are such time savers. The standard stocks, such as palm leaves, wheat sheaves, a good assortment of baskets, easels, etc. Ribbon bows, made up, plenty of chiffon, scrip inscriptions and letters of all kinds should be ready for instant use, without the delay of sending for this or that item and holding up important deliveries.

It is also an advantage just before closing to look over the flowers in the case, change the water in the jars, and fill a number with fresh water, so that they will be ready for the morning stock when it arrives.

The address of every employe and a phone number, on which they can be reached, should be on file, as it frequently happens that in emergencies they are wanted at the store, and are then always within reach.

As far as possible, the day's work should be so completed that every employee is excused immediately at closing time. This is not difficult if the importance of being always on the job and expeditious in their work is kept constantly before them.

Local Publicity.

Address by W. H. Englehart, Memphis, Tenn., president of the Tennessee State Florists' Association, delivered at the annual meeting of that organization in Memphis, November 17-18, 1920.

No doubt you are all expecting something very interesting and very helpful from me in this brief discussion of local advertising, so I am going to do my best to tell you in as few words as possible some of the personal observations I have made that help me get the best advertising results for the least money. Do not, however, expect for a moment that I am going to tell you how to advertise your business; I am not ready to quit the florist business and take up the advertising profession, or make a monkey of myself. What I am going to tell you is based upon my belief in advertising as a business builder, a patron winner.

I believe in advertising. I believe in advertising, because advertising to me is simply aggressive salesmanship in public print, which tells our story to the thousands who are reached by the media that we use. Without going into the technique or details of advertising, which I leave entirely to my advertising man, I will tell you a few of the rules which I apply to our advertising in order that it may be most productive.

I have heard it said by an experienced advertising man, and I believe it is true, that "Repetition Builds Reputation." But unless you repeat some thought, idea, or appealing message, and stick to it everlastingly, you can have no repetition, and hence no reputation as a result of your advertising for your word-of-mouth recommendations of customers. So the first rule I judge my advertising by is, "Does it contain in a clean understandable way, the one idea about which we are building our business?" and that is that Idlewild flowers, (if you will pardon this reference to our business) that Idlewild flowers are not just flowers, but high quality flowers, and our advertising is constantly aiming at that same target, putting that same thought into the minds of the people we want to reach. So instead of simply selling flowers, or advertising flowers, we are advertising and selling our own kind of flowers.

Right here, I want to introduce my second rule of advertising and that is, every one of our advertisements, when possible, must contain some sentiment. Sentiment sells flowers in the great majority of instances, and I think you all agree with me. It is one of the most vital pillars of the flower business, and if I thought for a minute that sentiment would ever become dissociated from the flower business, I would sell out this minute or close up shop. I insist upon sentiment, and am a firm believer in the fact that sentiment sells flowers, and in the way of sentiment, I endeavor to capitalize every holiday, seasonable event and thought that in any way can be turned to flower sentiment, and whether we are pushing flowers, plants or bulbs, or anything else, I insist upon our advertising being seasonable. My third rule is, therefore, that our advertising must be seasonable and opportune.

And my fourth and next to last rule is "Keep something before the public at all times." Our customers, patrons, friends and prospective patrons, must not be given an opportunity to forget what we sell, because I feel we owe them the obligation to keep them informed.

I will summarize briefly by telling you about the various kinds of publicity we employ, for I am constantly improving and building up our advertising. First, and of greatest importance to us in my experience, has been our newspaper advertising. In my opinion, newspaper advertising excels all others. And if you will stop to consider, you can easily understand what a short cut to countless thousands of people, newspaper advertising is. In Memphis, we have two afternoon papers and one morning paper, and in a single day, I can reach nearly every prospect in this territory within 70 miles of Memphis by using them. What originally sold me on newspaper advertising was the fact that department stores disposed of such great quantities of merchandise by using newspapers. For if newspapers will sell merchandise, they will certainly sell flowers where sentiment is strong in its appeal. And I have found it to be true. I need say little about newspaper advertising; it needs no justification; it is just what it is, a business-getting, sales-making help to the florist business.

Frankly, I have also a "hobby," and in advertising, my hobby is "direct advertising." And I will say, the timely use of mailing folders, cards, etc., sent out just previous to holidays or events, also bring a ready response in orders. You are all more or less familiar with the kind of advertising I mean. I mail this advertising to our customers only, as I have no prospect list, and as quickly as we win new customers, I add them to my mailing list.

During the past two seasons we used the service of the C. E. Falls Service Company for our direct mail advertising, and with the good results I have aforementioned; without taking up your time with billboard advertising or painted signs or street car card advertising, all of which I favor, I will close with a few of the ways we have capitalized some of our equipment and location.

Locations in Memphis are difficult to find and remember because of the countless numbers of small specialty stores, and the fact that they are widely scattered about town. On the sidewalk, at the curb in front of our store, you will find plants and trees that are green the year round. The entire front of the building is in a bright attractive color that stands out for several blocks each way on the street; a bright spot on the street, and once one has seen the green plants and trees on the sidewalk, and the color of the store front, they will forever after identify our store and its location whenever they see one of our advertisements anywhere.

I have gone farther. The interior is also of a striking, appealing color, and the displays and windows are in tune with the seasons. Our paneled body delivery motor cars are also painted in a striking, appealing, attractive color, that is suggestive of bright and fresh flowers, using a light green color for the dominating scheme, and I am confident that it pays.

But last, and not least, I am a sticker for the last rule in all my advertising. I do not have a single advertisement, piece of printed matter, sign, or service equipment, that does not carry the greatest advertisement our business had, "Say It With Flowers," and I credit much of the greater demand for flowers to the greater use of this appealing slogan that is the envy of all industries whose sales are even slightly influenced by sentiment. We have it, fellow florists. Let's capitalize it for all its worth. There is none better in the land.

As a parting thought, I wish to say that we advertise to get people to think and feel and say the same things about our business that we want them to say, and in making them feel and think and talk, we sell them our product. Recently the president of one of the greatest national retail dealers organizations in the United States said: "The man who advertises locally, not only advertises the fact that he is an up-to-date, wide-awake merchant, but also advertises the fact that he is successful in his business and making money, and usually is a very influential factor in his community."

And I want to say, that I believe if there were 30 florists in Memphis, and they all advertised in the right way, all 30 would do more business than the 10 or 15 now do with the small amount of local advertising. I repent I believe in advertising.

Bedding Roses.

Abstract of a paper by Sam Crowell, Roseacres, Miss., read at the annual convention of the Tennessee State Florists' Association at Memphis, November 17-19, 1920.

I have often thought the word, charity, and the term bedding roses, were analogous. Holy Writ says, "Charity shall cover a multitude of sins." So, in like manner, the term, bedding roses, usually covers an indiscriminate list of waifs, nondescripts, bench stock, easy-doers, and especially those varieties which afford an ample armor of thorns — just roses and nothing more. The majority of roses, however, will grow in the open ground even under trying conditions and produce a few blooms for a limited period, but as a rule, the results are unsatisfying. Roses of weak constitution soon fall heir to the many ills which are constant and unrelenting, and unless provision is made for congenial surroundings, the spot of soil meant for their abiding place, too often proves to be their early grave.

I feel safe in asserting that there are just as few good bedding roses as there are varieties suited to culture under glass. On the one hand, the skill and care of the expert grower ministers to every want by providing environments which are congenial and satisfying, while the bedding rose must take issue with every adverse condition which Nature brings with her changing seasons, and the almost daily moods of extremes, which hamper growth by the denial of proper food, moisture and heat. Roses will not grow and prosper unless given the utmost care and attention. Even those varieties of robust habit and vigor require proper soil conditions, perfect drainage, ample food, full sunlight, care in pruning, and constant attention must be the watchword.

The bedding rose which I have in view, is one that does well on its own root; it is a gross feeder, vigorous in growth, with foliage resistant to the greatest degree to the attacks of fungus diseases and other ills. It is prolific in bloom; constant under the most trying conditions, producing well formed buds and open flowers of good substance which stand up well when used for house decoration, and withall, one that gives much for litttle.

The rose that does well on its own root, is of first importance as a garden rose. Possibly 75 per cent of all roses grown fall into the hands of those who know little about plant culture, and the after care they receive is of a negligible quantity. Many of our best roses should be worked on congenial stocks for best results, and when sales are made of budded roses, the seller should caution the buyer relative to the planting and after care. The budded rose, when improperly planted or worked on stocks which produce an abundance of sprouts, is not only annoying and unsatisfactory in the hands of the amateur, but even the skill of the expert grower is severely taxed in preventing the constantly recurring subterranean growth.

I shall, no doubt, be criticized for the list of bedding roses I am giving you, because I am leaving out many of your favorites which, I am sure, would add materially to any list, if grown by skilled hands, but I have in mind rather the small buyer who loves the rose because it is chaste and beautiful, and who has little time from the drudgery of everyday life to care for its needs, but who is willing to find a place in some nook or corner or border where it may fight for its life near the roots of some over-spreading tree. Owing to the great diversity of soil and climatic conditions throughout the country, the list I have prepared is suited only to localities similar to the one in which I live.

As a whole, the tea rose is the most satisfactory family suited to southern conditions. It thrives on its own roots, is robust in growth, floriferous, fragrant, constant in bloom and always dependable. It never loafs on the job, and if given the least attention, will fight its way and win among a riot of weeds and grass, if well established. Next in order, I would place the hybrid teas. When well done, all are beautiful, but the majority are slackers when the rub comes and only the favored few are worthy of extended planting unless grown under equable conditions. To the above two groups may be added a few Bourbons, Chinas, hybrid Remontants, rugosas and their hybrids and the baby ramblers.

Bedding roses may be divided into three groups: (a) those grown for cut flowers; (b) those grown for massing or mass effect, (c) and those grown for borders, dwarf beds or similar requirements. Some of the most dependable varieties are unequal in growth, i. e., Duchess de Brabant, a strong grower, while Grus an Teplitz is only moderate in growth, which illustrates the point. It is needless to say that for mass planting or grouping, the best effect is brought about by using only one variety.

I have found the following list to be dependable under the trying extremes that we have in this section:

Tea Roses—Cut flower varieties:

William R. Smith, salmon and rose-pink.
Maman Cochet, light pink.
White Cochet, creamy white, faintly tinged blush.
Helen Good, delicate yellow, suffused pink.
Mrs. Benj. R. Cant, deep rose.
Safrano, apricot and fawn.
Papa Gontier, rosy-crimson.
Etoile de Lyon, bright sulphur-yellow.
Alexander Hill Gray, deep golden yellow.
Marie Van Houtte, canary yellow, petals tipped deep rose.
Devoniensis, creamy white, blush center.

To the above may be added such varieties as Blumenschmidt, Mlle. F. Kruger, Bride, Bridesmaid, Isabella Sprunt, Maurice Rovier, White Bougere, General Tartas and Marie Guillot.

Tea Roses—For massing and show:

Duchess de Brabant, light rose, shading to salmon.
Mme. Joseph Schwartz, creamy white, tinted pink.
Mme. Lambard, bright deep rose.
Snowflake, pure white.

These varieties are also good as cut flower varieties, but for growth, freedom of bloom and general mass effect, they are unequaled.

Hybrid Tea—Cut flower varieties:

Radiance, rosy carmine.
Red Radiance, glowing crimson.
Pres. Taft, deep shining pink.
Ant. Rivoire, rosy flesh on yellow ground.
F. R. Patzer, creamy buff.
Col. S. R. Williamson, satiny white, blush center.
Helen Gould, bright red.
Laurent Carle, velvety carmine.
Mme. Abee Chatenay, carmine rose, shaded salmon.
Lady Usurla, flesh pink.
Rhea Reid, dark velvety red.
Mrs. A. R. Waddell, coppery orange.
Mme. Jenny Gillmeot, deep saffron yellow.

Hybrid Tea—Varieties for massing:

Ecarlate, brilliant red.
Red Letter Day, brilliant glowing scarlet.
Mlle. M. Cambier, orange yellow.
Wellesley, pink.
Miss Cynthia Ford, pink.

Where one has good soil conditions, position and the desire to increase the list, and also a willingness to work and occasionally take defeat, the following should be grown:

General McArthur, Mme. Testout, Mme. Euler, Lady Ashton, General Jansen, Mme. Jules Grolez, Mme. Segond Weber, Ophelia, Killarney, White Killarney, Betty, Mrs. Aaron Ward, Columbia, Mrs. Chas. Russell, Kaiserin, Florence Pemberton.

Kaiserin, a most beautiful white rose, is unsatisfactory on its own roots. It does well, however, budded on canina or multiflora stocks. I have had splendid results by growing climbing Kaiserin as a bush plant, but this takes time and constant attention.

Bourbons:

Empress Eugenie, bright pink.
E. Marlitt, rich scarlet with deeper tones.
White Malmaison, white, tinted yellow.
Souv. de la Malmaison, blush white, shaded flesh.
Hermosa, bright pink.
Sombrieul, white.

Malmaison and its white form should be pruned only sparingly. If allowed to grow into large bushes their freedom of bloom will repay any and all attention given.

China Roses:

Louis Phillipe, velvety crimson.
Gruss an Teplitz, deep crimson, shaded maroon.
Burbank, cherry rose.

Hybrid Remontants:

Paul Neyron, deep rose.
Frau Karl Druschki, pure white.
His Majesty, dark crimson.
Other desirable varieties are Captain Hayward, Ulrich Brunner, Anna de Diesbach, Duchess of Sutherland, Mrs. Cornelius West, Hugh Dickson, George Dickson and John Hopper.

Rugosa and Hybrids:

Hansa, double red.
Blanc de Coubert, semi-double, pure white.
Belle Poitevine, semi-double pink, rosy reflex.
Delicata, bright shining pink.
Magnifica, deep lustrous red.
Atropurpurea, single deep maroon.
Rubra, single pink.
Alba, single white.
Conrad F. Meyer, Nova Zembla, Sir T. Lipton, and New Century are magnificent varieties which thrive under trying conditions, and may be used to advantage where other desirable varieties would fail.

Baby Roses:

Orleans, deep geranium pink.
Mme. Levavasseur, the original crimson.
Catherine Zeimet, pure double white flowers.

The following are desirable as they produce an abundance of miniature buds that are excellent for cutting:

Cecile Brunner, blush, shaded salmon pink.
White Cecile Brunner, pure white.
Perle d'Or, Nankeen yellow.

In addition to the above varieties, Clothide Soupert must be added. No rose of its color will surpass this variety as a bedder or where mass effect is desired. It is dependable, effective and will stand the acid test.

The above list covers the varieties that came to mind when I was asked to talk on bedding roses. It is a list which could be used to advantage in extended plantings, but for the small garden that could use only a limited number of varieties, I would select the following from all the groups noted above:

Cut Flower Varieties:

Pink—Maman Cochet, Radiance, Wm. R. Smith.
White—White Cochet, Antoine Rivoire, Marie Van Houtte.
Red—Red Radiance, Eugene Marliett, Louis Philipe.
Yellow—Mme. Jenny Gillemot, Alexander Hill Gray, Etoile de Lyon.
Rose—Mrs. B. R. Cant, Laurent Carle.
Fancy—Mrs. A. R. Waddell, Helen Good, Safrano.

Vigorous growing varieties for strictly bedding or massing: Duchess de Brabant, Mme. Jos. Schwartz, Mlle. Helen Cambier, Empress Eugenie, Red Radiance, Mme. Lombard, Snowflake, Red Letter Day, Eugene Marlitt, Radiance.

Varieties of moderate growth for bedding or massing: Ecarlate, Grus an Teplitz, Etoile de Lyon, Clothilde Soupert, Wellesley, Hermosa.

In making up lists of plants for any specific purpose, one labors under the influence of personal bias, likes and dislikes, and in this instance, I have possibly erred when I leave out many standard varieties of considerable merit, but I cannot feel the list I give you is very far wrong. Some day, we shall have rose test grounds established in every section of the country which offer a peculiar soil or atmospheric condition. Congenial stocks will be provided for those rare varieties that are now useless unless grown by skilled hands. Some day, the growers—you and I—will co-operate with each other and pass judgment on the long list of roses now being grown and sent out as good garden roses, keeping the good and discarding the bad, and the buyer will be given all information relative to soil preparation, position, fertilization, spraying, pruning, protection in winter and moisture in times of drouth. This will mean service. Until then, why not plant your own test ground and become acquainted with the wares you sell? It will pay big dividends.

The Late E. G. Uihlein.

CLEVELAND, O.—Frank Ritzenthaler, who has been in poor health for some time, is recuperating at Asheville, N. C.

NEWPORT, R. I.—Fred P. Weber, who has ably served the Newport Horticultural Society for three years in the capacity of secretary, has declined re-election, and Arthur T. Potter, Jr., has been chosen his successor.

BANGOR, ME.—A. J. Loder had a splendid holiday trade with sales showing an increase of $350 over the corresponding week of 1919, but flowers were in good supply, with quality up to the usual standard. Stock in the better grades had the best sale. Cyclamen plants moved especially well, some bringing $10 each. Plant movement, in general, was about the same as a year ago.

OBITUARY.

William J. Fosgate.

William J. Fosgate, life-long resident of the Santa Clara valley, California, died at his home in San Jose, January 13, at the age of 65 years, having been in poor health for some time. He was born in Santa Clara, in which city he was engaged in the dry goods business for about 20 years, until he became identified with the seed industry, and it was the successful development of the latter which led to his recognition as one of the leading seed growers of the state. In 1884, he married Miss Lucretia Gleneay, member of one of the state's oldest and best known pioneer families. A son and two daughters were born of this marriage, and the daughters, Miss Caroline Fosgate and Mrs. Morrell Lion, with their mother, survive.

Mr. Fosgate was a man of unusually high principles, and his reputation for integrity and scrupulously fair dealing won for him a high place in the seed trade. The news of his death will be received with sincere regret by a large circle of friends, and to his family, the great sorrow will be most keen, as his love and devotion were at all times uppermost in his mind.

E. G. Uihlein.

E. G. Uihlein, former president of the Horticultural Society of Chicago and an enthusiastic grower of orchids, died in Milwaukee, Wis., at the home of his daughter, Mrs. Albert O. Trostal, January 25. His home was in Chicago, 2141 Pierce avenue, and he is said to have been responsible for the fine orchid displays in Garfield Park, that city, having been a member of the West Park Board for a number of years. He was a frequent exhibitor at the local shows, and generous of both time and money in the cause of horticulture. In business he was identified with the Schlitz Brewing Co., of Milwaukee, having been one of the proprietors of that concern. He had been ill several weeks.

Mr. Uihlein was born in Wertheim in Baden, Germany, October 19, 1845. He came to America at the age of 19 and located at St. Louis, Mo., moving to Chicago two years later. He is survived by three daughters and one son.

Mrs. Mary N. Kervan.

With sincere regret we announce the death on the morning of January 23, of Mrs. Mary N. Kervan, widow of the late Lawrence W. Kervan, founder of the Kervan Company, New York. Surrounded by her friends, Mrs. Kervan passed away at the family home at Bayside, L. I. She was nearly 70 years of age, and was a native of Massachusetts, but for the past 20 years her residence had been in New York and vicinity. Mrs. Kervan was a devoted wife and mother and reared a fine family. She is survived by four sons, who carry on the business of the Kevan Company, dealers in greens and florists' supplies. Funeral services were held on January 25, at the home at Bayside.

TRAVERSE CITY, MICH.—Plans are being made to hold a flower show in this city during the coming summer at which all gardeners of the community will be invited to make entries. The details of the show will be in charge of E. W. Wait and Fred Davidson, two successful rose growers, who hope to form a local organization and make the show an annual event.

THE AMERICAN FLORIST

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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FORTY-NINE ocean steamers, mostly Dutch, are laid up in Rotterdam because of lack of cargoes and low freight rates. Tonnage entering that city last year was only 58 per cent of that of 1913.

S. A. F. Luncheon at Washington.

Thirty-five officials of the Society of American Florists visiting Washington, D. C., in connection with the executive committee meeting were the guests of the chamber of commerce at luncheon at the New Willard hotel, January 24. Short talks were delivered by Albert Schultheis, president of the chamber; James T. Lloyd, second vice-president; Robert N. Harper, former president, and several of the guests.

American Rose Society.

DEPARTMENT OF REGISTRATION.

The following request has been received from Edward Towill, Roslyn, Pa., for registration of a rose, and this has been approved by the rose registration committee. Unless objections are received within three weeks from the date of this publication, the resolution will be permanently adopted:

Name: American Legion. Class, hybrid tea; parentage, cross between seedlings of Milady and Hadley. Description—Habit of plant: Quick growth, not subject to mildew; character of foliage; fine reddish-green glossy foliage; large foliage; freedom of growth and hardiness; very free and hardy flower; large flower, globular bud, very profuse; color, cerise red; fragrance and bud, sweet fragrance; well shaped globular bud; petalage, averages from 42 to 48 petals per flower. Freedom of bloom and lasting quality, very free, very good.

The rose is similar to American Beauty in its imposingness, but is different in shade of flower, form and foliage, and superior for the following reasons: It is a very profuse bloomer, and the color is one shade throughout, which makes it stand out in a class of its own. It also has a very clean foliage.

JOHN C. WISTER, Sec'y.
January 15, 1921.

Business Outlook Brighter.

Although the general business situation has changed but little during the past months, there are pronounced indications that the first shock of the present depression is over, according to Chairman Archer Douglas of the committee on statistics and standards of the Chamber of Commerce of the Untied States. Automatically everything is adjusting itself to demand and there is a fast spreading realization of the indispensable need of hard work, obligation to our tasks and getting back to those temporarily lost arts of salesmanship, common-sense merchandising, and economical, efficient production and distribution. Railroads have set the example by the best service they have given in years and that is what every other business will have to do to keep its soul alive. Automatically, also, the situation is tending to a more normal relation between supply and demand. The general thought of business men everywhere is fast crystallizing into a resolve to find some way out of the difficulty, some method to chime in with the natural laws which must finally work out the complete solution of the numerous problems.

Shipping Direct.

That growers in communities remote from large cities can dispose of their flowers to better advantage by shipping direct to retailers in their district, on contract for the season, is asserted by Charles S. Strout, Biddeford, Me., whose specialty is carnations. Mr. Strout disposes of his entire stock through yearly contracts, managing, as far as possible, to increase production at holidays and other periods to meet the demand of his customers.

Wholesale commission houses, he said, have been a great factor in building and supplying their ever-expanding territory, thereby greatly increasing the use of flowers. He believed, however, that there is great room for improvement in more direct shipments in original packages on order of commission houses, from grower direct to consumer. This is particularly true of carnations, which would then not be subject to extra handling and long periods of time in the cooler. Everything should be done to avoid unnecessary handling and insure the most direct delivery from grower to consumer.

Parcel Post to France.

Postmaster General Burleson signed an agreement, January 15, with the postal administration of France, effective February 1, 1921, increasing the maximum weight limit on parcel post packages, exchanged between the United States and France, from 11 pounds to 22 pounds. This includes not only continental United States and continental France, but the island possessions of the United States and the colonies of France; that is, Corsica, Algeria, Tunis, French Morocco and the Principality of Monaco. This arrangement, doubling the maximum weight limit of our parcel post to France, has been the subject of negotiations for several months, including personal conferences between postal officials of the two countries, and is a further step in the efforts of the post office department to increase to exporters and other patrons of the service, the facilities afforded through the international parcel post.

The agreement above referred to also includes provision for the introduction of the insurance feature in connection with the parcel post between the United States and France at such time as the necessary authority is obtained by the United States post office department, through legislation, and it is hoped that this facility may be made available to the patrons of the service in both countries early during the fiscal year commencing July 1, 1921.

Sweet Peas.

It is not more than 10 years ago that the forcing of the early Spencer or orchid-flowering sweet peas was taken up to any extent by the trade. It is safe to say that, in their season, they now outclass the carnation in importance. Yarrowa, the great Australian variety, was introduced in this country about 1914, and many of the choice forcing favorites are crosses from this great seed parent. There is no other cut flower that has the dainty form, exquisite coloring and delightful fragrance of the winter-flowering sweet peas. They are most popular with all flower lovers, and owing to their free flowering qualities, can be sold at prices within the reach of all.

Die Bindekunst's Jubilee.

The German florists' paper, Die Bindekunst, published at Erfurt, will celebrate its silver jubilee with an exhibition of floral work in its home city June 4-12, next. Judges for the competitive exhibits are chosen from many countries, those in the United States including Max Schling, New York; Albert Pochelon, Detroit, Mich.; Julius Zinn, Boston, Mass., and Adolph Brix, St. Louis, Mo.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time, date and place of meeting.]

Albany, N. Y., February 5, 8 p. m.—Albany Florists' Club at 611-618 Broadway. Robert Louis H. Schaeffer, secretary, 102 Hudson avenue, Albany.

Boston, Mass., February 1, 8 p. m.—Florists' Association of Boston at Parker House. Wm. J. Thurston, secretary. Boston.

Chicago, February 3, 8 p. m.—Chicago Florists' Club at Hotel Randolph, Randolph and Wells street. F. Lautenschlager, secretary, 452 W. Erie street, Chicago.

Columbus, O., January 31, 8 p. m.—Columbus Florists' Association at the Neil House. E. A. Munk, secretary, 19 S. High street, Columbus.

Dayton, O., February 1, 8 p. m.—Dayton Florists' Club at Y. M. C. A. building. Geo. J. Frisch, secretary, 3205 E. Fifth street, Dayton.

Detroit, Mich., February 2, 8 p. m.—Detroit Florists' Club at Hotel Statler. Harry Taylor, secretary, 2967 Woodward avenue, Detroit.

Holyoke, Mass., February 1, 7:30 p. m.—Holyoke and Northampton Florists' and Gardeners' Club at a member's place of business. James Whiting, secretary, French hall, M. A. C., Amherst, Mass.

Indianapolis, Ind., February 1, 8 p. m.—State Florists' Association of Indiana in different parts of the state. Oliver E. Steinkamp, secretary, 3800 Rockwood avenue, Indianapolis.

Kansas City Mo., February 3, 8 p. m.—Kansas City Florists' and Allied Trades' Club at a member's place of business. M. Wade, secretary, 1109 Grand avenue, Kansas City.

Lake Forest, Ill., February 4, 8 p. m.—North Shore Horticultural Society at Council chamber, City hall. J. R. Clarke, secretary, Lake Forest.

Lake Geneva, Wis., February 5, 8 p. m.—Lake Geneva Gardeners' and Foremen's Association at Horticultural hall. George Bainbridge, secretary, Lake Geneva.

Milwaukee, Wis., February 3, 8:30 p. m.—Milwaukee Florsts' Club at Kurtz Bros.', Eleventh and Prairie streets. Eugene Oestreicher, secretary, 5630 North avenue, Milwaukee.

Minneapolis, Minn., February 1, 8 p. m.—Minneapolis Florists' Club at 218 N. Fifth street. Harry Philpott, secretary, Minneapolis.

Philadelphia, Pa., February 1, 8 p. m.—Florists' Club of Philadelphia at City Club. Robert Kift, secretary, 4044 Haverford avenue, Philadelphia.

Pittsburgh, Pa., February 1, 8 p. m.—Pittsburgh Florists' and Gardeners' Club at Allegheny Carnegie Music Hall. E. J. McCallum, secretary, 137 Seventh street, Pittsburgh.

Pittsburgh, Pa., February 3, 8 p. m.—Pittsburgh Retail Florists' Club at a member's place of business. E. C. Ludwig, secretary, 710 E. Diamond street, Pittsburgh.

Reading, Pa., February 3, 8 p. m.—Reading Florists' Association at a member's home. Fulmer H. Lauck, secretary, 123 S. Fifth street, Reading.

San Francisco, Calif., February 5, 8 p. m.—Pacific Coast Horticultural Society, at Sachem hall, Redmen's building, 240 Golden Gate avenue. John R. Walsh, secretary, 417 Montgomery street, San Francisco.

Tacoma, Wash., February 4, 8 p. m.—Tacoma Florists' Association at Maccabee's hall, 1116 Broadway. J. L. Simpson, secretary, 519 E. 50th street, Tacoma.

Toledo, O., February 1, 8 p. m.—Toledo Florists' Club at 424 Superior street. S. N. Peck, secretary, 424 Superior street, Toledo.

Washington, D. C., February 1, 8 p. m.—Florists' Club of Washington at Schmid's hall, 712 12th street, N. E. G. V. Schultz, c/o Leo Niessen Co., secretary, Washington.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—An experienced gardener to have charge of medium size range, house, lawn, shrubbery and kitchen garden. References required. State nationality, age, experience and number in family. **J. M. Overton**, 901 Stahlman Bldg., Nashville, Tenn.

Situation Wanted

Young man expert designer and salesman desires posit on in high class flower shop in Chicago. Address

Key 541, care American Florist.

Situation Wanted

Expert salesman and designer.

Key 540, care American Florist.

Managing Salesman

For flower store in the middle west.

State age, wages and experience.

Key 539, care American Florist.

FOR SALE

Used hot water heating boilers in first-class condition ready for immediate shipment.

1 Americari,	will heat 1500 ft. glass, price....	$ 50
1 Cottage,	will heat 1600 ft. glass, "	60
1 Niagara,	will heat 18(0 ft glass, "	70
1 Niagara,	will heat 2500 ft. glass, "	110
1 Spence,	will heat 3000 ft. glass, "	140

Also a number of larger sizes, write or wire us your wants.

ROGERS HEATING COMPANY, Ransomville, New York

For Sale

1¼ in. pipe, 8½c per ft.; 140 roof bars, 13 ft. 6 in. long, 1½c per ft.; 24 ventilators for five glass 16x24. $1.75 each, with hinges; two ventilating machines for cable, $7.00 each; 15 boxes 16x24 in. double glass, $5.90 per box. We also have some smaller sizes of glass.

E. HUSTON & CO.
SISTERSVILLE, - WEST VIRGINIA

For Sale

SECOND-HAND PIPE

All sizes from ¾ inch to 10 inch, A-1 condition, good collars and threads. Also lot of 14 inch pipe suitable for culverts. Write Dept. F.

MAX ZEIGLER & BROS., Muncie, Indiana

FOR SALE

Retail store in Chicago at a bargain. Good live man can make a success of this place, which can be had immediately.

Key 525, care American Florist.

For Sale

Good second-hand ice box cheap. Big bargain.

Key XX,
Care American Florist.

FOR SALE

16 x 24 glass, per box	$6.00
1¼ in. wrought iron pipe, per foot..	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each	2.50
Rafters or sash bars, per foot.......	.02
Shafting (heavy), per foot...........	.10
Shafting (light), per foot	.06
Ventilating arms, each............	.25
Ventilating hangers, each	.10
Garland iron gutters, per foot.......	.40

PETER REINBERG
30 East Randolph Street, CHICAGO

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Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6 50. Samples on request. Electro of leaf, postpaid, $3 00. Cash with order.

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Home-Grown Stock

Greatly Increased Demand

If you have any to offer, or are likely to have any soon, **advertise in these columns now.**

AMERICAN FLORIST CO.
440 South Dearborn Street, CHICAGO

National Flower Growers' Association.

ST. LOUIS DISTRICT HOLDS MEETING.

The first annual meeting of the St. Louis, Mo., district of the National Flower Growers' Association, was held there January 18, 1921. The session was opened by President Walter Amling, who introduced J. F. Ammann as the first speaker. Mr. Ammann stated that organization was the keynote of his address. He brought out that while there were plants that stand out permanently, individually as a monument to the efficiency of the production of flowers, organization was necessary to bring the body of the whole up to a higher standard. Mr. Ammann said that the Florists' Telegraph Delivery Association had performed a great work for floriculture. Advertising is a boost in the right direction for it gives the public an intelligent way to purchase stock.

Time has shown, Mr. Ammann said, that the floral trade has suffered less from panics than any other producer or manufacturer, so the elevation of mankind through our industry helps to make us better and the more we think about our product the better it becomes. It is necessary then for the flower growers to go before the American people with a programme of education and publicity that will put the product to the front.

We have come to the time, Mr. Amman continued, when the offspring are no longer detrimental to the parent society, but an assistance to it. They have not only been a great help to the trade at large, but have created a feeling of fellowship. He brought out that through closer cooperation, trade could not only be developed in Canada, but Europe as well.

The Society of American Florists, Mr. Amman concluded, was not formed by one man, but by those who had a vision for the betterment of their fellow growers. He hoped that the present members had received an incentive that they would be willing to give out—to go and get the other fellow in to help him as well as to have him help you.

President Walter Amling read a very interesting paper on the needs and aspirations of the flower growers. He stated that the goal of his ambition was to see that the St. Louis district would be the best and strongest in the United States. President Amling thought that great things would be accomplished if the growers would keep up with the times and meet coming conditions. He thought that members should make a close study of the cost of production of their flowers or plants. The income tax law has opened the eyes of some to the distinction between gross sales and net profits. Many fail to account for their own services in the estimation of cost, thus working a hardship upon those of the flower trade who are asking a fair profit for their business.

President Amling pointed out that considerable loss is sustained by the growers in the purchase of coal. By every grower listing the number of cars he will use for the coming year, and then having some appointed member of the district negotiate direct with a coal operator, better quality would be assured and a more reasonable price attained. He further suggested the coal be tested by an expert and each member advised how to get the best results. Mr. Amling stated that he spoke from experience in the above matter. He hoped that the plan would be applied to other things, such as fertilizer, insecticides, etc., and concluded by saying that determined effort along this line would be of mutual advantage to all.

The secretary, who then read his report, stated that since November 16,

Burpee's Sweet Peas

There is always a ready demand for good Sweet Peas. Well grown flowers realize most remunerative prices, and it is doubtful if any other crop will bring the florist greater profits, considering the outlay for stock and the ease with which the crop is handled.

To ensure flowers of highest quality and at a time before the market is glutted with ordinary stock, the seed should be sown during January or February in pots. Start them in a cool house or even a cold frame, and so have first-class sturdy plants for setting out in the open field early in April. This method will give you flowers in late May, and much superior to those sown directly in the open.

When ordering ask for our leaflet on Sweet Pea culture.

The House of Burpee is recognized the world over as American headquarters for Sweet Peas. Burpee's Sweet Peas are grown and developed on Floradale Farms, our California seed ranch, and our strains are unsurpassed for high-class quality and "trueness" to type and color.

Good Sweet Pea seed is scarce this season, due to short crops, and as our stocks of some varieties are limited, we suggest early ordering.

The following list includes only such varieties as we know to be of value for market work. For fuller descriptions and classified list of all varieties, including many novelties now offered for the first time, write for Burpee's Annual which is sent free upon request.

BLUSH.

Elegance. Blush pink.
Agricola. White, dashed lilac.

LIGHT PINK.

Daisybud. A rich color.
Elfrida Pearson. A fine pink.
Cis Wright. Pink on cream.

CREAM-PINK.

Margaret Atlee. Deep pink on cream.
Mrs. Routzahn. Buff-pink.

ORANGE-SCARLET.

The President. Dazzling orange-scarlet.

CERISE.

Illuminator. Rich cerise-salmon.
Fiery Cross. Bright orange-cerise.

CRIMSON.

King Edward. Deep crimson.

BLUE.

Wedgwood. Deep azure-blue.
Blue Monarch. Dark blue self.

SALMON.

Barbara. Salmon-orange.
Stirling Stent. Deep salmon.

SALMON-PINK.

Beryl. Soft salmon-pink.
Lilian. Pale salmon-pink.
Doris Usher. Salmon-pink on cream.

DEEP PINK.

Countess Spencer. Soft rose-pink.
Hercules. Rich pink.
Hawlmark Pink. Bright salmon-pink.
Annie Bownass. Salmon-pink.

ROSE.

George Herbert. Rosy carmine.
Rosabelle. Large rose self.

LAVENDER.

Margaret Madison. Azure-blue.
Orchid. Lavender-pink.
Florence Nightingale Rosy lavender.
Don Alvar. Silvery blue.

MAUVE.

The Lady Eveline. Rosy mauve.

PURPLE.

Royal Purple. Rich, warm purple.

PICOTEE EDGED.

Dainty. White, edged rose-pink.
Cherub. Cream, edged bright rose.

PINK AND WHITE.

Blanche Ferry Spencer. Rosy standard, pink wings.
Mrs. Cuthbertson. Rose-pink standard, wings white.

Burpee's Early- or Long-Season Spencer Sweet Peas

To anticipate the blooming season of the Summer-flowering type, we recommend using the Winter, or Early-flowering varieties in the same manner; they will give you flowers two to three weeks earlier, thus considerably prolonging the season.

The best varieties for this purpose are included in the following:

Improved Snowstorm. Immense pure white.
Loveliness. Soft pink.
Pink Beauty. Rose-pink on white.
Daybreak. Rose-pink on cream.
Illumination. Salmon-cerise.
Princess. Lavender-mauve.
Blue Bird. Blue self.
Fordhook Rose. Rosy carmine.
Early King. Rich crimson.
Early Fairy. Cream, suffused apricot.
Yarrawa. Rose-pink and cream.
Daintiness. White, edged rose.

W. Atlee Burpee Co.,

Seed Growers Philadelphia.

LARGE-FLOWERING CANNAS

IN THE BETTER VARIETIES

Fine 2 or 3 eye, plump, dormant roots, true to name

King Humbert

Most popular of all. Bronze leaf orange scarlet flower.

Per 100 $5.50 — Per 1000 $50.00

Wintzers Colossal

Bright scarlet flowers with green foliage, an extra fine variety.

Per 100 $5.50 — Per 1000 $50.00

The President

The best Canna of recent introduction. Has all the good qualities of Firebird, together with perfectly healthy foliage. Immense trusses of large red flowers.

Per Doz. $3.00 — Per 100 $20.00

Hungaria

Large trusses of beautiful rose pink flowers, one of best pink varieties.

Per 100 $5.50 — Per 1000 $50.00

General List of Cannas

	Doz.	100	1000
AUSTRIA. Lemon chrome, spotted red, green foliage, 5 feet	$0.60	$3.75	$32.50
A. BOUVIER. Rich velvety red, green foliage, 5 feet	.60	3.75	32.50
BEAUTE POITEVINE. Crimson, green foliage, 4 feet	.65	4.00	35.00
CHAS. HENDERSON. Deep crimson, green foliage, 4½ feet	.60	3.75	32.50
CRIMSON BEDDER. Intense crimson, green foliage, 3½ feet	.65	4.00	35.00
DAVID HARUM. Red, dark bronze foliage, 3½ feet	.65	4.00	35.00
DUKE OF MARLBOROUGH. Crimson maroon, green foliage, 4 feet	.65	4.00	35.00
EGANDALE. Currant red, bronze foliage, 4 feet	.65	4.00	35.00
FIREBIRD. Scarlet red, green foliage, 4 feet	1.25	9.00	80.00
FLORENCE VAUGHAN. Yellow spotted red, green foliage, 5 feet	.60	3.75	32.50
GUSTAV GUMPPER. The ideal yellow variety, green foliage, 3½ feet	.75	4.50	40.00
GLADIATOR. Deep yellow, dotted red, green foliage, 4½ feet	.65	4.00	35.00
GLADIOFLORA. Crimson with irregular edge of gold	.65	4.00	35.00
HUNGARIA. Rich geranium pink, green foliage, 3½ feet	.85	5.50	50.00
KING HUMBERT. Scarlet, bronze foliage, 4½ feet	.85	5.50	50.00
KATE F. DEEMER. Oriole yellow, turkey red at base, 4 feet	.65	4.00	35.00
LOUISIANA. Bright scarlet, green foliage, 7 feet	.60	3.75	32.50
METEOR. Scarlet, green foliage, 4½ feet	$0.75	$5.00	$45.00
MONT BLANC. Almost white, green foliage, 3½ feet	.70	4.50	40.00
MME. CROZY. Scarlet with orange yellow border, green foliage, 3 feet	.65	4.00	35.00
PENNSYLVANIA. Vermilion scarlet, green foliage, 5 feet	.60	3.75	32.50
PILLAR OF FIRE. Brilliant red, green foliage, 6 feet	.65	4.00	35.00
PANAMA. Rich orange, red bordered with a broad edge of golden yellow, green foliage, 5 feet	.65	4.00	35.00
QUEEN CHARLOTTE. Rich pomegranate, red bordered with golden yellow, green foliage, 3½ feet	.65	4.00	35.00
ROSEA GIGANTEA. Rich rose pink, green foliage, 3½ feet	.85	6.00	55.00
RICHARD WALLACE. Light yellow, green foliage, 4½ feet	.60	3.75	32.50
SOUV. D'A. CROZY. Crimson, with gold band, green foliage, 4 feet	.65	4.00	35.00
THE PRESIDENT. The best canna of recent introduction, immense trusses of large red flowers	3.00	20.00	.....
VENUS. Rose pink, green foliage, 4 feet	.65	4.00	35.00
WINTZER'S COLOSSAL. Bright scarlet, green foliage, 5 feet	.85	5.50	50.00
WYOMING. Orange chrome, bronze foliage, 6½ feet	.65	4.00	35.00
YELLOW KING HUMBERT. Golden yellow, spotted red, green foliage, 4½ feet	.85	5.50	50.00

A. HENDERSON & CO., 166 N. Wabash Ave., CHICAGO, ILL.

1920, when the St. Louis district was organized, 38 members had been obtained. The finances of the association were shown to be in a healthy condition.

The selection of the following officers was announced for the next year: Walter Amling, president; W. J. Pilcher, vice-president; Henry Blixen, second vice-president; J. J. Beneke, secretary; W. A. Rowe, treasurer. The next meeting will be held at Springfield, Ill., April 19, 1921.

R. D. M.

Tri-State Florists' Association.

Supplementing our account of the organization of the Tri-State Florists' Association at Moorhead, Minn., January 3, brief mention of which was made in last week's issue, page 51, the attendance at this gathering, embracing members of the trade from western Minnesota and North and South Dakota, was most gratifying, those present including W. B. Shotwell, Fargo, N. D.; Emory F. Gestie, B. F. Lueth, Frank Mayer, B. B. Keith and Wm. J. Tobin, also of Fargo; F. P. McElroy and E. G. Lemke, of Grand Forks, N. D.; H. Osen, Wahpton, N. D.; W. P. Lindberg, Rugby, N. D; J. W. and W. R. Briggs, Moorhead, Minn.; Geo. E. Balker, Minot, N. D.; P. J. Meyers, Bismarck, N. D.; E. J. Rhodes, Jamestown, N. D.; E. W. Schuster,

HEATHER

FOR GROWING ON

A Limited Quantity for Sale

Fragrans, white, 3½-in. pots.
Felix Faure, pink, 3½-in. pots.
President Carnot, pink, 3½-in. pots.
Cupressina, shell pink, 2½-in. pots.
Translucens, red, 2½-in. pots.
King Edward VII, pink, 3½-in. pots.
Regerminans, lavender, 3-in. pots.

Any one variety or an assortment, $35.00 Per 100

Fragrans, President Carnot, Felix Faure and **Translucens,** 5-in., two-year-old ..... $75.00 per 100

Fragrans, three-year-old ..... $100.00 per 100

CHORIZEMA, 3½-in. pots at ..... 35.00 per 100

Best French and German Varieties of Hydrangeas

Ready for Shipment Now. Pot-Grown.

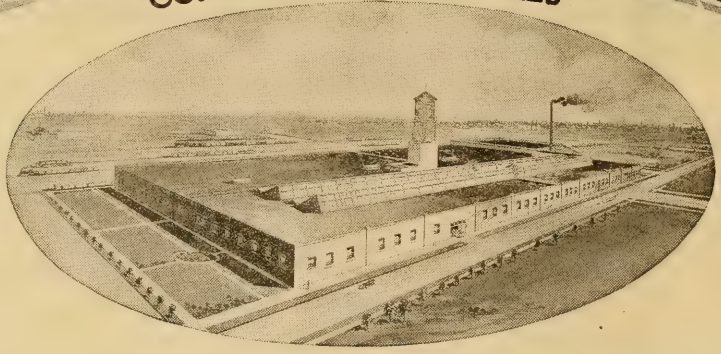
4½-in. ..... $35.00 per 100
5 and 5½-in. ..... 45.00 per 100
6-in. ..... 50.00 per 100
6½-in. ..... $ 75.00 per 100
7-in. ..... 100.00 per 100

Cash with Order, Please.

ANTON SCHULTHEIS, 316 Nineteenth Street, College Point, L.I., N.Y.

CHICAGO CARTON COMPANY

CORONA FLOWER BOXES



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For Violets and Corsages

Size		Per 100
7 x 4 x 4	2-inch Top	$ 5.00
10 x 6 x 5½	2-inch Top	6.00
12 x 8 x 5½	2-inch Top	7.65
14 x 10 x 8	2-inch Top	12.60

For Cut Flowers

18 x 5 x 3	2-inch Top	$ 6.10
20 x 4 x 3	2-inch Top	6.05
21 x 5 x 3	2-inch Top	7.25
24 x 5 x 3½	2-inch Top	7.70
24 x 8 x 4	2-inch Top	10.80
28 x 8 x 4	2-inch Top	12.10
28 x 8 x 5	2-inch Top	13.05
30 x 5 x 3½	2-inch Top	9.25
36 x 8 x 5	**2-inch Top**	**16.20**

The sizes given here are carried in stock, in the popular MIST-GRAY and GREEN colors.

5% DISCOUNT
CASH WITH ORDER

The prices quoted herewith are f. o. b. Chicago.

When printing is wanted there will be a charge of $9.00 per color for printing 500, $12.00 per color for printing 1000.

Border printing and embossing will be charged for as time work in accordance with the amount of work involved.

For Sprays, Designs and Cut Flowers

Size		Per 100
16 x 16 x 8	Telescope	$29.25
20 x 20 x 8	Telescope	38.95
21 x 5 x 3	Telescope	7.25
24 x 5 x 3½	Telescope	8.90
24 x 24 x 10	Telescope	55.75
30 x 10 x 5	Telescope	22.00
30 x 12 x 6	Telescope	30.25
32 x 32 x 8	Telescope	63.75
36 x 10 x 5	Telescope	25.20
36 x 12 x 6	Telescope	36.35
36 x 14 x 8	Telescope	46.55

Crookston, Minn.; Ben F. Siebrecht, Aberdeen, S. D.; Wm. Isaacson, Fergus Falls, Minn.; E. H. Goldenstein, representing Vaughan's Seed Store, Chicago, and New York; Matt Schiltz, of Ove Gnatt Co., La Porte, Ind., and Wm. Topel, of O. R. Eckhardt Co., St. Paul, Minn.

The morning was taken up in getting acquainted, and a trip was taken to the Shotwell greenhouses and also to the Briggs establishment, the latter in Moorhead, following which luncheon was served at the Comstock hotel as guests of the Briggs Floral Co., the dining room being beautifully decorated with flowers, and an electric sign with the slogan, "Say It With Flowers," was not overlooked. After the repast, the party inspected the range of the Smedley Floral Co., after which they returned to the Waldorf hotel where the meeting was held. Geo. E. Valker was appointed temporary chairman and a discussion on organization was called for and action soon decided upon. Officers were then elected as follows: W. B. Shotwell, president; B. F. Siebrecht, vice-president; Emory F. Gestie, secretary-treasurer. Directors: Geo. E. Valker and P. J. Meyer. It was decided to hold two meetings each year, January and June, dates to be named by the president. Brief addresses were made by E. J. Goldstein, Jack Shotwell, Geo. E. Valker, W. P. Lindberg and E. J. Schuster. The objects of the new organization will be to promote better cooperation, keep prices on a living scale, investigate railroad claims and coal prices, and if justified, buy commodities nearer home.

An enjoyable banquet was held at the Waldorf hotel with the Shotwell and Smedley companies as hosts, marking the close of a profitable and pleasant occasion.

A. T.

Pittsburgh.

DEMAND FOR STOCK INCREASING.

The early part of last week found the most acute shortage of cut flowers this season, with a gradual letting up, until Saturday there was plenty of stock, with the exception of medium and short roses. In comparing this season with other years it has been found that the supply is a little better than normal, but as all the retail stores are complaining of poor business, it may be a good thing that the quantity has been no larger. The supply should be larger from now on as jonquils and tulips are becoming a factor and freesias have put in an appearance. Roses are the one short item, and will remain so for some time, but the quality of those arriving is good and command high prices. American Beauties are off the market entirely. The supply of carnations has increased. Sweet peas have improved both in quantity and quality, pink predominating. Orchids and lily of the valley are in light supply while violets have been too heavy with the result that some of them have had to be sacrificed. Baby primrose, calendula and mignonette have moved freely, while Paper White narcissi are in lighter supply. All kinds of greens have moved freely.

NOTES.

The outlook for St. Valentine day is bright. While Lent starts February 9, it is not thought that this fact will have much effect on business at this time. A year ago influenza was at its worst and florists had all the business they cared for. But this year conditions have changed, and the true should advertise St. Valentine's day in their localities. From all reports with a few exceptions there will be plenty of flowers.

The candy people in this district are telling the public to send candy valentines, and the florists will have to look out or they will lose business.

Department heads were a scarce article around the McCallum Company during the past week, many being out of town on business.

James Ford, head of the Landscape department of the A. W. Smith Co., has returned to work after a four weeks' illness.

Jos. Thomas of Greensburgh, Pa., and Wm. Loew of this city are on their annual Florida excursion.

Visitors: H. L. Thompson, Rochester, Pa., and Mr. Barber, Steubenville, O.

E. C. T.

Lancaster County Florists' Association.

Thursday, January 20, was the day, and the Hotel Wheatland the place, where the ever faithful dozen of our members met and discussed the problems incidental to our business, and how to overcome the unfavorable weather conditions. Arthur Niessen was invited to attend and give us a talk, but owing to a previous engagement, could not come. The committee on arrangements for the trip to Washington, to attend the meeting of the American Carnation Society, made its report, and the prospects are for a good attendance from this section.

After the meeting, refreshments were served by Mrs. Elmer Weaver, Mrs. Ira Landis and Mrs. A. M. Herr, and the social feature of the meeting was so attractive that home had no attractions for those present. B. F. Barr was unable to be present, but had the secretary read a letter addressed to the members, inviting one representative of each firm having a membership in the association to meet at the Bruns-

BALL'S WHITE ASTER

A SPHERE OF PURE WHITE PETALS

THE seed of this splendid Giant Aster of the Late Branching type—the product of twelve years' selection to develop the ideal of a perfectly double flower, of flawless color—is offered in 1921 for the first time.

In the Fall of 1908, George J. Ball, a Sweet Pea and Aster specialist, selected a plant among his Late Branching White Asters on which the flowers were solidly double, so much so that from eight to ten flowers only fifty seedlings were grown the following year.

It has been grown and the seed carefully selected every season since. In 1918, three-quarters of an acre netted $2,320. An exceptionally good market helped, but this variety has always sold for 50% more than ordinary White Asters.

The flowering season comes between the Royal and Late Branching types, filling in between the early and late glut of flowers. It grows to a medium height with full, distinctively centered blossoms, ideally formed for long distance shipping.

The seed of this Aster is about two-thirds the size of ordinary varieties. It is sold in ¼-ounce packets, containing about 4000 seeds, at **$3.00 per trade packet.**

MR. GEORGE BALL, Glen Ellyn, Ill. Chicago, November 9th, 1920.

Dear Sir—We feel impelled to tell you the high praise that we have received from our customers concerning your White Asters. In addition to its magnificent form, it also has the advantage of being an excellent keeper and one of the best sellers that we have to offer. We take great pleasure in recommending this variety to anyone for either commercial or private growing as it is superior to any White Aster. Very truly yours,

THE CHICAGO FLOWER GROWERS' ASSOCIATION.

Chicago VAUGHAN'S SEED STORE New York

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages LA PORTE, IND.

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

wick for the February meeting at 6:15 p. m., for a dinner at his expense. Others who wish to attend will be welcome, paying their own dinner, which has been put at 75 cents each, so that no one will have an excuse to stay away.

It was decided to hold a flower show next fall, and most of those present volunteered to see that they supplied stock for not less than one table.

The election resulted in electing the following officers: W. B. Girvin of Leola, president; B. F. Barr, vice-president; Harry K. Rohrer, treasurer; Albert M. Herr, secretary; all of Lancaster. ALBERT M. HERR.

St. Louis, Mo.

MARKET CONDITIONS REMAIN UNCHANGED

Prices remain about the same as reported last week. There is a slight increase in the general supply and it is expected this condition will continue to improve. Roses and carnations are in great demand, and jonquils are more scarce this week. Lilies are few and far between, but lily of the valley is plentiful. Many begonias and cyclamens are seen in combination with pussy willows. There are no gardenias or narcissi available. Violets are in moderate supply and the stock offered is first-class. There are some fair callas, and calendulas are coming in of unsurpassed size and quality. There are moderate offerings of sweet peas and some excellent Roman hyacinths. Greens are plentiful at unchanged prices.

R. D. M.

GRAND RAPIDS, MICH.—George Collins, manager of Henry Smith's greenhouses, reports that while roses and carnations have been scarce items, due to lack of sunshine, prospects are good. This firm has been doing a lot of rose grafting this year.

ROSE PRICES DECLINING

We are pleased to notify our customers of a reduction in the prices of roses, due to a larger supply. Should a further decline occur we will be pleased to give our customers the benefit of the change. The quality is exceptionally fine, and the flowers are splendid values at these prices.

Buy Direct from the Grower

You always get fresh flowers and a more even run of stock.

Our Roses Are the Finest in This Market

PRICE LIST—Subject to Market Changes

RUSSELL Per 100

Fancy Long	$30.00 to $35.00
Good Length	25.00
Medium	20.00
Short	10.00 to 15.00

COLUMBIA

Fancy Long	$30.00 to $35.00
Good Length	25.00
Medium	20.00
Short	10.00 to 15.00

PREMIER

Fancy Long	$30.00 to $35.00
Good Length	25.00
Medium	20.00
Short	10.00 to 15.00

HOOSIER BEAUTY Per 100

Long	$25.00 to $30.00
Medium	16.00
Short	10.00 to 12.00

OPHELIA

Long	$20.00 to $25.00
Medium	12.00 to 16.00
Short	10.00

SUNBURST

Long	$20.00 to $25.00
Medium	12.00 to 16.00
Short	10.00

WHITE KILLARNEY

Long	$20.00 to $25.00
Medium	12.00 to 16.00
Short	10.00

ASSORTED ROSES
—OUR SELECTION—

Including some **Russell, Columbia and Premier.** In lots of 200 or more, $12.00 to $15.00.

Fancy Ferns, per 1,000	$4.50
Adiantum, per 100	1.50
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per 100	3.00

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregga Station, Ill.

NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays.

Chicago.

STOCK A TRIFLE MORE PLENTIFUL.

Stock is a trifle more plentiful at this writing, due probably to the warmer weather, consequently prices on some items are not as firm as they have been the past few weeks. Roses are arriving in splendid condition and are holding their own, notwithstanding the increased supply. The demand is strong for Premier, Columbia, Mrs. Charles Russell and American Beauty roses. Milady, Butterfly, Montrose, Victor, Golden Rule, Sunburst, Ward, Ophelia, Double White Killarney, White Killarney, Cecile Brunner and Nesbit are cleaning up every day. Carnations appear to be a trifle more plentiful at this writing and have dropped somewhat in price. Lily of the valley is in good supply and so are orchids. Sweet peas are having a good call and lilies appear to be holding their own. Callas are to be had at a few of the stores. Freesias are arriving in larger quantities and some very choice stock in this line is seen. Tulips are more plentiful and the same holds true for jonquils. Paper White narcissus, stevia, mignonette, daisies, pansies, Romans, violets, calendulas, heather and euphorbia are included in the shipments. Pussy willows are obtainable at a few of the stores, and there appears to be plenty of most greens to go around. The retailers report business as unusually quiet, with some improvement the past few days. The out-of-town demand has been exceptionally heavy and the wholesalers have found it impossible to fill all their orders in full. Plants are seen in the windows of almost all the local retail stores, especially cyclamens, primroses, tulips and jonquils. Stock promises to be in heavy supply from now on if the weather continues favorable and will be warmly welcomed, for the market has been too tight for all concerned.

NOTES.

Carl I. Lindskoog, better known as the South Side Florist, of Minneapolis, Minn., spent several days here last week buying stock for the spring season. He has been in business there for fifteen years and has built up a splendid trade during that time. Mr. Lindskoog reports that he had a splendid visit and was royally entertained by members of the trade during his short stay here.

It is rumored that Miss June Vivian and George Wittbold, son of Henry Wittbold, will be married in March. Mr. Wittbold will neither deny nor confirm the rumor, but an official announcement is expected soon.

The Meyer Florists' threads are the longest and strongest in the world and are used by the leading retailers and growers throughout the world. Be sure and get the Meyer brand and you will always get the best. Manufactured by the John C. Meyer Thread Works, Lowell, Mass.

Mention the American Florist when writing

Let Your Valentine Orders Say It With Budlong Flowers

They will satisfy the most critical buyers.

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Excellent Roses

SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red GOOD CROP

Including the finest Mrs. C. W. Ward on this market, bar none

JONQUILS, TULIPS, HYACINTHS, VALLEY, FREESIA

Daisies, Calendulas, Violets, Lilies, Paper Whites, Pansies, Sweet Peas, Stevia and all other seasonable Cut Flowers.

Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

Swanson & Hagernan, who took over the Wells Flower Shop at 2813 Colorado avenue last fall, have made a wonderful improvement in the place and are gradually building up a good trade in their neighborhood. They are conducting the business under the firm name of the Madison Flower Shop.

Peter Reinberg and N. J. Wietor, who are enjoying a well-earned rest in Florida, are expected home with their wives next week

The annual novelty flower show, ladies' night and dance of the Florists' Club will be held at the Randolph hotel, Thursday evening, February 3, at 8:30 p. m. Every one in the trade and their friends are cordially invited to be present and a large attendance is expected. Come prepared to have a real good time.

Erne & Company are showing exceptionally fine grown freesias this week.

Quality Cut Flowers

Large supply of Roses, Carnations, Sweet Peas, Tulips, Freesias, Violets, Stevia, Valley, Jonquils, Paper Whites, Lilies, Calendulas and all other miscellaneous seasonable stock including a complete line of Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Every concern in the trade should use the valentine stickers on its letters, packages, statements, etc., and display the large poster for this occasion. The profit made in sales of this material, above expenses of handling, will revert to the national publicity fund. No one should overlook this opportunity to tie up with the national campaign, "Say it With Flowers," and those who have not already secured their supply of "Don't Leave Cupid Out in the Cold" stickers or posters, should do so immediately through the Florists' Publicity Service Bureau, 225 North Michigan avenue.

The Commercial Flower Growers' Association met at the Hotel Randolph, Chicago, Thursday evening, January 20, with President Kohout in the chair. James Psenicka read a very interesting paper on carnations, which was up to the minute and caused much discussion. Baur & Steinkamp, Indianapolis, Ind., exhibited a vase of their new red carnation, Edna. Paul Danzig Co., and William Wichtendahl exhibited carnations, and Hans Jepsen, displayed several vases of sweet peas. Irwin Bertermann and Oliver Steinkamp, of Indianapolis, were visitors.

Seligman & Stein, of New York, have an exhibit at the Palmer House this week that is worthy of inspection, especially their line of baskets. Irving Stein is in charge, and is renewing old acquaintances here at the same time.

P. J. Foley, of the Foley Greenhouse Manufacturing Co., who is on a trip to the Pacific coast, with Mrs. Foley, writing from Polson, Mont., January 20, states they are enjoying fine weather in a land of wild scenery.

Poehlmann Bros. Co. is cutting a good supply of cattleyas and lily of the valley. Carnations are arriving at this house in splendid condition and the quality of the roses is the best throughout.

C. L. Washburn says that Bassett & Washburn's cut flower sales so far during January are ahead of those of the same period during 1919, and almost equal to those of last year.

Zech & Mann are supplying their trade with fancy, long-stemmed sweet peas, which are unsurpassed for quality. Lilies are a big item here and are in strong demand.

A. L. Vaughan & Co. report that their out-of-town demand continues to be brisk and that the increased supply of stock is coming in handy.

E. G. Uihlein, former president of the Horticultural Society, died at Milwaukee, Wis., January 25. See obituary elsewhere in this issue.

The J. A. Budlong Co. is featuring a good supply of tulips, in addition to its usual complete line of cut flowers.

The Chicago Flower Growers' Association reports a good demand for tulips, which are in heavier supply.

Morris Grossberg, of the Grossberg-Tyler-Finnerman Co., is back from a business trip through Wisconsin.

J. L. Raske is able to be about again after being in Mercy hospital for about a week under observation.

John Kruchten is serving on the jury this week.

Robt. W. Eoff, for many years bookkeeper at Vaughan's Seed Store, died January 23, aged 75 years.

W. J. Smith and wife will leave next week on a pleasure trip to California.

Vaughan's Seed Store reports good demand for gladiolus and other spring bulbs.

Visitors: J. J. Hess, Omaha, Neb.; J. S. Wilson, Des Moines, Ia.; C. W. Johnson, Rockford; J. L. Denmead, Marshalltown, Ia.; George Blackman and wife, Evansville, Ind.; Irwin Bertermann and Oliver Steinkamp, Indianapolis, Ind.

FOUNDED BY FLINT RENNICOFF 1st

YOUR MARKET GUIDE *for* CUT FLOWERS

Principal Location in the Market

Glass by the Million Production by the Thousands

Roses AND Carnations

Choice stock in all the leading commercial varieties.

Buy Direct from the Grower — **CURRENT PRICE LIST** — Subject to Change Without Notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$40.00
Fancy	35.00
Select	$20.00 to 30.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
COLUMBIA	
Specials	$40.00
Fancy	35.00
Select	$20.00 to 30.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

		Per 100.
Killarney Brilliant	Specials	$20.00
Killarney	Select	$12.00 to 15.00
White Killarney	Medium	10.00
	Short	8.00

	Per 100
SUNBURST, OPHELIA	
Special	$25.00
Select	$18.00 to $20.00
Medium	12.00 to 15.00
Short	10.00
PREMIER	
Specials	$40.00
Fancy	35.00
Select	$20.00 to 30.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
ROSES, OUR SELECTION	$10.00
Carnations	$ 8.00 to 10.00
Sweet Peas	4.00
Adiantum	2.00
Asparagus, per bunch	50 to 75c
Boxwood, per bunch	35c
Ferns, per 1,000	$4.50
Galax, bronze and green, per 1,000	2.00
Leucothoe Sprays	1.00
Smilax, per dozen strings	4.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 **CHICAGO**

Place Your Cut Flower Orders for Valentine's Day with Us Now

We Have the Largest, Best and Most Complete Line in This Market—Bar None

Milwaukee, Wis.

BRISK DEMAND FOR MODERATE SUPPLY.

While the supply of cut flowers increased some the past week, due to the favorable growing conditions, still more could have been used, for the demand increased in like proportions. Roses and carnations were still on the short side, while the daily cut of sweet peas and violets made a better showing. While the latter did not move as briskly as one wished, the sweet peas continue to be favorites as in the past. In lilies, there is a fair supply of Easter, callas and rubrums, the latter being more plentiful than either of the first named. There is still enough good stevia, while calendulas, Paper Whites, and a few tulips constitute the list of so-called spring stock.

NOTES.

Alfred Locker and wife, who left on a two weeks' pleasure trip east, going as far as New York, will take in the carnation convention and National Flower Growers' association meetings on their way home. A card stating that they were enjoying a fine time was received January 24.

The greenhouses and store at 1261 Hopkins street, recently operated by H. Hornicke & Co., are for rent or sale. Being opposite the southern entrance of the Union cemetary, ought to prove a good stand for one with experience and sound business ability.

The auto show, held at the Auditorium, January 17-23, was a great success and proved that all business is not yet down to rock bottom. This

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones: Central 3283, Central 3284

Our Offerings Include:

LILIES
Absolutely the finest supply of Cut Lilies in this market.

ROSES
COLUMBIA
RUSSELL
White Killarney
Butterfly
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS
Valley Cattleyas
CARNATIONS
Paper White Narcissus
Single VIOLETS Double
Sweet Peas
Calendulas
Tulips Jonquils
Freesia

GREENS
Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

should dispel any thoughts of pessimism in the minds of the local florists.

The next regular meeting of the local florists' club will be held at Kurtz Bros., February 3, and a good attendance should welcome and support the newly elected officers in their endeavor to make good.

President-elect Fred Gutermuth, of the florists' club, returned from Rochester, Minn., January 18, after having taken treatments at the Mayo Bros.' since January 5.

Wm. C. Zimmermann made a fine showing of pot bulbous stock, primulas in variety and ornamental foliage plants in his window the past week.

E. O.

Cincinnati, O.

LIMITED SUPPLY IN MOST LINES

Stock during the past week was very scarce, with the exception of narcissi. Roses seem to be the most limited, which is due to the dark weather we have had the past three weeks. Sweet peas are now arriving in larger numbers than any time this season and moving fast, the best bringing $2.00 and $3.00 per 100. Daffodils, freesias and tulips are now seen in large quantities and are cleaning up well. Scotch heather is arriving from the coast, and as it has become quite popular in this market, cleans up well. Some especially large calendulas are offered and are going well because of the vast difference between them and the ordinary kind. Lilies, both Easter and calla, have not come in as fast during the past week as the retailers would like to see them. Green goods and miscellaneous stock move well.

NOTES

The Cincinnati delegation of The American Carnation Society, consisting of R. H. Witterstaetter, Chas. Murphy and H. W. Sheppard, left January 25 for Washington to attend the convention held there and with a boosting energy to bring the next convention here.

The Cincinnati Cut Flower Exchange is receiving some fine calendulas from Thos. Windram, of Cold Springs, Ky., and also some very good primulas from Wm. Schuman, of The Highlands.

E. G. Gillett is receiving a new natural green from Florida, called coontie, which can be used as a substitute for cycas. He reports record sales.

Ray Lindsey of Hartwell, O., is seen daily on the market buying all he can get hold of, which indicates that that shop is very busy.

L. H. Kyrk is receiving some excellent Columbia and Ophelia roses from Frank Bros., of Portland, Ind.

The T. J. Hardesty store reports a record week in plant sales.

C. E. Critchell left for Honolulu last week on a rest tour.

Visitors: Martin Reukauf and Ike Bayersdorfer, of Philadelphia, Pa.; W. W. Webster, of Centralia, Ill.; D. L. Taylor, of Newark, N. J., and J. R. Parr, of Louisville, Ky.

T. K.

Boston.

LIGHT DEMAND MODERATES PRICES.

Trade this week has been rather quiet and prices have moderated in consequence. The early part of the period saw stock cleaned up fairly well, but toward midweek, the demand fell off and prices in general followed. The trade still calls for stock for work which is increasing in quantity daily. The fancy items clean up with difficulty. Roses are the leaders, and when the quantity increased toward the latter part of the week, the figures on most all stock softened, somewhat. The only offerings which held their own was jonquils and freesias, which are very limited in quantity up to the present writing. Carnations are of very good quality, but move very slowly and only with urging. White narcissi are still a drug and will very likely discourage the growers from handling them in such quantities next year. Orchids are more plentiful with a moderate demand. The weather has been a great help to sweet peas, which are arriving in very good form. Violets have their good and poor days as regards demand. Callas are more plentiful and clean up well at good seasonable prices. Nothing new has been coming to market since last writing.

NOTES.

On January 15, at the meeting of the New England branch of the National Flower Growers' Association, W. E. Stickel, presided. The principal speakers were Wallace Pierson, Thos. Roland, Allan Pierce and F. E. Palmer. The annual election of officers was held and the following were elected for one year: L. J. Goddard, president; Thos. Roland, first vice-president; Wallace Pierson, second vice-president; executive committee: W. C. Stickel, Geo. Butterworth, Peter Fisher. Executive committee for two years: H. Bartsch, Allan Pierce, William Sim. There were three delegates elected to convention January 26-27 at Washington, D. C., Capt. Moyse, S. J. Goddard and William Sim. It was voted that the executive committee look into the rules and regulations of the New York Florists' Protective Association and report at the next meeting.

At Horticultural hall, January 8, ladies' night of the Gardeners' and Florists' Club of Boston was held, also the regular meeting. The secretary's report says the new members for the year amounted to 30, now making a total membership of 387.

Estabrook & Luby's establishment, of Worcester, was totally destroyed by the fire which swept the business section of Worcester January 20. The entire loss of the fire is estimated at $2,000,000.

Mrs. Sarah Rawson, widow of the late W. W. Rawson, of Arlington, was buried from the home of her son, January 15.

E. F. S.

CUT FLOWERS

You Can Always Get What You Need Here If It Is Obtainable in This Market

Roses, Carnations, Sweet Peas, Tulips, Freesias, Paper White Narcissus, Jonquils, Valley, Lilies, Callas, Stevia, Mignonette, Daisies, Pansies, Romans, and a complete line of Greens

Place Your Order with Us for Valentine's Day and Protect Your Supply

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

ROSES & CARNATIONS

In All the Leading Varieties

WIETOR BROS., 30 East Randolph St., L. D. Phone Randolph 2081. **Chicago**

Columbus, O.

USUAL JANUARY DULLNESS FELT.

Trade has been rather quiet, but as this is usually a quiet month, the present lull is not unusual and retailers believe that it will gradually pick up from this time on. Records of most of the downtown establishments are up to those of last year, which is considered good, as January, 1920, was in the midst of industrial activity, while there is a good deal of unemployment at present. One of the characteristics of the trade is the fact that orders are generally smaller, but what they lose in size they make up in numbers. The public is more careful in buying and as a rule will not go beyond a certain price. The supply of flowers is only fair because of the continued dark days which have delayed the maturing of all kinds of stock. Roses, carnations and narcissi are the best sellers. Prices are unchanged from the previous week. In pot plants there is an increased volume. Small plants of begonias, cyclamens and primroses are selling briskly. Funerals have been rather quiet. Parties are more numerous than formerly and quite a few weddings and large functions are scheduled in the near future. The supply of flowers is fairly good. This is seen especially in roses and carnations. A large number of conventions have been held in this city during the month, practically all of which were featured by banquets. Florists have had a fairly good business supplying decorations in the way of flowers for these occasions.

T. J. Ludwig, 80 North High street, is having a good demand for corsages. University affairs are rather numerous at this time and these bouquets are the best feature of the trade for such functions. J. W. L.

Nassau County Horticultural Society.

Seven petitions for active membership were received by Nassau County Horticultural Society at its regular meeting January 12, in Pembroke Hall, Glen Cove. L. I. J. D. Crentshorst, of Jersey City and Peter Morrison of Oyster Bay, were elected members. The exhibits were judged by Charles Parr, John and Hector MacDonald, who made the following awards: 25 string beans, first, Frank O. Johnson, to whom also was given a certificate of merit for a pot of Cypripedium he had on exhibition. James McCarthy was presented by President Noonan with the Stumpp & Walter Co. cup he won at the Minneapolis show with twelve varieties of vegetables, and Peter Smith, the H. L. Pratt cup he won at the same show with table decoration. The society will hold its annual dinner late in March, and President Noonan appointed Ernest J. Brown, Ernest Westlake

VIOLET CORSAGE

A Special for Valentine's.

A large ready-to-wear corsage of double violets and leaves, tied with violet cord, stem wrapped with foil—looks real, will sell on sight. Packed one to a box.

Price, each..... $0.50
Half dozen for..... 2.75
One dozen for..... 5.00

LOTS OF OTHER NOVELTIES
Get our complete price list. It's free.

Geo. H. Angermueller Co.,
1324 Pine Street, ST. LOUIS, MO.

The Florists' Supply House of America

OUR NEW CATALOGUE

One of Our Valentine Novelties.

a veritable Encyclopedia of Florists' Supplies is now ready. It is full of pictures and

Newly Adjusted Prices

that are most advantageous. We specialize in Novelties for Valentine's Day, Washington's Birthday, St. Patrick's Day and Easter.

Brighten up your stock with a line of these up-to-date attractive features.

Let us add your name to our mailing list.

H. Bayersdorfer & Co.

1129-33 Arch St., Philadelphia, Pa.

Branch Factory,
709 First Avenue, New York City. Telephone Vanderbilt 4976.

Mention the American Florist when writing

WILD SMILAX-That's Us

$7.50 Per Case, F. O. B. Chicago

THE E. F. WINTERSON CO., Central 6004 L. D. Phone: 166 No. Wabash Ave., Chicago, Ill.

Mention the American Florist when writing

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Mention the American Florist when writing

and Thos. Twigg to make the necessary arrangements. James McCarthy and Joseph Adlar were named to fill the vacancies in the board of directors. The tulip show will be held in May. John F. Johnston gave a short talk about his recent trip to Scotland. Exhibits for February 9 meeting will be 50 single violets, 12 mixed roses, three heads of lettuce, William Robinson special, 12 mushrooms.

ARTHUR COOK, Cor. Sec'y.

TORONTO, ONT.—George M. Geraghty, of Dunlop's, has been seriously ill and is confined to his home.

MINNEAPOLIS, MINN.—The state florists' association held its annual dance in this city, January 18.

Seligman & Stein

FLORISTS' SPECIALTIES

116 W. 28th St., New York

IMPORTERS—MANUFACTURERS

Mention the American Florist when writing

HARTFORD, CONN.—Spear & McManus are now nicely located in their new quarters at 242 Asylum street.

NASHVILLE, TENN.—The Joy Floral Co. is opening a retail store at Atlanta, Ga. This is the firm's third store.

TONNER

CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

CHATTANOOGA, TENN.—The Joy Floral Co. is now located in more commodious quarters at 821 Market street.

INDIANAPOLIS, IND.—Homer Wiegand is in California on his winter vacation. His last letter was from San Diego.

LOUISVILLE, KY.—Fire damaged the establishment of H. Pittelko on Payne avenue to the extent of $400, recently.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue

CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 679 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

ARTIFICIAL VALLEY

ARTIFICIAL FLOWERS

Write for prices

Grossberg-Tyler-Finnerman Co.

Manufacturers and Importers

30 E. Randolph Street, CHICAGO

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Wire Hanging Baskets

Price List, 1920. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST.

		Dozen
Roses, Beauty	4.00@	12.00
		Per 100
" Mrs. Chas. Russell	10.00@	40.00
" Butterfly	10.00@	40.00
" Columbia	10.00@	40.00
" Dunlop	10.00@	40.00
" Premier	10.00@	40.00
" Hoosier Beauty	10.00@	40.00
" Killarney Brilliant	6.00@	20.00
" White Killarney	6.00@	20.00
" Mrs. Geo. Shawyer	6.00@	25.00
" Milady	6.00@	30.00
" Mrs. Aaron Ward	6.00@	20.00
" Sunburst	6.00@	20.00
" Ophelia	6.00@	20.00
" Dble. W. Killarney	6.00@	20.00
" Cecile Brunner		4.00
" Our Selection		12.00
Calendulas	3.00@	6.00
Jonquils	8.00@	10.00
Romans	4.00@	8.00
Paper Whites	6.00@	8.00
Violets	1.00@	1.50
Mignonette	6.00@	8.00
Sweet Peas	2.00@	4.00
Stevia		3.00
Cattleyas, per doz	12.00@	18.00
Cypripediums, per doz		4.00
Valley	6.00@	8.00
Carnations	8.00@	12.00
Lilies, per 100	15.00@	20.00
Adiantum	1.50@	2.00
Ferns, per 1,000		4.50
Galax, per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	3.00@	5.00
Mexican Ivy		1.00
Southern Wild Smilax, case		6.00
Boxwood, 35c per lb., case		9.00

ZECH & MANN

WHOLESALE FLORISTS

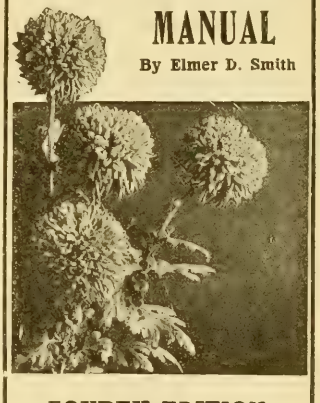
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



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Price 60 Cents. Cash with Order

American Florist Co.

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Raedlein Basket Co.

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CHICAGO, - - ILLINOIS

Write for Catalog and Prices.

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Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., CHICAGO

Mention the American Florist when writing

White Lilac
Gardenias
Orchids
Valley

All of these items are sometimes very hard to get. We aim to have everything that is in season. If you depend on us for your supply, you have every assurance your order is filled. Some day you will need some of this stock and we would be glad to have your order.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

EDWARD REID

CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

FAIR MOVEMENT AT LOW PRICES.

There has not been much snap to business the past week, and while stock has sold up fairly close, prices are not up to the standard of a year ago. A good judge of the market gave as a reason for the lower range of prices that there were at least 50 per cent more carnations offered now than at this time a year ago. While the asking price of carnations has been from $6 to $10 per 100, only very fancy stock brought the highest figure, while fair flowers sold as low as $35 per 1,000. Roses are a trifle more plentiful, but sell up close. The market was never better supplied with high-grade long-stemmed stock. The quality that is sold at 30 to 40 cents is astonishing. American Beauties, in fair supply, are in good demand at quoted figures. Sweet peas are getting more plentiful and will soon be a factor. Calendulas are improving in quality. Freesia is about at its best and meets with good sale. Cattleyas are equal to the demand at last week's prices. Lily of the valley is lagging. Lilac holds its own at top figures. Callas are good stock, as are Easter lilies. The demand for violets is more than ample with no reasonable quantity offer refused. The calla, which used to be one of the hardest stocks to move at periods of light demand, is now a headliner in all the large stores and brings $1 a dozen more than its Japanese cousin. A large wholesaler expressed the opinion that there would be a most material change in the market before long, when the roses begin to come back and sweet peas and carnations attain their height. With these leaders going at full speed, and the great flood of Golden Spur, daffodils, now about due, together with an increased supply of all the other staples, it would tax the facilities of all departments of the trade to handle the stock profitably.

SOIL REQUIREMENTS.

A knowledge of the chemistry of the soil is voiced by a grower as one of the crying needs of the greenhouse business. One grower is very successful with roses by frequent mulching of manure. Another, following his example, meets with disaster. Some water copiously and secure wonderful results; with others, the effect is injurious. No two soils are exactly alike, and there should be national or state laboratories that could, from examination of soil samples, determine just what was required in plant food elements to be added for all kinds of florists' crops, particularly for intensive greenhouse culture. Such scientific knowledge would enable the grower to get the best results from his various crops by applying to the soil the necessary food qualities to keep it evenly balanced at all times. Now it is purely guesswork, his applications of fresh or old manure, tankage, blood, bone or other fertilizer, being given without definite knowledge as to their necessity or action.

NOTES

On his return from Porto Rico, J. Otto Thilow has promised the florists' club a talk on horticulture in other places. This will probably be given at the March or April meeting. The February 1 meeting of the club should be very interesting. The committee has been fortunate in securing a man of national renown, one of the most inspirationl speakers of the country, Senator George W. Cartright, of California. It is earnestly hoped that there will be a full attendance to honor this distinguished orator. Ella Grant Wilson, of Cleveland, O., who made Mothers' day business for the florists, equal to Easter, in her home city, will also address the club and explain her methods in attaining such wonderful results.

Wholesale Flower Markets

BOSTON, JAN. 26.	Per 100
Roses, American Beauty	12.00@150.00
" Shawyer, Russell	10.00@ 35.00
" Dunlop	8.00@ 30.00
" Pilgrim	8.00@ 30.00
" Crusader	8.00@ 35.00
" White Killarney	8.00@ 25.00
" Ward	8.00@ 25.00
" Maryland	8.00@ 20.00
" Hoosier Beauty	8.00@ 30.00
" Columbia	8.00@ 30.00
" Hadley	10.00@ 35.00
" Ophelia	8.00@ 30.00
" Premier	8.00@ 35.00
" Victoria	8.00@ 25.00
Adiantum	2.00
Asparagus bchs, per bch	.50@ 1.00
Asparagus Strings, doz	1.50@ 2.00
B. Buttons	1.50@ 2.50
Bouvardia, White Jasamine, doz. sprays	1.00@ 2.00
Bouvardia, pink and red, doz. sprays	1.50@ 2.00
Calendulas	4.00@ 5.00
Carnations	6.00@ 8.00
Carnation Laddie	12.00
Cattleyas, per doz	12.00@ 15.00
Lily of the Valley	20.00
Longiflorum Lilies	25.00
Pansies	3.00@ 4.00
Paper White Narcissus	4.00@ 5.00
Smilax, per doz	4.00@ 6.00
Snapdragons, doz	2.00@ 3.00
Mignonette, doz.	.75@ 1.50
Sweet Peas	2.00@ 4.00
Callas	3.00@ 5.00
Heliotrope, per bch	1.00@ 1.50
English Daisies	1.00@ 1.50
Jonquils	10.00@ 12.00
Fressias	8.00@ 10.00
Violets	1.50@ 2.00
Cypripediums	4.00
Stevia, per bch	.50@ .75
Marguerites	3.00@ 4.00
Acacia, per bunch	3.00@ 5.00

BUFFALO, JAN. 26.	Per 100
Rose, Killarney	**8.00@ 12.00**
" White Killarney	10.00@ 20.00
" Dbl. Wht. Killarney	15.00@ 25.00
" Richmond	8.00@ 15.00
" Maryland	10.00@ 25.00
" Sunburst	8.00@ 25.00
" Ward	6.00@ 8.00
" Columbia	15.00@ 40.00
" Ophelia	8.00@ 25.00
" Russell	10.00@ 25.00
" Premier	12.00@ 25.00
" Cecile Brunner	4.00@ 6.00
Calendulas	3.00@ 6.00
Calla Lilies	**15.00@ 25.00**
Carnations	5.00@ 8.00
Easter Lilies	15.00@ 20.00
Freesias	**6.00@ 8.00**
Mignonette	**6.00@ 10.00**
Rubrum Lilies	**6.00@ 8.00**
Snapdragons	**6.00@ 10.00**
Golden Spur Narcissi	10.00@ 18.00
Paper White Narcissi	**5.00@ 6.00**
Soleil D'Or Narcissi	**6.00@ 8.00**
Sweet Peas	**2.00@ 4.00**
Violets	1.50@ 2.00
White Tulips	8.00@ 10.00
Yellow Tulips	8.00@ 10.00

Write For Our
Price List
On Cut Flowers
H. G. BERNING
1402-4 Pine St., St. Louis, Mo.

Berger Bros.
The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.
Mention the American Florist when writing

CINCINNATI, JAN. 26.	Per 100
Roses, Premier	10.00@ 30.00
" Russell	10.00@ 30.00
" Columbia	10.00@ 30.00
" Butterfly	10.00@ 30.00
" White Killarney	10.00@ 30.00
" Pink Killarney	10.00@ 30.00
" Sunburst	10.00@ 30.00
" Mrs. Aaron Ward	10.00@ 30.00
" Ophelia	10.00@ 30.00
" Baby Doll	4.00@ 6.00
Carnations	6.00@ 8.00
Easter Lilies	15.00@ 20.00
Ferns, per 1,000	2.50
Galax, per 1,000	1.50
Leucothoe, per 1,000	5.00@ 6.00
Plumosus (south) per bch	.25
Smilax, per string	.15@ .25
Snapdragons	10.00@ 15.00
Violets	1.00@ 1.50
Primulas, bunch	.50
Jonquils	8.00@ 10.00
Romans	6.00@ 8.00

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.
Mention the American Florist when writing

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers.
116-118 Seventh Street,
PITTSBURGH, - PA.
Mention the American Florist when writing

J. M. Brown, eastern representative of the American Greenhouse Manufacturing Co., Chicago, was in town last week. Mr. Brown is introducing a new reinforced steel-frame house with a maximum width of 36 feet, that is cheaper than a pipe-frame, and much stronger. No screens are used, all parts being bolted together.

James W. Heacock, William Lausterer, Robert Jamison and Carl Corts took a run to Madison, N. J., recently, to get a line on the large rose growing establishments there. They reported every evidence of a large cut and that the plants were coming back in good shape. The Pierson-Duckham ranges looked very promising.

The new cycaslike leaf that has been lately introduced from Florida, is taking well with the trade. It is singular how such a good thing can have lain so long dormant. The name is Zamia pumula. Locally it is called coon-tie.

Additionnal valentine novelties have been added to H. Bayersdorfer & Co.'s assortment the past week. Sydney Bayersdorfer reports that it will be the largest valentine business they have ever experienced.

The many frinds of Benny Gibbs, salesman for Eugene Bernheimer, will be glad to learn that he is now on the road to recovery from a sudden and severe attack of pneumonia.

The sympathy of the trade goes out to C. S. Ford in the death of his mother, Mrs. M. J. Ford, January 18. Mrs. Ford was in her eighty-fourth year.

White liacs, gardenias, orchids and lily of the valley are specials with the Leo Niessen Co. Carnations in quantity are also features.

Paul Berkowitz and wife are spending a week's vacation visiting their daughter in Goldsboro, N. C.

K.

PLATTSBURGH, N. Y.—Harry M. Cook has added two new houses to his range, each 32x110 feet, Lord & Burnham construction.

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506.
444-446 Milwaukee Street,
MILWAUKEE, WIS.

Wholesale Flower Markets

PHILADELPHIA, JAN. 26. Per 100

Roses, Beauty, special	75.00@100.00
" " fancy	20.00@ 50.00
" Mrs. Chas. Russell	20.00@ 50.00
" Killarney	15.00@ 25.00
" Hadley	25.00@ 60.00
" Sunburst	20.00@ 30.00
" Wards	15.00@ 25.00
" Ophelia	20.00@ 30.00
" Columbia	20.00@ 40.00
" Premier	25.00@ 40.00
Adiantum	1.00@ 1.50
Asparagus, bunches	.50
Asparagus Strings	.75@ 1.00
Calendulas	5.00@ 8.00
Carnations	6.00@ 10.00
Cattleyas	.75@ 1.00
Easter Lilies	20.00@ 25.00
Lily of the Valley	10.00@ 12.00
Smilax	.35
Snapdragons, per doz.	1.50@ 2.00
Mignonette	6.00@ 8.00
Violets	.75@ 1.00
Callas	20.00@ 35.00
Sweet Peas	1.50@ 4.00
Freesia	6.00@ 12.00
Golden Spur Daffodils	10.00@ 12.00

PITTSBURGH, JAN. 26. Per 100

Roses, Beauty, spl., per doz.	12.00
" " fcy., per doz.	9.00
" " ex., per doz.	7.50
" " No. 1, per doz.	5.00
" Killarney	8.00@ 20.00
" Maryland	8.00@ 20.00
" Sunburst	8.00@ 20.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	15.00@ 40.00
" Columbia	12.00@ 35.00
" Ophelia	10.00@ 25.00
" Hilda	8.00@ 20.00
" Premier	15.00@ 40.00
" Madam Butterfly	12.00@ 30.00
Carnations	8.00@ 10.00
Cattleyas, each	1.50
Cypripedium, per doz.	6.00
Easter Lilies	25.00
Ferns, per 1,000	4.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.50
Calendulas	3.00@ 4.00
Sweet Peas	2.00@ 4.00
Narcissus Paper Whites	6.00
" Yellow	10.00
Violets	1.00@ 1.50
Baby Primroses	1.50
Smilax, per doz. strings	4.00
Jonquils	10.00
Valley	8.00@ 10.00
Pussy Willow	6.00
Tulips	6.00@ 10.00
Freesias	8.00@ 10.00

ST. PAUL, MINN.—Thomas Hall, for many years in business on Lyndale avenue, has sold his establishment and will retire.

TEWKSBURY, MASS.—W. A. Patten and family have returned from a five-months visit with M. A. Patten in Florida.

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.
CLEVELAND DETROIT
CINCINNATI SAN JUAN, P. R.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

ST. LOUIS, JAN. 26. Per 100

Roses, Premier	8.00@ 35.00
" Columbia	8.00 30.00
" Ophelia	8.00@ 25.00
" Killarney	4.00@ 10.00
" White Killarney	6.00@ 26.00
" Russell	8.00@ 35.00
" Ward	5.00@ 10.00
" Sunburst	8.00@ 20.00
Calendulas	3.00@ 6.00
Carnation Laddies	20.00
Ferns, per 1,000	4.00
Valley	10.00@ 12.50
Boxwood, per lb., .35; 50 lbs., per lb.	.25
Narcissus	5.00@ 6.00
Yellow Narcissus	6.00@ 8.00
Mignonette	10.00
Sweet Peas	1.00@ 3.00
Smilax, per string	.20
Leucothoe	.75
Galax, green, per 1,000	1.50
" bronze, per 1,000	1.50
Carnations, short	6.00@ 8.00
Carnations, fancy	10.00@ 12.50
Stevia, per bunch	.75
Violets	.60@ 1.50
Freesias	10.00
Callas	12.50@ 25.00
Jonquils	10.00@ 12.50

MILWAUKEE, JAN. 26. Per 100

Roses, Kill'n'y, W. Kill'n'y	8.00@ 20.00
" Ward	8.00@ 15.00
" Premier	10.00@ 35.00
" Ophelia	10.00@ 20.00
" Columbia	10.00@ 35.00
" Hoosier Beauty	10.00@ 25.00
Lilies, per doz.	2.00@ 2.50
Carnations	8.00@ 12.00
Orchids, per doz.	4.00@ 18.00
Stevia	2.00@ 3.00
Sweet Peas	1.50@ 4.00
Violets	1.50@ 2.00
Paper Whites	6.00@ 10.00
Narcissus, Yellow	8.00@ 10.00
Calendulas	6.00@ 8.00
Rubrums	10.00@ 18.00
Freesias	10.00@ 12.00
Tulips	4.00@ 8.00
Callas, per doz.	2.50@ 3.00

New York.

RETAIL ROSE PRICES BRING COMPLAINT

There has been but little change in the condition of the cut flower markets since our notes of January 22 were written. Rose prices, particularly on shorter grades, are, if anything, a little firmer. There have been sales of No. 2 teas as high as $12 per 100, and No. 1's at $20. The supply of American Beauties continues light and the asking price for the best specials is at the rate of $150 per 100. Numbers of retailers are making strong complaints on rose prices and say that half the people leave their stores without buying, when told the prices. The bulbous stock, narcissi, tulips and freesias, is now an important factor and seems to be crowding the carnations, which are more plentiful with falling prices. Orchids and gardenias are cheap for this season of the year, many of the former going at the rate of $35 to $50 per 100, and of the latter, $8 to $10 per 100. On both these offerings better prices than the above are paid for a little fresh stock, but the surplus goes cheap. A considerable stock of cut lilac and acacia is now on the market, moving slowly. There was a cold snap during the early days of last week, the lowest temperature, January 19, being four degrees above, but it had little effect on the supply, as by January 21, the weather was again mild. To sum up, considering the general depreciation in almost all lines of business, it is our view that flowers are holding up remarkably well.

January 24.—With an increased supply and light buying the market is quiet. Carnations have taken a drop and there are indications of a break in various other lines.

NOTES.

The annual dinner of the Morris County, N. Y., Gardeners' and Florists' Society was held at a hotel in Morristown on the night of January 19. Over 100 members and guests gathered around the hospitable board. Our own Frank H. Traendly was toastmaster, and our past president of the New York Florists' Club, A. M. Henshaw, made his first public appearance since the surgeons fixed him up. He spoke for the club. Other speakers were C. H. Totty, Arthur Herrington, William Duckham, W. G. Badgley and several private, but prominent, citizens of Morristown and Madison.

Anton Schultheis and wife of College Point, are wintering at Miami, Fla., and will probably remain there until Easter. In the meantime the range is being successfully conducted by Anton, Jr., and Charles Schultheis, the sons. The Easter stock looks fine, particularly noteworthy being a large stock of early roses. At present, quite a business is being done in pots and pans of tulips and hyacinths.

David Clarke's Sons arranged an elaborate decoration in St. Thomas church, January 22, for the Warren-Meany wedding. Many palms, cibotiums and large pot daisies were used. The pew markings were of callas. The bride's bouquet was of white orchids. There were 11 bridesmaids who carried bouquets of oncidiums and cibotiums.

Frank H. Traendly and Eugene Dailledouze made a flying trip through New England last week, visiting the Roland rose range at Revere, the Montgomerys at Hadley and A. N. Pierson, Inc., Cromwell, Conn. They report stock as looking well at all those ranges.

Joseph Trepel, who already has 11 stores in Brooklyn, has secured a concession in the large department store of A. I. Naum & Son, Fulton and Hoyt streets, and will fit it up as a first class retail flower store, to be open for business, March 1.

W. L. DOYLE A. E. BOOTH
Doyle & Booth
WHOLESALE FLORISTS
Consignments Solicited
Telephone: Watkins 9408
121 West 28th St, NEW YORK

Traveling Wholesale Florist
INC.
31 and 43 W. 18th St., NEW YORK
Telephone 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

HARRY CHARLES
Wholesale Florist
VIOLETS
104 West 28th St., NEW YORK CITY
Phone Watkins 2260. Consignments Solicited.

Reed & Keller, manufacturers and dealers in florists' supplies, report that they have closed the best year they have had since going into business. William Reed continues his inventions of new devices in wire and rustic work.

William and George Sullivan, the active men in the wholesale firm of Sullivan Bros. & Co., are handling exceptionally fine snapdragons, carnations and sweet peas.

The Broadway Florai Market, a retail business at Broadway and 105th street, has opened another attractive store at Broadway and 90th street.

George Siebrecht is receiving fine sprays of cut acacia from the range of his father, William H. Siebrecht, Sr., Chappaqua, N. Y.

Eugene Dailledouze and wife will, on February 4, start for Florida to spend a month or more at Palm Beach and other resorts.

The new sweet pea, Miss Jennie Mammitsch, is becoming popular at the wholesale store of William Kessler.

William Kessler and wife are at Miami, Fla., where they will remain for a few weeks. A. F. F.

Buffalo, N. Y.

SUPPLY EQUAL TO LIGHT DEMAND.

Weather conditions in this vicinity have varied the past week from zero on Monday and until Wednesday, while on Saturday, tulips were on display in pots in front of one of the local stores. Stock has been equal to all requirements, although scarce. Bulbous flowers are now coming in which in all probability will put roses and carnations at figures where the multitude can buy them. Active preparations have been made for St. Valentine's day and it is expected this business will be the best in years.

NOTES

Henry Kraus, for the past 15 years with S. A. Anderson, and one of the most artistic decorators in this part of the state, died January 20, following a two months' illness of pneumonia. His early passing is felt with sincere regret by a large circle of friends. Jos. A. Cannon, of Akron, O., George Kramer and Frank Mahoney, of Rochester, were here to attend the funeral.

S. A. Anderson will have his new store completed by February 1 and he will hold a formal opening before St. Valentine's day.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISSION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

C. Lecakes & Bro.
Wholesale Dealers in
Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Moss and Leucothoe Sprays, Our Specialty
35 West 18th St., New York
Telephone Watkins 2315

Charles Futterman
WHOLESALE FLORIST
110 West 28th St., New York
Telephone: Watkins 4675
CONSIGNMENTS SOLICITED
Returns Daily. Checks Weekly.
No connection with any other firm.

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WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

S. H. RUSSIN
Importer and Manufacturer of
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Opposite the New Flower Market
55 West 19th St., NEW YORK
Telephone Watkins 4443.

Geo. J. Polykranas
WHOLESALE FLORIST in
"The World's Largest Flower Market"
43 West 18th St., New York
Telephone: 2264 Watkins

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

Felton's House of Flowers on William street has been unusually busy with funeral work.

W. J. Palmer had an elaborate wedding order to break the week's monotony. BISON.

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins
NEW YORK CITY

Dolansky-McDonald Co.
Wholesale Florists, 31-43 W. 18th St., New York
Orchids a Specialty. Novelties of All Kinds.
Consignments Solicited. Reports Daily Checks Weekly
Telephone Chelsea 8282.

William Mackie
WHOLESALE FLORIST
81 and 43 W. 18th St., NEW YORK
Carnations and Sweet Peas of Fine Quality.
Telephone: 759 Watkins
Mention the American Florist when writing

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
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M. C. FORD
81 and 43 W. 18th St., NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
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In the New Market,
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Established 1887
All consignments receive our special attention.

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" Crusader	15.00@	60.00
" Hadley	10.00@	60.00
" Dunlop	12.00@	35.00
" Francis Scott Key	25.00@	100.00
" Dbl. Wht. Killarney	10.00@	30.00
" Columbia	10.00@	30.00
" White Killarney	8.00@	20.00
" Aaron Ward	10.00@	30.00
" Ophelia	10.00@	30.00
" Mrs. Chas. Russell	12.00@	40.00
" Premier	12.00@	40.00
" Sunburst	10.00@	25.00
Adiantum Croweanum and Hybridum	1.50@	2.00
Asp. Plumosus, per bch	.25@	1.00
Bouvardia, doz.	.50@	.75
Carnation Laddie	10.00@	12.00
Carnations	5.00@	6.00
Cattleyas	75.00@	75.00
Gardenias, per doz.	1.00@	4.00
Lilies, white	10.00@	25.00
L. Rubrum	5.00@	15.00
Lily of the Valley	2.00@	8.00
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Narcissus, Majors and Spurs, per doz.	.50@	1.25
Callas, per doz.	1.50@	5.00
Smilax, doz. strings	2.00@	2.50
Snapdragons, per doz.	2.00@	4.00
Violets	.35@	.75
Stevia, 5 bchs.		1.00
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Iris, per doz.	3.00@	4.00
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Mignonette, per doz.	.75@	1.50
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Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

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Established 1857

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Congress Flower Shop
CONGRESS HOTEL
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FROM NEW YORK EXCEPT AS NOTED.

January 30.
Connonier, Belgian Line (Antwerp).

January 31.
FROM GALVESTON, Antillian, I. M. M. Lines (Liverpool).
FROM BOSTON, West Ekonk, I. M. M. Lines (Antwerp).
A Steamer, Baltimore, S. S. Co. (Baltimore to Havana.

February 3.
FROM PHILADELPHIA, Zyldyk, Holland-America (Rotterdam).
Helm Moerch, Scandinavian-American (Copenhagen).
FROM PORTLAND, ME., Dominion, I. M. M. Lines (Liverpool).

February 4.
FROM NEW ORLEANS, Amsteldyk, Holland-America (Rotterdam).
Brittania, Fabre Line (Marseilles-Lisbon).
Amsteldyk, Holland-America Line (Rotterdam).

February 5.
La Lorraine, French Line (Havre).
Cedric, I. M. M. Lines (Liverpool).
Maine, I. M. M. Lines (London).
Bolivian, I. M. M. Lines (Manchester).
FROM BALTIMORE, Defiance, I. M. M. Lines (Antwerp).

NEWARK, N. J.
Philips Bros.
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NEAR GARFIELD PARK
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Staten Island, N. Y. F. T. D
ALEX. S. GEORGE
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National Florist
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(V. M. C.)

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La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
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Quality and Service Assured.

Oak Park, Ill.
AVENUE STATE BANK BLDG.
WILLIAM PALMER
FLORIST
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For St. Louis

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Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—H. N. Bruns, 3040 W. Madison St.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—C. Praenefelder, W. Madison St.
Chicago—Fleischman, Railway Exch. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Greenville, S. C.—Rodgers Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
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Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
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New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
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New York—Broadway Florist.
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New York—Dard's, 44th and Madison Ave.
New York—David, Clarke's Sons.
New York—Evans.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Olympia Florist.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
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Paterson, N. J.—Edward Sceery.
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Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
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Southwest corner of 11th and McGee Sts.

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MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

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Potter Floral Co.
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Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.

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Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

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Finest floral studio in Northwest.
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250,000 Square Feet of Modern Glass.
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Kansas City, Mo.
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IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
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Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

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"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

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St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
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Chas. H. Grakelow
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644 Lexington Ave., near 55th St.
EVANS
FLOWERS
F. E. Evans, over 20 years experience in the retail florist business in New York City.

CHARLES L. SCHMIDT
23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel. Next annual meeting will be held at St. Louis, June 20-21, 1921.

RAINS in Texas have slowed up the retail counter trade.

THE nominal prices of bags at Chicago, January 26, was $34.00.

CARL CROPP, of Vaughan's Seed Store, Chicago, is now a grandpa.

TUBEROSE bulbs in the south are difficult to get out because of wet weather.

VISITED CHICAGO: W. B. Van Eyk, representing Lemoyne Freres, Ollioules, France.

AT Louisville, Ky., January 24, good second crop seed potatoes sold at $1.00 a barrel.

JOHN LEWIS CHILDS, of Floral Park, N. Y., has returned from a Florida vacation.

SEED growers in the Santa Clara valley, California, are complaining of too much rain.

SOUTH HOLLAND in the Chicago onion set district, shipped 200 cars during the past 30 days.

L. W. BOWEN, of D. M. Ferry & Co., Detroit, Mich., and wife sail for the Windward Islands, January 28.

IT is estimated America imported from 80,000 to 90,000 cases of Paper White narcissus bulbs in 1920.

THE John Bodger & Sons Co., Los Angeles, Calif., has experts on its extensive seed lands drilling for oil.

GILROY, CALIF.—Mrs. L. W. Wheeler, of the Pieters-Wheeler Seed Co., is in Los Angeles for a brief vacation.

THE death of William J. Fosgate, San Jose, Calif., January 13, is recorded in our obituary column this week.

WASHINGTON, D. C.—Farmers, it is reported, still hold a great amount of onions, potatoes and various root crops.

TIMOTHY demand for export seems to be developing, some 200,000 pounds going abroad during the week ending January 15.

VISITED LOUISVILLE: L. W. Wheeler, of the Pieters-Wheeler Seed Co., Gilroy, Calif.; Chas. Hollenbach, of Hollenbach's Seed Store, Chicago.

COLD weather about January 15 slackened the already sluggish demand for field seeds that are the first to be sown during late winter and early spring.

ROBT. LIVINGSTONE and wife, Columbus, O., after six weeks' stay in Seattle, Wash., reached Los Angeles, Calif., January 1. Recently they spent a week at Riverside, returning to Los Angeles for the remainder of the winter.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, January 26, were as follows: Timothy, $4.50 to $6.25 per 100 pounds. Red clover, $14.00 to $20.00.

THEO. COBB, representative of the D. M. Ferry & Co., Detroit, Mich., is out again after a prolonged attack of inflammatory rheumatism, calling on the Chicago trade, January 25.

FREE SEEDS.—At Washington, D. C., January 24, the house voted to appropriate $360,000 for the free distribution of seeds by the members of congress. This is $120,000 more than was appropriated for the current fiscal year.

Tariff Hearings.

At the hearings before the tariff committee in congress this week, J. C. Vaughan, of Vaughan's Seed Store, Chicago and New York, chairman of the American Seed Trade Association customs and tariff committee, asked that no change be made in the present accepted specific method of assessing duties.

Kirby B. White, of D. M. Ferry & Co., Detroit, Mich., said the present tariff might be borne without serious protest but to increase the tariff from 400 to 700 per cent is going entirely too far.

F. W. Lily, of the Chas. H. Lily Co., Seattle, Wash., asked that the present duties on cabbage seed, from 6 to 27 cents per pound, and spinach from 1 to 7 cents per pound be retained.

Wm. F. Gude and J. F. Ammann, on behalf of the Society of American Florists, expressed satisfaction with the present schedule.

Wholesale Grass Seed Dealers' Ass'n.

The midwinter meeting of the Wholesale Grass Seed Dealers' Association was held at the Congress hotel, Chicago, January 24-25, President William G. Scarlett presiding. Closer cooperation between the grass seed trade and government officials, especially seed analysts, was discussed. The object is to arrive at a general understanding for a uniform test to protect the seed industry. It was stated that the market had been depressed considerably since the first of the year, but an upward trend was looked forward to in the spring, especially in clover seed.

The annual meeting of the association will be held in St. Louis, Mo., June 20-21, 1921.

The following were in attendance: C. D. Boyles, Albert Dickinson Co., Chicago; Charles Burge, S. W. Flower & Co., Toledo, O.; Al Cheshire, Ross Seed Co., Louisville, Ky.; Clifford Corneli, Schisler-Corneli Seed Co., St. Louis, Mo.; E. F. Crossland, Steel-Briggs Seed Co., Toronto, Ont.; William Flannigan, Crawfordsville Seed Co., Crawfordsville, Ind.; Geo. S. Green, Illinois Seed Co., Chicago; William Jefferson, National Seed Co., Louisville, Ky., Clarence Jones, W. G. Scarlett & Co., Baltimore, Md.; Fred Kellogg, Kellogg Seed Co., Milwaukee, Wis.; Richard Loehr, Courteen Seed Co., Milwaukee, Wis.; H. Trimble McCullough, J. Chas. McCullough Seed Co., Cincinnati, O.; C. C. Massie, Northrup, King & Co., Minneapolis, Minn.; List Peppard, J. G. Peppard Seed Co., Kansas City, Mo.; Fred S. Plant, Plant Seed Co., St. Louis, Mo.; Robert Pommer, D. I. Bushnell & Co., St. Louis, Mo.; W. G. Scartlet, W. G. Scarlet & Co., Baltimore, Md., E. T. Stanford, Stanford Seed Co., Buffalo, N. Y., W. D. Steele, Steele-Briggs Seed Co., Toronto, Ont.; Hugo Teweles, L. Teweles & Co., Milwaukee, Wis.; Owen Watts, Louisville Seed Co., Louisville, Ky.

National Canners' Association.

Supplementary to our brief report of the annual convention of the National Canners' Association at Atlantic City, N. J.; January 17-22, in last week's issue, it may be stated that optimism is the keynote of the industry, and that confidence will be the big factor in restoring normal conditions. The unexpected hidden supply of food is also a big factor in the present situation. The development of a stronger spirit of cooperation among the various branches of the industry was urged to meet the reconstruction period that has left a trail of unsettled conditions, the aftermath of every great war.

Seedsmen and others selling supplies to canners, report business the lightest remembered during the past 20 years. Orders for futures were practically eliminated and the sales for spring delivery extremely small.

A concession to seedsmen was noted in the election of Chas. P. Guelf, of the Jerome B. Rice Seed Co., Cambridge, N. Y., as a director of the Canning Machinery and Supply Association.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart.
PRICE, $1.00 POSTPAID
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Western Seed & Irrigation Co.
WHOLESALE SEED GROWERS
SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.
Write for Special Contract and Spot Prices.
Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.
Mention the American Florist when writing

—THE—
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.
Mention the American Florist when writing

Catalogues Received.

The W. W. Barnard Co., Chicago, florists' seeds, bulbs and supplies; John A. Salzer Seed Co., seeds; J. J. H. Gregory & Son, Marblehead, Mass., seeds; Jackson & Perkins Co., Newark, N. Y., nursery stock; Geo. H. Mellen Co., Springfield, O., plants; J. Steckler Seed Co., New Orleans, La., seeds; Peth & Duggan, New York, seeds; Elmer D. Smith & Co., Adrian, Mich., chrysanthemums; Storrs & Harrison Co., Painesville, O., nursery stock; Chas. H. Totty Co., Madison, N. J., chrysanthemums; Livingston Seed Co., Columbus, O., seeds; D. Hill Nursery Co., Dundee, Ill., nursery stock; W. E. Marshall & Co., New York, seeds: E. G. Hill Co., Richmond, Ind., roses; Peter Henderson & Co., New York, seeds; Hart & Vick, Rochester, N. Y., seeds, bulbs and plants; R. H. Shumway, Rockford, Ill., seeds; Howard M. Gillet, Lebanon Springs, N. Y., gladioli; J. M. Thorburn & Co., New York, seeds; Colorado Seed Co., Denver, Colo., garden seeds; Moore Seed Co., Philadelphia, Pa., market garden and florists seeds; Deposit Seed Co., Deposit, N. Y., seeds; Frank D. Pelicano & Co., San Francisco, Calif., dahlias; Currie Bros. Co., Milwaukee, Wis., seeds; E. E. Stewart, Brooklyn, Mich., gladioli; Wagner Park Nursery Co., Sidney, O., nursery stock.

W. W. Johnson & Son, Ltd., Boston, Eng., seeds. Wilhelm Pfitzer, Stuttgart, Germany, seeds, bulbs and plants; Charles Sharp & Co., Sleaford, Eng., seeds; Max Kornacker, Wehrden, (Weser), Germany, seeds.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover, at principal points of distribution, January 15, 1921, as given by the Government Market Reporter of January 22, 1921:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$8.50	$27.00	$13.50	$21.50
Baltimore	7.75	26.00	13.50	21.50
Richmond	9.65	29.00	16.50	24.50
Buffalo	8.00	27.00	14.75	21.60
Toledo	7.65	28.50	16.00	22.10
Louisville	8.00	26.50	13.50	23.50
Chicago	7.15	26.50	12.25	22.25
Minneapolis	7.25	27.50		22.50
St. Louis	7.65	28.00	13.50	24.00
Kansas City	7.25	27.00	15.00	21.00
Denver	9.25	30.75	18.25	
Salt Lake City	7.00	28.00	15.00	20.00
Seattle	9.00	33.00	25.00	23.00
Average for the United States same date 1920	$14.20	$29.30	$21.10	$56.25

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: Cambridge, New York

R. C. McGILL & CO.
WHOLESALE SEED GROWERS
SPECIALTIES IN VARIETY
ONION-CARROT-BEET-RADISH-PARSNIP
CONTRACT PRICES MAILED ON REQUEST
SAN FRANCISCO CABLE ADDRESS "McGILL-SEED" SAN FRANCISCO CALIFORNIA

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED
Mention the American Florist when writing

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn
Mention the American Florist when writing

Return Envelopes
Catalogue Envelopes
Seed Packets
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.
Mention the American Florist when writing

LAWN SEED MIXTURES
FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY
Mention the American Florist when writing

Lily of the Valley Pips
EXTRA FINE STRAIN EXHIBITION Size GERMAN "LUBECK" PIPS
Just Arrived.
Price in cases, 1000, 500 or 250 each, on application.
J. M. THORBURN & CO.
53 Barclay St., NEW YORK CITY

GET QUOTATIONS FROM
LANDRETH
Seeds Which Succeed
Bloomsdale Farm BRISTOL, PA.

An experience of half a century in producing high grade
GARDEN SEEDS
at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.
S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

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LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.

75 YEARS UNRIVALLED REPUTATION

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WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

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Yokohama Nursery Co.

LTD.

Woolworth Building

NEW YORK CITY

Importers

Japanese Bulbs, Plants and Seeds

L. D. Waller Seed Co.

GROWERS OF CHOICE

Sweet Pea, Nasturtium and Flower Seeds

GUADALUPE, CALIFORNIA

Sugar Beet Seed.

Michigan and Wisconsin beet sugar growers last week urged the house ways and means committee to double the present import duty on Cuban sugar. Beet sugar refiners declared they were losing money at present prices.

Farmers in the vicinity of Appleton, Wis., are said to be disillusioned as to the profitableness of sugar beet production. Last spring, $10 per ton was guaranteed, with a bonus if sugar prices remained up. Sugar is below $10 per 100 pounds, wholesale, and no bonus was therefore paid.

Forage Plant Seed Imports.

Imports of forage plant seeds were permitted entry into the United States during the period January 1-15, compared with the period July 1-January 15, as follows:

Kind of seed	Jan. 1-15 Pounds.	July 1-Jan. 15 Pounds.
Alfalfa	6,200	502,800
Canada bluegrass	159,200	396,700
Awnless brome-grass	.....	4,500
Alsike clover	99,400	604,200
Crimson clover	57,900	2,346,900
Red clover	44,200	503,600
White clover	.....	44,100
Red & alsike clover mix.	.....	2,300
Broom-corn millet	.....	1,100
Foxtail millet	.....	44,900
Rape	.....	2,689,600
Redtop	200	200
English rye grass	216,100	735,400
Italian rye grass	31,400	335,300
Hairy vetch	66,300	511,000
Spring vetch	44,100	67,100

Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS SEED
GREENHOUSE GROWN

1000 seeds.....$ 4.00 | 10,000 seeds.....$36.00
5000 seeds..... 19.00 | 25,000 seeds..... 85.00

ASPARAGUS SPRENGERI SEED

1000 seeds.....$1.50 | 10,000 seeds.....$12.50
5000 seeds..... 6.75 | 25,000 seeds..... 28.75

LOBELIA	Tr. pkt.	Oz.
Crystal Palace Compacta, dwarf blue	$0.40	$2.50
Barnard's Perpetual (Trailing)	.30	1.75
Crystal Palace Speciosa (Trailing)	.20	1.00
Sapphire (Trailing), deep blue	.40	

CENTAUREA	Per 1000 seeds	Oz.
Candidissima	$0.40	$2.00
Gymnocarpa	.15	.75

PETUNIA	½ tr. pkt.	Tr. pkt.
Grandiflora, fringed	$0.30	$0.50
Ruffled Giants	.30	.50
California Giants	.30	.50
Monstrosus (Michell's)	.60	1.00

SALVIA	Tr. pkt.	Oz.
America or Globe of Fire	$0.50	$4.00
Bonfire	.40	2.50
Zurich	.50	4.00
Splendens	.25	1.50

VERBENAS	Tr. pkt.	Oz.
Mammoth Fancy Blue	$0.30	$1.75
Mammoth Fancy Pink	.30	1.75
Mammoth Fancy Striped	.30	1.75
Mammoth Fancy White	.30	1.75
Mammoth Fancy Mixed	.30	1.25

VINCA		
Alba	.15	.75
Alba Pura	.15	.75
Rosea	.15	.75
Mixed	.15	.60

Also all other Seasonable Seeds, Bulbs and Supplies.
Send for Our Wholesale Price List if you did not receive a copy.

HENRY F. MICHELL CO., 518-516 Market St., Philadelphia, Pa.

DE GRAAFF BROS., Ltd.

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NOORDWYK, HOLLAND

Hyacinths, Tulips, Iris, Daffodils, Crocus, Etc.

Novelties and Seedlings a Specialty!

SUPREME

BRITISH SEEDS

Get our prices for delivery from 1920 harvest on all lines of

Garden and Farm Root Seeds

KELWAY & SON, Wholesale Seed Growers, Langport, England

Cables: "Kelway, Langport."

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Eeans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds

Correspondence Solicited.

WHOLESALE SEED GROWERS

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

Valley For Valentine's Day

NEW STOCK READY FROM COLD STORAGE.

Bruns' Celebrated Chicago Market Brand

$35.00 .... per 1000 | $10.00.....per 250
20.00.....per 500 | 5.00.....per 100

Florists' Money Maker Brand

$30.00.....per 1000 | $8.00.....per 250
16.00 ....per 500 | 4.00.....per 100

I carry over 2,500,000 of the finest **Valley Pips** in storage and my facilities enable me to make shipments the same day or not later than the day following receipt of order.

If it's **VALLEY**, I can supply it. Tell me what you want.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

Lily Bulbs

New Crop. Write for Prices

GIGANTEUM from Chicago, Denver, Toronto and New York. **HARDY VARIETIES** and **FORMOSUM** from New York.

For Immediate Shipment.

T. R. BEGONIA Bulbs; **BAMBOO STAKES**, green and natural; **RAFFIA**, natural and colored. **VALLEY PIPS**, Dutch and German type; **Rosa Multiflora JAPONICA** Seeds and Stocks.

For Fall Shipment, 1921.

FRENCH BULBS, DUTCH BULBS, LILY BULBS, VALLEY PIPS, MANETTI STOCKS, PALM SEEDS.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

Canary Seed—"Mel-O-Dee" Brand

Composed of proper proportions of Canary, Millet, Sweet Rape and Poppy Seed. Price: 13c per package; $4.68 per case of 36 packages.

Wholesalers Get 25% Off These Prices.

Put it in your store and watch the sales. Samples sent on request.

NEW YORK BIRD FOOD CO.,
150 Nassau St., NEW YORK CITY

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

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ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

SPECIALTY

Easter Potted Plants

To Trade Only.

A. L. MILLER, Jamaica, N. Y.

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Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France

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Seed Growers

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Before Placing Orders for SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

SEEDS

Flower, Vegetable and Farm
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

DUTCH BULBS

Standard Bulb Company
BENTON HARBOR, MICH.
Ask prices.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President, John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June, 1921.

LAWRENCEBURG, TENN.—J. H. Green, of Summertown, this state, is at the head of a movement to establish an extensive nursery here.

New York State Nurserymen's Association

The annual meeting of the New York State Nurserymen's Association will be held at the Powers hotel, Rochester, Thursday, February 17, 1921. The meeting will be addressed by nurserymen of national importance.

C. J. MALOY, Sec'y.

Redwoods of California.

According to the California Garden, a group of public spirited men has arisen in the last year and a half, or more correctly, these men have amalgamated their efforts, directed towards the protection of the redwoods, and the "Save the Redwoods League" has been born of this union.

The purposes of the league, as set forth by its own statement, are as follows:

"(1) To purchase redwood groves by private subscriptions and by county bond issues.

"(2) To secure a state bond issue to buy the finest redwood groves along state highways.

"(3) To establish, through federal aid, a national redwood park.

"(4) To obtain, through state and county aid, the protection of timber along the scenic highways, now in course of construction throughout California.

"(5) To encourage the state to purchase cutover redwood areas for reforestation by natural means, or by replanting where repeated fires have made sprout reproduction impossible."

Identified with this movement are such men as Franklin K. Lane, John C. Merriam, W. I. Jepson, Benjamin Ide Wheeler, Henry Fairfield Osborn, Madison Grant and others of like caliber, so we feel that the efforts of the league are destined to success, if supported by those of a large number of lovers of the beautiful throughout the length and breadth of the state.

Refrigerator Shipments and Freezing.

Losses from freezing of northwestern apples were extremely heavy last winter. During December and January, 1919-20, claims of $3,000,000 were presented to railroads by apple shippers of Washington, Oregon and Idaho. Prevention of loss by freezing in transit seems to depend largely on improved methods of heating cars. Serious losses occur also in shipments of potatoes. Information and advice on lining, heating and loading box cars for potatoes in winter have been supplied by the United States bureau of markets to shippers and producers and the methods recommended have been extensively adopted.

A heating system suitable for installation in ventilator and refrigerator cars has been designed by investigators of the United States bureau of markets, and has been approved by various railroads as a standard for the equipment of refrigerator cars under conditions which warrant the building and operation of these cars. The experimental cars equipped with this system of heating will be used in comparison with cars equipped with portable heaters. Experimental shipments of citrus fruits from California indicate particularly the value of avoiding excessive ventilation and of lining the cars.

While apples begin to freeze around 28°, below 26° is required to start ice formation in the fruit. A small amount of freezing often does not show at first, but decay is likely to occur earlier than in unfrozen fruit. When the temperature falls as low as 26° considerable injury may occur. At 23° the apple is so badly damaged that it is of little market value. However, if apples or potatoes that have been injured by freezing can be frozen immediately and held at zero temperature they can be kept in this way almost indefinitely. Such frozen products, while not equal to the unfrozen, still have high food value when properly cooked and are entirely palatable.

Freezing of the potato usually begins when the inside temperature reaches 29°, and when the temperature falls half a degree below the first freezing point. The substance of the potato becomes soft and spongy, watery, and worthless unless used immediately or unless held at zero temperature, as previously noted.

Tomatoes are sometimes injured to some extent by temperatures above the freezing point of 31°. Even higher temperatures may render the tomato more susceptible to stem-end decay and tend to retard development of color and flavor.

Sweet potatoes begin to freeze at 28 to 29° and are injured by such temperatures much more than are apples. The freezing point for onions is 29.5 to 30.5°, but the onion is not injured much unless exposed for a long time to freezing temperatures, when it

Peach Trees
Fine Trees. Standard Varieties.
50,000 Trees, Straight and Well Rooted
W. T. MITCHELL & SON, Beverly, Ohio

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. ★ WEST GROVE PENNA.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

IBOLIUM PRIVET
Ovalifolium x Ibota.
The New HARDY HEDGE

2-yr. Old Ibolium Privet.
Resembles California.
Hardy as Ibota.
Dormant summer frame cuttings, $15.00.. per 100
In storage, can be shipped any time.
Surplus
American Hemlock
Japan Iris
Pin Oak
Japan Yew
BOX-BARBERRY
LINING-OUT STOCK ONLY.
Summer Frame Cuttings, $25.00 per 1000
ELM CITY NURSERY CO.,
Woodmont Nurseries, Inc.
NEW HAVEN, CONN.
Introducers of Box-Barberry and Ibolium-Privet

Hill's Choice Stock
FOR FLORISTS' TRADE

STOCK FOR LINING OUT
Ornamental Evergreens and Deciduous Tree and shrub seedlings, Rooted Cuttings, Grafts, etc., in large assortment of rare, choice and standard varieties for lining out. Annual output, 2,000,000 plants.

LANDSCAPE EVERGREENS
New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

DWARF CREEPING EVERGREENS
Suitable for rock gardens, ground covers, conifer beds, foundation plantings, etc. Our collection is most complete, with all desirable tested varieties at reasonable prices.

HEDGE PLANTS
Complete line of all standard sorts suitable for hedge planting, such as American Arbor Vitae, Japanese Barberry, etc.

HARDY TUBBED EVERGREENS
Clipped Specimens, Thuyas, Junipers, etc., in Pyramids, Globes and natural shapes, in large assortment.

WINDOW BOX EVERGREENS
All hardy and desirable sorts, best selection, lowest prices. This line offers live florists a grand opportunity to increase sales and profits.

Send for Complete Florists' Catalog.

The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.
EVERGREEN SPECIALISTS — LARGEST GROWERS IN AMERICA

GLADIOLUS

Grown on our Own Farms.
From our own Planting Stocks.
Machine Graded.
True to Name.

We Warehouse a Full Line of all Spring Bulbs for the Trade.

Spring Trade List Ready.

VAUGHAN'S SEED STORE, CHICAGO NEW YORK

Myrobalan Seedling Stocks

Grown in California, U. S. A.
Can book orders for immediate delivery, in 5/9 and 4/6 m/m grades.
No. 1 stock, fine for bench grafting or lining out to bud.

Gregory Bros. Nursery Co.
MARYSVILLE, CALIF.

Manetti Stocks

Two shipments just received. We quote for immediate delivery.

ENGLISH MANETTI.....$40.00 per 1000
DUTCH MANETTI.....35.00 per 1000

All splendid stock and suitable size for grafting.
Better wire if interested.

JACKSON & PERKINS CO., Newark, New York

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

12,000 TROPICAL WATER HYACINTHS

The most beautiful flower that grows on the water. For aquariums, fish bowls, fountains, artificial lakes, ponds, etc. Single plant, post paid 75c; per dozen plants, post paid, $6.00.

TROPICAL PLANT CO., - SANFORD, FLA.

Wm. K. Harris

55th St. and Springfield Ave.
WEST PHILADELPHIA, - - PA.

Wholesale Grower of Blooming and Decorative Plants. Bird's Nest and Polypodium Ferns, Cyclamen, Primula Malacoides, Etc., are especially fine. Price list on application.

CYCLAMEN

We must have room and offer for one week.
2,500 2¼ in. Cyclamen, at $10.00 per 100; $90.00 per 1000.
3,000 3 in. Cyclamen, at $20.00 and $25.00 per 100.
1,000 4 in. Cyclamen, at $40.00 per 100.

Ask for our prices of Easter Greeting Pelargoniums and Ferns.

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

shows a browning of the skin. Grapes freeze at various temperatures according to the variety. The Emperor does not begin to show freezing until the temperature has reached 22° and has remained there for some time. However, the actual freezing temperature is 24.5 to 26°. The imported Spanish Almeria begins to freeze at 27 to 28°. Between 27 and 28° a small amount of ice formation in either of these varieties causes considerable market loss.

The possibility of prolonging the season of use for certain early perishable products is shown by recent experiments on freezing in storage. It appears that many of the small fruits, such as strawberries, raspberries, blackberries, plums, peaches, cherries, tomatoes, string beans, and sweet corn, will keep for a year in good condition for cooking if held at a temperature of from zero to 10°. Cherries and various kinds of berries and Concord grapes preserved in this way are almost as good for cooking as the fresh fruit, according to the investigators in the bureau of markets. Tomatoes and string beans also keep in a remarkably good condition for cooking, but plums, peaches, and sweet corn, while still fairly good, are somewhat inferior in cooking quality.—United States Market Reporter.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Dooley, Cook County, Ill., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

ONIONS, good large stock, brought 75 cents a barrel at Louisville, Ky., January 24. California celery was sold for freight.

ST. CATHERINES, ONT. — Rhubarb made its apearance on the local market January 15, selling at 25 cents per bunch.

Prices of Indoor Fruits and Vegetables.

Chicago, January 25.—Cucumbers, 2-dozen box, $6.00 to $7.00; celery, square crate, $1.25 to $1.50; leaf lettuce, per tomato box, 30 to 35 cents; tomatoes, per 10-pound box, $2.50 to $3.50; radishes, dozen bunches, $1.00 to $1.25.

New York, January 24.—Celery, per dozen stalks, 15 to 75 cents; cucumbers, per dozen, $3.25 to $3.50; mushrooms, 75 cents to $1.85 per three-pound basket; tomatoes, per pound, 25 to 45 cents; lettuce, per 4-dozen box, $2.00 to $3.50; radishes, per 100 bunches, $3.00 to $7.00.

Vegetable Markets.

Reports to the bureau of markets, United States department of agriculture, covering the period January 9-16, show produce fairly steady with potatoes and cabbage slightly lower and onions continuing dull. Northern round white potatoes held at $1.05-$1.13 per 100 pounds f. o. b. shipping points. The carlot market in Chicago held at $1.20-$1.40. Jobbing prices closed 10-15 cents lower in other middlewestern cities, closing $1.35-$1.65. Colorado No. 1 Pearls and Rurals declined 10-15 cents per 100 pounds f. o. b. cash track to growers, reaching 75-80 cents. Sacked Rurals lost 5-10 cents wagonloads cash to growers, closing 50-65 cents, and Russets closed 5 cents lower, around 75 cents at Idaho shipping stations. Sacked round whites declined 15 cents at western New York shipping points, reaching $1.35-$1.40 f. o. b. The New York market lost 5-15 cents, reaching $1.80-$1.95 bulk. Maine sacks Green Mountain closed at $1.20-$1.25 f. o. b. Boston closed 10-15 cents lower at $1.75-$1.90. Sacked yellow onions were slow and dull, f. o. b. western New York shipping points around $1 per 100 pounds. Eastern cities declined 25-40 cents, reaching $1 to $1.50. Middlewestern markets were slow and steady at 60 cents to $1.40. Danish type cabbage lost $1 per ton at western New York shipping points, carloads f. o. b. closing $10-$11 bulk. Jobbing prices closed about $8 per ton lower in consuming centers at $12-$22. Northern Danish type stock held at $22 to $25 in Detroit, but declined $3-$4 per ton in Chicago, reaching $16-$17. Eastern markets for New Jersey and Delaware sweet potatoes were steady January 14 at $1.50-$2.00 per bushel hamper; Chicago, 15 cents lower at $2.60-$2.85. Nancy Halls jobbed at $1.50-$2.00 in middlewestern markets and in Minneapolis and St. Paul at $2.25.

MILTON, ONT.—At the annual meeting of the Milton Horticultural Society, the following officers were elected for 1921: W. J. McClenahan, president; W. B. Clements and George Gowling, vice-presidents; B. M. Hemstreet, secretary-treasurer.

Providence, R. I.

TRADE GOOD AND PRICES SATISFACTORY

Trade during the past week has been good, with the demand more than equal to the supply and prices well maintained. Long stemmed roses move slowly. Floral trade continues good and there is a fair movement in cut flowers.

Leo F. Kenney, Jr., has been appointed to succeed Prof. E. K. Thomas as state club leader of the college extension service. Mr. Kenney has been in charge of landscape gardening at the Lowland Rhododendron Farms at Kingston, this state.

H. A. T.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, $1.00

American Florist Co.

440 S. Dearborn St., Chicago

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD, Delaware County, PA.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

CANNAS

Good strong plump roots, 2 to 3 eyes, Souv. de Ant. Crozy, Indiana, 3c; Yellow King Humbert, Wintzer's Colossal, 4c. Will exchange for Geraniums or R. Carnations.

W. W. COLES, Kokomo, Ind.

Mention the American Florist when writing

50,000 Dracaena Indivisa

From 2 inch pots, ready for 3 or 4 inch pots, at $4.00 per 100. From 2 inch pots, good strong average sized plants at $3.00 per 100.

GERANIUMS (Our Specialty)

Nutt, Buchner, Ricard, Poitevine, Viaud. Good short jointed plants from 2 inch pots, at $3.50 per 100; $35.00 per 1000.

We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

Alonzo J. Bryan

WHOLESALE FLORIST

Grower of

GERANIUMS, FUCHSIAS, HELIOTROPES, CANNAS

and all kinds of Bedding Plants by the hundreds of thousands. Correspondence solicited.

WASHINGTON, - NEW JERSEY

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Mention the American Florist when writing

SEASONABLE STOCK

Ready for Delivery

	Per 100
Asparagus Sprengeri, 2¼-in.	$ 5.00
Flowering Begonias, wonderful young stock—	
Argentea Guttata, Otto Hacker, Pride of New Castle	10.00
Carolina Lucerna	15.00
Gloire de Chatelaine	6.00
Metallica and Mrs. M. A. Patten	8.00
Begonia Metallica, heavy 5-in., $4.00 per dozen	30.00
Cyperus Alternifolius, 2½-in.	8.00
Fern Dish Ferns, 2½-in. grand stock, Pteris Adiantoides, Cretica Alba Lineata, Magnifica, Wimsettii and Wilsoni	5.00
Cyrtomium Rochfordianum	7.00
Boston Ferns, 5-in. pot plants, $40.00 per 100; 6-in., $60.00 per 100; 8-in., heavy, $1.50 each.	
Genistas, a grand block of 5-in. pot stock	40.00
Palms, Kentia Belmoreana, 2½-in. stock, $12.00 per 100; $100.00 per 1,000; 3-in. pots	20.00
Roses, special grade for pots, long tops, well ripened, 2-yr. field grown, Excelsa and White Dorothy	35.00
Tausendschon	45.00
Baby Rambler, 2-yr. field grown, No. 1 grade, lighter than our XX grade, but good for 5-in. pots	40.00

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

ALTERNANTHERAS.

Alternantheras. Aura Nana, fine bushy 2-in., $4.00 per 100. Cash please. Immediate delivery. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii. A large stock of one and two year in all grades. Two year transplanted are heavy for grades. Some three year, with heavy tops and roots. Light stocks for lining out very cheap. CHAS. BLACK, Hightstown, N. J.

ARDISIA.

Ardisia Crenulata Rubra, 2-in. pots, $10.00 per 100, $90.00 per 1000. Cash with order. Quick delivery. SIGMUND TARNOK & CO., Augusta, Ga.

ASPARAGUS.

Asparagus plumosus, 2-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

BARBERRY.

Box-Barberry, well rooted summer cuttings $25.00 per 1,000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BEGONIAS.

Begonias. Tuberous rooted. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Begonias. Prima Donna, 4-in., extra strong, ready for 5-in., to make room, $25.00 per 100. JOPLIN GREENHOUSE CO., 2002 Bird St., Joplin, Mo.

Begonias, Metallica, Otto Hacker and Pres. Carnot, $10 per 100. The Storrs & Harrison Co., Painesville, O.

BULBS.

Bulbs. Gladiolus. All bulbs are first class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

R. A. VAN DER SCHOOT
Hillegom, Holland
Extensive own cultures of bulbs and plants. Prices on application.

CALLAS.

Callas, Godfrey, 3-in., $8.00 per 100. THE PARK FLORAL CO., Denver, Colo.

CANNAS.

Cannas. Large-flowering in the better varieties. Fine two or three eye, plump, dormant roots, true to name. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Cannas. Good strong, plump roots, 2 to 3 eyes. For varieties and prices see advertisement elsewhere in this issue. W. W Coles, Kokomo, Ind.

CARNATIONS.

GET AN EARLY START
Rooted Carnations that will Increase Profits.
Ready Now!
New Varieties:

	100	1000
Maine Sunshine, fine yellow	$15.00	$120.00
Harvester, splendid white and a free bloomer	15.00	120.00
Edna, wonderful red and sure to please	15.00	120.00

Send for Complete Description.

PINK	100	1000
Laddie	$12.00	$ 90.00
Ruth Baur	10.00	90.00
Enchantress Supreme	5.00	45.00
Morning Glow	7.00	65.00
Mrs. C. W. Ward	5.00	35.00
Alice	4.00	35.00
Pink Enchantress	5.00	35.00
Rose-pink Enchantress	4.00	35.00
Miss Theo	5.00	45.00
Rosalia	6.00	50.00
Cottage Maid	5.00	45.00
Rosette	4.00	35.00
RED	**100**	**1000**
Ethel Fisher	$10.00	$ 90.00
Nebraska	5.00	45.00
Belle Washburn	5.00	45.00
Aviator	5.00	35.00
Herald	5.00	40.00
Beacon	5.00	40.00
Thenanthos	4.00	35.00
WHITE	**100**	**1000**
White Benora	$ 7.00	$ 65.00
Crystal White	5.00	45.00
White Enchantress	4.00	35.00
White Wonder	5.00	45.00
Matchless	4.00	35.00
White Perfection	4.50	40.00

Send Your Order To-Day. Get the Best that Money will Buy.
M. C. GUNTERBERG.
Wholesale Florist
8 East Randolph St., Chicago, Ill.

ROOTED CARNATION CUTTINGS

	100	1,000
Enchantress	$4.00	$35.00
White Enchantress	4.00	35.00
R. P. Enchantress	4.00	35.00
C. W. Ward	4.00	35.00
Matchless	4.00	35.00
Alice	4.00	35.00
Thenanthos	4.00	35.00
Nebraska	4.00	35.00

PETER REINBERG
Wholesale Florist
30 East Randolph St., Chicago

ROOTED CARNATION CUTTINGS
Recognized as the leading quality by growers everywhere. Place your order with us and get the best.

	100	1000
Enchantress	$4.00	$35.00
White Enchantress	4.00	35.00
Matchless	4.00	35.00
Mrs. C. W. Ward	4.00	35.00
Rosette	4.00	35.00

WIETOR BROS.
Wholesale Florists.
30 E. Randolph St. Chicago.

CARNATIONS.

CARNATIONS, STRONG ROOTED CUTTINGS

	100	1000
Enchantress Supreme	$5.00	$45.00
C. W. Ward	5.00	45.00
White Enchantress	4.50	40.00
Aviator	4.50	40.00
Matchless	4.00	35.00

CHAS. N. MILLER & BRO.
Morton Grove, Illinois.

CARNATIONS—NOW READY
STRONG ROOTED CUTTINGS

	100	1000
Mrs. C. W. Ward	$5.00	$45.00
Enchantress Supreme	5.00	45.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Matchless	4.00	35.00

J. A. BUDLONG CO.
184 North Wabash Ave., Chicago, Ill.

CARNATIONS
Choice Rooted Cuttings
$5.00 per 100; $40.00 per 1,000.
Our cuttings are all made from flowering side shoots.
BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUM PLANTS.
In 2-inch pots.
Our celebrated early white pompons will be ready to ship February 15. This variety commences to bloom October 1, and will continue three months producing quantities of double white pompons, which are fine for either cut flowers or potted plants.
$ 6.00 per 100
50.00 per 1000
BASSETT & WASHBURN
178 N. Wabash Ave. Chicago.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIAS.

Cinerarias, Columbian mixture. Strong, well-grown plants, 3-in., $10.00 per 100. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

Cinerarias. Fine strain of good colors, 4-inch., $25.00 per 100. THE PARK FLORAL CO., Denver, Colo.

CYCLAMEN.

Cyclamen. Special for Valentine's Day and Easter sales. Assorted; leading varieties and colors, 3-inch, $15.00 per 100; 4-inch, $35.00 per 100. White with red eye, 3-inch, $10.00 per 100; 4-inch, $25.00 per 100. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

CYCLAMEN.

Cyclamen. The kind you have been looking for. Strong, well grown named varieties in separate colors in the following:

	Per 100
From 2½-in. pots	$12.00
From 3 -in. pots	20.00
From 4 -in. pots	40.00
From 5 -in. pots	75.00

Write for discounts on large orders.

We pay special attention to boxing and packing and the using of paper pots should insure safe arrival at destination. The stopping of express cars at our plant enables us to make direct shipments without unnecessary rough handling, which will be appreciated by our customers. Plants are moving fast and we advise ordering at once.

J. W. DAVIS COMPANY
Terre Haute, Indiana.

Cyclamen. Extra fine plants. Well in bloom and full of buds. Better order now and avoid cold weather. 5 per cent off for cash with order.

4-inch	$0.30 each
5-inch	.65 each
6-inch	1.00 each

We offer these plants for immediate delivery, packed with the utmost care, so they will reach you in good condition.

They will be sure money makers.

Packing charges included.

DAVIS FLORAL CO.
Davenport, Iowa

Cyclamen plants, dark colors, no white, strong, sturdy plants, 4-in., $40.00 to $50.00 per 100; 5-in., $75.00 per 100. All ready for shift to larger pots. Packing free in paper pots, securely cleated. PETER PEARSON, 5732-5748 Gunnison St., Chicago.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DRACAENAS.

Dracaena Indivisa. 2-in., ready for 3 or 4-in., $4 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

Ferns. Boston, Roosevelt and Harrisii, 2¼-in., $7.00 per 100; $65.00 per 1,000. Macawii. 2¼-in., $12.00 per 100; $100.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Ferns. Table and fern dish. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Ferns, Macawii. Fine plants from bed, ready for 4-inch at 30c each and ready for 5-inch at 50c each. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

Ferns, 6-in., $1.00; 8-in., $1.50 and $2.00 each. Birds-nest, 5-in., $1.50; 6-in., $2.50 each. Wm. K. Harris, 55th and Springfield Ave., West Philadelphia, Pa.

Ferns, Verona. Elegant plants, 4-inch, 25c each; 5-inch, 50c each; extra strong, 6-inch, $1.00 each. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

Ferns. Pot grown and in good shape. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Boston Ferns, good strong, bushy stock, 5-in., at 50c. Add 5 per cent for packing. DAVIS FLORAL CO., Davenport, Ia.

Ferns, Smithii (Lace Type). A special lot of these. 5-inch, 75c each. Cash with order. MATTHEWSON'S, Sheboygan, Wis.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

FERNS.

Hardy Ferns. Ill. descriptive list mailed. L. MOSBÆK, Ferndale, Askov, Minn.

Ferns. $1.50 per 1000. Cash. H. BLAUVELT, Florist, Pontoosuc Lake, Pittsfield, Mass.

GALAX.

Green and bronze galax leaves, $1.65, postage prepaid. F. H. HILL, Highland, Macon Co., N. C.

GERANIUMS.

Geraniums. Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums. Good retail colors, well branched. Strong 3-in. ready for 4-in., $10.00 per 100. JOPLIN GREENHOUSE CO., Joplin, Mo.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GLADIOLI.

GLADIOLI

Jack London, Anna Eberius, Thomas T. Kent, Mrs. H. E. Bothin. The four greatest and most perfect gladioli in existence They have won the greatest admiration wherever shown and will soon be grown by the million. Our new catalogue showing some of our varieties in natural colors and describing many of our other new creations is free on request. Write for it today.

RICHARD DIENER CO., INC.
Kentfield, California.

HYDRANGEAS.

Very fine stock; well established. 4-in., 10 inches high, 1 heavy stem, Otaska, Gen. Vibraye, $22.00 per 100. Packing free. PETER PEARSON, 5736 Gunnison St., Chicago.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

Lily of the Valley, new crop. London Market strain. 1,000 pips, $33.00; case (2,500 pips), $80.00. Vaughan's Seed Store, Chicago and New York.

MANETTI.

Manetti stocks for immediate delivery. English, $40.00 per 1,000; Dutch, $35.00 per 1,000. Jackson & Perkins Co., Newark, New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PETUNIAS.

PETUNIAS.

Dieners' Ruffled Monsters, single. The largest and most beautiful ruffled varieties of Petunias in existence. Ruffled Monster seed in separate colors, pink, red, variegated, white, red with black center, pale lilac, and all colors mixed.

The following somewhat smaller than the Ruffled Monsters, colors, flesh, pink frilled, (Pearl of Kentfield), purple or blue, and white frilled (dwarf). Price, per package, 50c. Catalogues will be sent free on request. Write for it today.

Mr. W. I. Ferguson, Smiths Falls, Ontario, under date of Dec. 2nd, 1919, writes us the following in regard to our petunias:

"Last year I purchased petunia seed from you. I think every seed germinated and the blooms were the finest ever seen in this part of Canada. Only about 8% of the plants could be classed as common. I want more of the same quality each year."

Mr. Rudolph Nagel, Lancaster, Pa., under date of Dec. 14th, 1919, writes us:

"I had, last year, just a few of your petunias, but I am sure I could have sold thousands of them. They surely came up to your claim and way ahead of my expectation."

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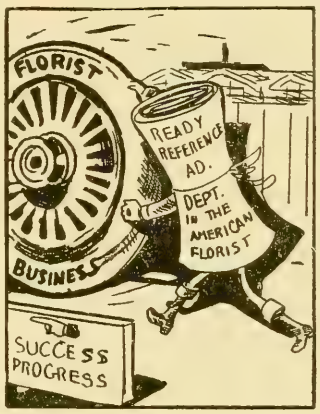

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JANUARY DEMAND VERY SATISFACTORY

The post-holiday trade was unusually good, and the stores generally are well pleased with the results. Roses are now very good and are blooming quite freely considering the season, although some of the local dealers are depending on Chicago shipments. Bank openings have also helped in the movement of considerable stock and called for many elaborate baskets, in which heather was featured as a novelty. Carnations are very much better in grade, and also more plentiful. They still hold their own at $2 per dozen. The weather is fine and spring-like and flowers are responding splendidly. There are many calendulas, while narcissi, hyacinths, snapdragons, etc., show fine form. Primulas chinensis and obconica offer a pleasing variation. Narcissi, both white and yellow, are seen in profusion and fill in well in cut flower boxes.

The Tennessee State Horticultural Society, the state nurserymen's association and the bee-keepers' association will meet in this city, January 25-27. Quite an elaborate programme has been prepared on various subjects. An interesting feature will be the exhibition of apples grown in this state by leading orchardists.

Louis Haury, Sr., who has been quite ill, is somewhat improved and his many friends hope for his complete recovery at an early date.

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THE AMERICAN FLORIST

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Vol. LVI. CHICAGO AND NEW YORK, FEBRUARY 5, 1921. No. 1705

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS: THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Hartford, Conn., January 1922. OFFICERS: W. D. HOWARD, Milford, Mass., President; N. C. OSBORN, Hartford, Conn., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting at Toronto, Ont., 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa., President; F. L. ATKINS, Rutherford, N. J., Vice-President; JOHN C. WISTER, 606 Finance Bldg., Philadelphia, Pa., Secretary; HARRY O. MAY, Summit, N. J., Treasurer.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition New York, June, 1921. OFFICERS — G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

National Flower Growers' Association.

Meeting at Washington, D. C., January 27, 1921.

Epoch-Making Meeting at Capital.

The meeting of the National Flower Growers' Association, in Washington, D. C., January 27, at the Hotel Willard, was important and epoch-making, in that an organization was perfected, officers elected and constitution adopted, by a body of men from all parts of the United States, whose investments represent 90 per cent of the capital required to finance the industry in this country. There were 35 members present, among them being representatives of local unions or branches of the national organization already formed, as follows: Buffalo, Walter Stroh; Chicago, Joseph Kohout; St. Louis, Walter J. Pilcher; New York, Frank Traendly; Boston, G. C. Moyse; Philadelphia, James W. Heacock; Detroit, Chas. H. Plumb. Boston, Chicago, Buffalo and St. Louis, have through their local branches, already felt the benefits of organization and see great advantage in the immediate future when the national association begins to function.

Percentage Plan Discussed.

The meeting was called to order by President W. J. Keimel, and Secretary Ammann read the report of the committee on raising funds for publicity. There was considerable discussion as to the ratio of percentage necessary, which for growers in Class A, was finally placed at one per cent on gross sales, to be paid into the local organizations, 75 per cent of which was for local advertising or other purposes, and 25 per cent to be paid into the parent association for national advertising. James W. Heacock thought one per cent would keep many from joining; that 50 per cent would be likely to get all in, and then if necessary, it could be increased. Walter Stroh stated that Buffalo raised $10,000 by subscription last year, a larger amount than if the percentage plan had been used. Results of their advertising campaign had been very beneficial and 90 per cent of the growers of the Buffalo market were interested. Alfred Locker, Milwaukee, reported the percentage plan there was very successful. Growers now pay one per cent on gross sales and retailers two per cent on purchases. Milwaukee will join the association, and will likely add to their percentage.

Walter J. Pilcher, St. Louis, reported the local association had 90 per cent of growers enrolled who were paying one-half per cent on gross sales; 50 per cent of the retailers paid one per cent. They raised and spent $7,000 last year for publicity. George C. Moyse spoke of the benefits already obtained by the New England association of Boston, of which he is secretary, which had taken up co-operative buying and was saving one-third of the cost of such articles as carnation wire, by the ton; manure, by the carload; tankage and other fertilizers by the ton. Seventy-five carloads of manure and 25 tons of dried blood had been distributed.

Secretary Ammann said the percentage plan was perfectly feasible and practical and now in operation in several cities; there was no more need of experimenting. Chicago is collecting $50,000 a year. In some localties, there had been no assessments or percentages on out-of-town shipments, but these were coming, as returns had been very satisfactory everywhere. Milwaukee ships half its flowers, so growers there pay one-half per cent. Chicago growers pay $8 per thousand square feet of glass. There should and will be local district organizations in every locality. The Florists' Telegraph Delivery Association is doing good work in getting the retailers in line. Under the voluntary plan of

collections for publicity, men with small places had paid as much as $200 a year, while growers with a million feet of glass, had given nothing. The most equitable method was percentages on sales.

Thomas Roland said there was no longer any opposition to the general movement of organization. Personally, he believed, it is the most vital matter; nothing worth while has ever been accomplished without organization. It was thought first, to tax glass area, as being the easier way; no going into private business. But the percentage in sales plan is now seen to be the best; one cent on every dollar's worth of business is very small and no one will ever miss it. This movement is not to make money, but to conserve what you have. It is a duty we owe to those who are coming after us. We must help and not expect the retailers to spend for us. There were the primitive days when stock was peddled. Now we go to market, sell what we can, and then sit down and mourn. Let us get the system going the country over, and everybody will be astonished with results.

Constitution Adopted.

The constitution and by-laws were then taken up and amendments made. It was voted that this meeting was to be recognized as the first meeting of the organization. There was considerable discussion over the various clauses of the constitution and by-laws, which Mr. Ammann said could not be made perfect today, and would likely have to be amended many times. After the various changes were made, the revised constitution was adopted as a whole.

Otto H. Amling, secretary of the Commercial Flower Growers' Association, Chicago, in a communication, proposed that a uniform scale of judging plants and cut flowers be adopted. This was referred to a committee to formulate such a scale for the use of local district bodies.

Secretary Ammann read a letter, which he had sent to the national coal commission, protesting against profiteering and irregular prices on coal, for which he was given a vote of thanks.

President Keimel then read his address, a very excellent paper, full of suggestions on the good of the organization. Treasurer Wallace R. Pierson reported a balance in the treasury of $1,545.45, all borrowed money. Twenty-nine men had volunteered to advance $100 each at the Cleveland meeting for preliminary expenses of the organization. Twenty-two of these men had sent in their checks. All of this money will be returned as soon as possible from incoming dues. Buffalo was first in payment of dues. Secretary Stroh turning over a check for their first collections of $90.13.

Election of Officers.

The election of officers was then taken up and resulted as follows: W. J. Keimel, Elmhurst, Ill., president; James W. Heacock, Wyncote, Pa., vice-president; J. F. Ammann, Edwardsville, Ill., secretary; Wallace R. Pierson, Cromwell, Conn., treasurer. Directors: To serve three years—E. Allan Peirce, Waltham, Mass.; Earl Mann, Richmond, Ind.; Joseph Kohout, Chicago. To serve two years—J. S. Wilson, Des Moines, Ia.; W. J. Pilcher, St. Louis, Mo. To serve one year—Thomas Roland, Nahant, Mass.; F. H. Traendly, New York.

Hartford, Conn., was unanimously chosen as the place of the next convention, to be held in conjunction with the American Carnation Society convention and exhibition, and also the exhibition of the American Rose Society, the date to be announced later.

Wallace R. Pierson, Earl Mann and Carl Hagenburger, were appointed a committee to secure and submit designs for gold, silver and bronze medals and certificates of merit, to be offered by the national or local district bodies for competition, as they find it desirable to offer same; also to prepare a scale for judging plants.

W. J. Keimel, Elmhurst, Ill.
President National Flower Growers' Association.

J. F. Ammann, Edwardsville, Ill.
Secretary National Flower Growers' Association.

Local district growers' associations, Secretary Ammann said, consisting of 25 members or even less, became automatically members of the national body as soon as they began paying in 25 per cent of their collected percentages. One of the important matters that would interest all growers, that of a uniform system of grading stock, would, he thought, be taken up soon and perfected.

The meeting then adjourned to meet in Hartford in January, 1922.

President Keimel's Address.

Last August, you conferred the honor upon me of electing me the first president of this new organization. Since that time, I have tried to prove myself worthy of this high trust. The work of organizing locals in the different sections of the country has fallen upon our secretary, J. F. Ammann, and how well he succeeded, we all know. There are now six local districts fully organized and represented at this our first meeting: Chicago, St. Louis, New England, Buffalo, Cleveland and Mid-West. At the time of calling this meeting, our secretary gave a general outline of work before us at this time, but I would like to call your attention to what I consider the main object of this society, and that is, to put our business on an equal plane with other up-to-date business organizations, and we can only accomplish this through thorough co-operation and national advertising, keeping our product continually in the mind of the public.

In the last three years, through the publicity bureau of the Society of American Florists, much has been accomplished, and it is the duty of men on the producing end to carry this work on and put it on a solid footing. To do this it will be necessary for us to set aside a small part of our earnings for this purpose. There is now a plan started in several cities, by which the grower is assessed a small percentage of his gross receipts, and the retail florist a percentage on his purchases. In most cases 75 per cent of the amount so collected is used for local advertising for the benefit of the retail florist, and 25 per cent is used for national publicity for the benefit of all. To date, I believe this assessment to the retail florists affect only the local people in the city where such assessment is made, and as at least 50 per cent of the stock usually sold through the wholesale houses of such cities is shipped out, it has been considered equivalent to assessing the grower half the amount of the retail florist. This is the plan now in effect in Milwaukee and Chicago, and I believe, expected to be adopted in some of the other large cities of the country. I would recommend that this plan be started wherever possible through the local districts of the National Flower Growers' Association, and the plan be so changed that the assessment be levied on all retail purchases, local and shipping, and the grower be assessed the same percentage on his gross receipts; 75 per cent of the amount so collected, to be used locally for advertising, and the other 25 per cent turned over to the National Flower Growers' Association, who will use it in addition to such funds as will be collected from growers not contributing through the assessment plan, and sums collected through other sources in financing the national publicity. If this plan is worked out, there is no doubt that in a few years, the association will be as strong, and do as much good for the growers, as the Florist' Telegraph Delivery Association is doing at present for the retail florists.

Yale University made a canvass among the leading advertisers in the following industries, in order to learn what percentage of their total sales

AMERICAN CARNATION SOCIETY'S EXHIBITION, WASHINGTON, D. C., JANUARY 26-27, 1921.
A Partial View of the Show.

was being used for advertising, and this is what they found:

Automobiles	3.3%
Automobile accessories	4.2%
Food products	4.6%
Fountain pens	5.3%
Building materials	3.4%
Office supplies	5.1%
Optical goods	7.3%
Paints and varnishes	4.0%
Candies and chewing gum	8.1%

The last item appeals to us as a factor in determining what we ought to expend. If it takes 8.1 per cent appropriation to sell candy, what should we do to advertise flowers? Or, shall we call it merchandising and marketing flowers?

Such a plan will naturally induce the grower to pay more attention to his accounts, and this opens another field for this association, by helping its members in working up a uniform system of bookkeeping, whereby a cost system can be worked out to show if his business is run at a profit or loss, and in this way help to overcome unfair competition. Speaking of unfair competition, a district organization sent into the national office the following:

"At a meeting of the executive committee of the Western New York district of the National Flower Growers' Association, the matter of bulb auctions in New York was discussed. Many of our members, being assured that no bulbs would be shipped to this country from Holland, except such as were ordered in advance, bought their supplies of Dutch bulbs, and contracted to pay for them at the high price quoted by the bulb salesmen in the spring. Now, in spite of these assurances, millions of bulbs which England refused to accept at the exorbitant prices are being thrown on the the American market. This exposes our growers who bought surplus bulbs which are being sold far below the contract prices. Our association wishes to register a protest against this situation, and urge the national association to take drastic action to prevent the repetition of this situation. We would also request the national association to investigate and determine the source of these bulbs which are being thrown upon the market and publish this information through the membership, so that they may refuse to pay the high price in cases where there has been misrepresentation."

Another district local sent the following:

"This organization would welcome from you some suggestions as to the correct methods for taking inventory in greenhouses from the viewpoint of income tax. The question also arises as to the proper rate of depreciation on iron-frame and wood construction, and the correct method of accounting for it. It is suggested that the national association make a study of this problem with the idea of devising a simple and standardized system of accounting, adapted to the needs of the small grower. If it should prove feasable, a set of blanks might be prepared which would, when filled in from day to day, give the grower the information he needs regarding his own business. This information is sadly lacking in most establishments and its absence is the cause of many of our difficulties."

These are some things for your attention at this meeting. Besides this, there are for your consideration some suggestions of changes in the constitution and by-laws which your officers thought advisable. The question of dues on assessment is a very important one, and the proper and just plan should be worked out at this gathering. Possibly Article 8 should be changed, so that all members contributing their share through the assessment plan, be relieved of any further dues.

Secretary Ammann's Report.

To the officers and delegates of the National Flower Growers' Association:

The list of regularly elected delegates from the districts permanently organized is as follows: Chicago district—Joseph Kohout, August Poehlmann, Henry Wehrmann, George Ball and Otto H. Amling. New England district—Samuel J. Goddard, William Sim and George G. Moyse. St. Louis district — W. A. Amling and W. A. Rowe. Western New York district—W. J. Palmer and H. B. Brookins. Mid-West district — Jas. S. Wilson. Cleveland district—Carl Hagenburger.

Since the organization meeting at Cleveland last August, your secretary has visited the following cities with a view of organizing district locals: Indianapolis, Baltimore, New York, Buffalo, Cleveland, Detroit, St. Louis, Council Bluffs, Springfield, O., Springfield, Ill., and Milwaukee. The following districts are now permanently organized with membership as follows: Chicago, 110; New England, 49; St. Louis, 36; Western New York, 27; Cleveland, 10, and Mid-West, 18, making a total membership of 250. Districts that should yet be organized are as follows: New York, Philadelphia, Detroit, Pittsburgh, Cincinnati, Milwaukee, St. Paul, Kansas City, with probably two in the far west and two more in the south, so with what we now have, there is a possibility of making about 18 districts in all.

With this data at hand, we should readily be able to decide whether or

not there will be enough districts in the whole country to make that form of organization more practical than the plan of one large organization with individual membership. Your secretary has always maintained that the plan of organizing in units or districts is the better one. First of all, for the reason that through a district organization, the membership will be more accessible and easier to get in touch with than through one individual organization. Secondly, that the data or census of our business can be more easily acquired through district organizations than otherwise, and thirdly, it brings the members into closer co-operation so that they may take up any matter pertaining to local conditions.

As we are about to take final action at this meeting on the adoption of the constitution and by-laws, we should give the above much consideration. The question also arises as to whether or not we should attempt, in the near future, to undertake anything more than the work of further completing more district organizations, gathering the census from those districts already organized, and national advertising. There are, no doubt, many other important matters that are of vital interest to the members of our organization, and it will no doubt be well to take note of any problems that the members feel this organization should give attention to for further consideration.

I wish to state further that while the securing of memberships to this organization, and the perfecting of district locals has been and is progressing rather slowly, I do not feel at all discouraged, for I realized from the beginning that the task was not an easy one. It requires a great deal of hard work and a considerable amount of patience. It is, however, far better to build slowly and surely, than to build so fast that it may not be safe.

There is considerable expense incurred in organizing a local district, as it often requires several trips, besides a lot of time spent in correspondence, and often even then organizations soon slumber for want of live leadership and have to be revived again. I believe a good live, young man as a field worker, who could stay in a given district say for two weeks at a time, would be a great asset to the progress of our work. This, I am aware, all means additional expense. I feel, however, that if we expect this movement to make the progress it should, we must put more cash into it. You cannot build anything on wind. Each local district should bear a portion of this initial expense, with a fixed sum guaranteed before the field is entered by the national organizer.

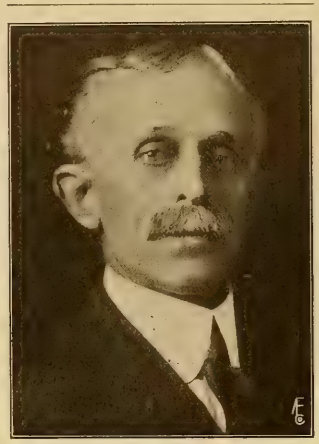
You will note from the financial statement that no monies have as yet been paid into the national association by any of the districts. The cost of getting most of these districts organized has been paid out of the advanced loans from the few public spirited men named herein. This money should be paid back as soon as possible and the districts should be prompt in sending in the quarterly payment of their pro rata dues to the national association so these obligations may be met.

Your secretary has no further recommendations to make at this time, except that the directors elected at this meeting should immediately convene after its adjournment and formulate a plan for future work.

Financial Report.

The following have subscribed and paid into this association as a temporary loan as follows:

Wallace R. Pierson, Cromwell, Conn.	$ 100.00
Thomas Roland, Nahant, Mass.	100.00
A. M. Henshaw, New York	100.00
E. Allen Pierce, Waltham, Mass.	100.00
Robert Simpson, Clifton, N. J.	100.00
W. A. Rowe, Kirkwood, Mo.	100.00
C. E. DeWever, Webster Groves, Mo.	100.00



W. D. Howard, Milford, Mass.
President-Elect American Carnation Society.

Ernest Saunders, Lewiston, Me.
American Carnation Society Judge.

Phillip Breitmeyer, Detroit, Mich.	100.00
J. J. Hess, Omaha, Neb.	100.00
J. S. Wilson, Des Moines, Ia.	100.00
E. G. Hill Co., Richmond, Ind.	100.00
Guy Bate, Cleveland, O.	100.00
Herbert Bate, Cleveland, O.	100.00
Carl Hagenburger, West Mentor, O.	100.00
Adolph Poehlmann, Morton Grove, Ill.	100.00
David J. Scott, Corfu, N. Y.	100.00
H. B. Brookins, Orchard Park, N. Y.	100.00
S. J. Goddard, Framingham, Mass.	100.00
Wm. J. Hembreiker, Springfield, Ill.	100.00
Walter Amling, Pana, Ill.	100.00
A. L. Miller, Jamaica, N. Y.	100.00
Walter J. Reimels, Woodhaven, N. Y.	100.00
	$2,200.00

The following vouchers have been drawn on and paid by the treasurer:

Paid by voucher No. 1	$ 7.50
Paid by voucher No. 2	4.00
Paid by voucher No. 3	655.66
Paid by voucher No. 4	376.35
Paid by voucher No. 5	356.75
	$1,400.26

leaving a total balance of $799.74 on hand.

American Carnation Society.

The thirtieth annual meeting and exhibition of the American Carnation society, brief announcement of the opening of which appeared in last week's issue, page 89, held at Washington, D. C., proved a well attended and interesting gathering, with a large and varied display of very fine blooms.

The modern facilities offered by the large hotels of the present day for conventions or trade organizations afford splendid accommodations for the delegates and for holding exhibitions and meetings under the same roof, thereby greatly expediting their business. The sessions of the society were held in large parlors on the first floor of the New Willard hotel, the first meeting being called to order by President Charles W. Johnson at 8:30 p. m. on Wednesday. On behalf of the city and the Florists club of Washington, an enthusiastic welcome was extended by Wm. F. Gude, which was replied to on behalf of the society by Theo. Dorner. President Johnson then read his address, which was full of suggestions for the welfare and progress of the society. He was listened to with close attention, his various points making a good impression on his audience. Secretary A. F. J. Baur then read his annual report, which stated the membership to be 348, 253 of which were also members of the Society of American Florists. F. E. Dorner, treasurer, also presented his report, which showed the funds of the society to be well invested. Expenditures were being kept on the safe side, although the high cost of printing schedules and other necessary stationery had been a severe strain.

In the report of the committee on grading carnation flowers it was stated they had found it very difficult to adopt a scale, as conditions differed in various parts of the country and so had nothing definite to offer. Chairman C. S. Strout, of the committee on patenting new varieties of carnations, presented the following report. "Your committee was asked to report as to the need and advisability of seeking a patent on plants and new varieties of flowers. After carefully studying the matter, it was the feeling of carnation growers and introducers of new sorts, that we report, that at present no necessity exists, and there is no general desire for this action.

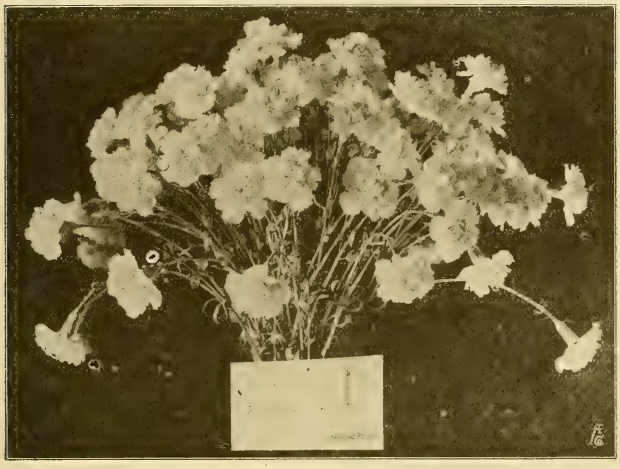
C. D. STROUT,
A. M. CAMPBELL,
W. A. ROLAND.

Wallace R. Pierson told of how a firm of nurserymen were controlling a new variety of apple by only selling to purchasers who signed a contract agreeing not to propagate. A suit in court to enforce this contract had resulted favorably in one instance and damages of $2,000 were awarded, which Mr. Pierson said was the next thing to a patent.

The report of committee on schedules for the national flower show in Cleveland, O., proposed as principal prizes for general display of carna-

tions, first, a medal and $300; second, $200; third, $100. Prizes for arranged baskets were $100, $75 and $50. Altogether, an appropriation of $2000 was asked for. The report was referred to the board of directors. W. F. Gude here asked permission to invite the members of the City Club, who were

club. H. W. Sheppard, Cincinnati, O., made a strong plea for the Ohio city, where he assured the members, the society would be well cared for, and where the same triple alliance proposed for Hartford could be carried out. He was ably seconded by J. C. Murphy of the same city.



AMERICAN CARNATION SOCIETY'S EXHIBITION, WASHINGTON, D. C., JAN. 26 27.
Carnation Morning Glow, Exhibited by R. P. Peterson, Cincinnati, O.

holding a meeting on the same floor as the exhibition, to view the display which was freely granted.

Secretary Baur called attention to the increased expenses of the society, and proposed that the annual dues of $2, be increased to $3, which was unanimously agreed to. As this required a change in section 4 of the constitution, and could not be put in force until next year, Secretary Baur was instructed to ask that members in their loyalty pay this amount beginning with the present date.

The secretary read a telegram from John H. Dunlop, of Toronto, regretting his inability to be present, and wishing the society success in its exhibition and deliberations.

A proposition was offered that the Society of American Florists be asked to appoint judges to pass on miscellaneous exhibits, other than carnations, that might be placed on display at the annual show of the society. This was ordered placed on file.

Wallace R. Pierson, when the city for holding the convention of 1922 was under discussion, made a proposition, which in its entirety, may develop into a midwinter exhibition of great importance. He had invitations from the florists club of the city of Hartford, Conn., also from the mayor, board of trade, hotel men and others.

He also proposed that the National Flower Growers' Association be invited to hold its annual meeting in Hartford, and that the American Rose society be asked to at the same time, stage an exhibition of cut roses, the exhibitions and meetings to extend over a period of three days, and so scheduled, that one will not in the least interfere with the other. He was ably seconded by S. J. Goddard and the president of the Hartford Florists'

Nominations for officers to serve for the ensuing year were then made. For president, W. D. Howard, Milford, Mass., was placed in nomination. Nominations for vice-president were deferred until the selection of the convention city for next year.

For secretary, the present incumbent incumbent A. F. J. Baur, Indianapolis, Ind., who has served the society so long and efficiently was again nominated. For treasurer, F. E. Dorner, Lafayette, Ind., was elected to succeed himself. Theodore Dorner, Lafayette, Ind., was nominated for director. Nominations for judges resulted in Samuel J. Goddard, Framingham, Mass., and Jos. H. Hill, Richmond, Ind., being named to succeed themselves on the board. Wallace R. Pierson was also nominated and only allowed his name to stand on condition that no one was to vote for him.

George Asmus, Chicago, then made a strong plea for a hearty co-operation of the society in the next national flower show in Cleveland, which was to be the greatest floral exhibition the world had ever seen. Charles S. Strout said, that if the western carnation growers would do their part there would be no trouble about the east as was seen in the present exhibitions, when with but two or three exceptions, all exhibitions were eastern or middle states growers.

W. D. Howard, then gave an interesting talk on "Sterilization of Carnation Soil," which was published in full in last weeks issue.

In the interesting discussion which followed, E. H. Croninger, Allentown, Pa., stated that he had used the same soil for carnations for 10 years. He spaded the soil in the houses up roughly and left it exposed to the sun to do the sterilizing during middle of summer for six weeks. All plants are field grown, where they get so vigorous and strong that he never shaded the glass when first planted inside and seldom loses any, as they take hold at once.

William Sim, Cliftondale, Mass., has used the same soil for five years. His are all ground beds with board sides, one foot in height. He changes his beds immediately after Memorial day. The top soil is taken off to a depth of four inches. It really is six inches below the level when first made up, as during the season it settles two inches. With the top soil off, a three-inch coating of manure is put on and dug in to the depth of 18 inches, turning up the subsoil to the top. Some of the soil in the houses has been grown in continuously for 20 years, and with the addition of manure, is still giving good results. Mr. Sim's carnations are all grown inside, rooted cuttings being

AMERICAN CARNATION SOCIETY'S EXHIBITION, WASHINGTON, D. C., JAN. 26-27.
Carnation Thos. C. Joy, New White, Exhibited by Joy Floral Co., Nashville, Tenn.

planted direct from cutting bench into ground beds, about three inches apart. He makes room for these by throwing out, after the holidays, red varieties. When the time comes to plant for the season, his young stock is well established, with fine strong rootgrowth, which when transformed, makes a splendid summer growth, commencing to flower early and producing flowers with long stems. Here is no stem rot or other ailments that the field grown stock is heir to. The last job on the place every night before the men go, is to give all the plants a good syringing.

Alfred M. Campbell, Strafford, Pa., had tried soil a second year this season, but never would again. His stock is grown on raised benches. He believed fresh virgin soil to be the best; that the work in cost of sterilizing would be at least half that of putting on new soil. Make up your mind to change and then "Out, In, Done."

Fred E. Dorner stated that indoor growing in the nest was a failure as the weather was too hot. Mr. Sims thought plenty of water would overcome this condition; twice a day regularly would not hurt. Carl Hagenburger, Mentor, O., believes in thorough watering, citing instances where an apparent excess had produced wonderful results, even curing mildew. Elmer Weaver, Ronks, Pa., had used the Skinner system for watering his carnations with goods results.

J. S. Wilson, Des Moines, Ia., said he had tried soil the second year, sterilized by sun, which was satisfactory to him. Production has averaged 17 good flowers to square foot of beach space, half of the cut being in March, April and May. This was thought by growers present to be a good yield.

Mr. Sims forces 100,000 plants in a number of varieties, set out eight inches apart, and has an average of 15 flowers to a plant, cutting from August to June. Chas. S. Strout, running his houses 12 months in the year, averages 30 flowers to the square foot of bench space. One white variety had yielded 41 flowers to the square foot.

A. M. Campbell stated a square foot of bench space to be the only equitable way in which to determine or compare returns. Most growers were born optimistic and only saw things as they wanted to see them, not as they actually were.

How long a carnation bud will take to mature caused some discussion. Secretary Baur said when the formation was of such size as to be called a bud, it would open out in from six to eight weeks in midwinter, but in spring would come along much more rapidly.

Charles P. Mueller's excellent paper on "How to Increase the Crop for Mother's Day" brought out a lively discussion, the general opinion being it might be a help to the grower-retailer, but not for those who shipped to market. There would be too many flowers sacrificed before and after, while the extra crop gained was not of high grade.

The report of the judges on the various exhibits was then read and accepted. The convention then adjourned at 11 a. m. to meet Thursday at 9 a. m.

THURSDAY'S PROCEEDINGS

The Thursday morning session did not get under way until 10 a. m., when President Johnson called the meeting to order. The committee appointed to study the president's address, reported it to be an able paper and thought favorably of the suggestion allowing the secretary mileage in official visits to Cleveland in connection with the national show. The committee on the secretary's report, declared his suggestions very practical and recommended their adoption. Both reports were adopted. The new class of 50 blooms assorted to be added to the schedule as recommended by the secretary, was adopted.

William Sim proposed a prize for 12 best blooms assorted, and backed it up with a $25 premium. This was adopted with premiums for a second by C. S. Strout, offering $15, and Coombs, the Florist, Hartford, Conn., $10, for a third. S. J. Goddard offered $25 for a vase of the best dozen Laddie, which was also adopted.

The proposition of Wallace R. Pierson, that the convention and exhibition of the society be held in conjunction with the National Flower Growers' Association and an exhibition of the American Rose Society, was referred to the board of directors with favorable recommendations.

The selection of the next convention city was then voted on, and resulted as follows: Hartford, 24; Cincinnati, 7. Wallace R. Pierson thanked the members and felt sure that in addition to New England they would have the support of the West and the whole country.

N. C. Osborn, Hartford, was then nominated for vice-president, and there being no other candidates, was declared elected to the office for the ensuing year. Mr. Osborn thanked the members for the honor, and assured them of a hearty welcome to Hartford.

The custom of every florist wearing a flower at all times, and particularly as a badge at conventions, was discussed. S. J. Goddard saw to it that every member was immediately given a carnation for his coat.

The election of judges resulted in the return of S. J. Goddard and Jos. H. Hill, whose present terms would expire with the close of the meeting.

The American Carnation Society is giving $2,000 to be offered in premiums for their schedule at the national flower show, and were asked to underwrite a portion of the list of premiums. Each donor would be given credit for the amount and the premium to be offered in his name. If, however, some was not awarded, the money was to be turned into the treasury of the American Carnation Society. The following subscriptions were then entered:

Strouts, Inc., Biddeford, Me., $50.
H. W. Sheppard, Cincinnati, O., $50.
Cottage Gardens Nurseries, $50.
W. D. Howard, Milford, Mass., $50.
Dorner & Son's Co., Lafayette, $50.
Baur & Steinkamp, Indianapolis, $50.
S. J. Goddard, Framingham, $25.
Coombs, Hartford, Conn., $25.
Saunders, Lewistown, Me., $25.
Elmer J. Weaver, Ronks, Pa., $25.
C. W. Johnson, Rockford, Ill., $25.
Wm. Sim, Cliftondale, Mass., $25.
Joy Floral Co., Nashville, Tenn., $25.
S. S. Skidelsky, New York, $25.

SWEETHEART ROSES AND DAISIES IN ST. VALENTINE KIDDIE VASE.

E. Winkler, Wakefield, Mass., $10.
Henry Smith, Grand Rapids, $10.
J. C. Murphy, Cincinnati, O., $15.
G. E. Burton, Nashua, N. H., $25.

The list was left open for subscriptions from other members of the society who were not present.

F. Lautenschlager, Chicago, suggested that the flowers on exhibition might be arranged in decorative effects the second day of the show, and the general public be invited in to see them. Chas. S. Strout thought the growers wanted to see them at their leisure the second day, compare their keeping qualities and other good points. Mr. Strout said he hoped the committee would see that the carnation exhibits would be given a good location in the national show, as too often they were placed back in a corner, receiving little recognition.

Wm. Sim was asked to name varieties of carnations that would carry over for another year, but said that such a list would not be practical, as sorts varied in growth and production in all parts of the country.

The convention then adjourned to meet in Hartford, January, 1922.

The complete list of officers elected is as follows: W. D. Howard, Milford, Mass., president; N. C. Osborn, Hartford, Conn., vice-president; A. F. J. Baur, Indianapolis, Ind., secretary; Fred E. Dorner, Lafayette, Ind., treasurer. Judges: S. J. Goddard, Framingham, Mass., and Joseph H. Hill, Richmond, Ind. Director: Theodore Dorner, Lafayette, Ind.

The awards in detail and list of early visitors were given in last week's issue.

THE EXHIBITION.

There is no question but that the display was quite a step forward over those of recent years. New England was particularly strong. Such well-known carnation specialists as Strouts, Inc., Wm. Sim, S. J. Goddard, W. D. Howard, Coombs, the Florist, and Ernest Saunders, were entered in a number of the classes with wonderfully fine flowers, which were the admiration of all who saw them. Gude Bros. Co. also staged magnificent flowers, their vases of Democracy, Mrs. C. W. Ward and Laddie being particularly fine. S. J. Goddard's entries were Rosalie, Happy Day, a fine red; The Lark and Laddie. A large white enamel basket, filled with 100 of his choicest Laddie, artistically arranged by Harper Hetherington, stood on a table at the entrance to the hall. It attracted great attention and was an example of what might be done with many of the large flowers that were packed so solidly together in the fibre jars.

Strouts', Inc., entered White Delight, a fine variety; Maine Sunshine, Crystal White, Roslyn and Donald, all superb flowers. Wm. Sim's leaders were Fairy, White Benora, Rosalie, Rosette, Harold and Benora. This stock was fine. Coombs, the Florist, staged Eureka, Matchless, Laddie and Belle Washburn, all choice flowers. W. D. Howard exhibited choice market varieties in Mrs. C. W. Ward, Matchless, Pink Delight and Cottage Maid.

Ernest Saunders staged Enchantress, Supreme, Beacon and Doris. The Joy Floral Co. exhibited their white seedling, a fine long-stemmed flower of purest white of good size and form and very sweet. Baur & Steinkamp, Indianapolis, and F. Dorner & Sons Co., Lafayette, Ind., had their exhibits held up by the express companies, both arriving the second day of the show. They carried in good shape and after getting in the water, made a fine display.

ST. VALENTINE KIDDIE IN TROUBLE.

H. C. S. Schwartz, Central Park, exhibited three seedlings, Resolute, fine white; Siren, a large flesh pink, and Spring Glory, red. These were all promising. George Brenkert came all the way from Denver, Colo., with a light Enchantress pink seedling of good size and form.

Hartze & Elder, Indianapolis, Ind., staged a rose pink seedling, No. 16, a really fine flower which looks like Mrs. C. W. Ward.

R. E. Wadworth, Northboro, Mass., exhibited a seedling called Down, a flush or flaked pink, a very pretty flower.

There was a vase of the Marinelli or malmaison type, very curious flowers, staged by Andrew D. McNaughten, Haverford, Pa.

Dorner's seedling, No. 135-16, flesh pink, a beautifully formed flower, was shown by S. J. Goddard, who has it on trial. It looks like a comer.

A new rose white sport from Sunburst, exhibited by White Bros., Medina, N. Y., attracted considerable attention. It looks very much like Kaiserin, but is quite different. It is said to be very free.

A vase of Buddleia asiatica, very well flowered, long-stemmed sprays, was exhibited by the J. M. Gasser Co., Cleveland, O. Flowers of such quality should have great value in the cut flower market.

J. A. Peterson & Sons, Cincinnati, O., exhibited well-flowered plants of begonia and cyclamen, also cut blooms of cyclamen, all superb flowers.

THE BANQUET.

About eighty people sat down to the banquet in the exhibition room of the Willard Hotel at 7 p. m., Thursday. The exhibits were arranged on tables at the sides of the room, giving a fine decorative effect. The diners were seated, eight together, at round tables. After a menu served in the hotel's best style, Adolph Gude, Jr., welcomed the visitors on behalf of the Washington Florists' Club, and appointed Wm. F. Gude toastmaster, who also voiced his pleasure in having so many visitors at this time, and hoped for a banner attendance in August next. He then introduced Dr. W. Paul, assistant secretary of agriculture, who made a very pleasant address, speaking of the phenomenal and rapid growth of this country in the past 100 years, from ten to one hundred million. Our position as the leading nation of the world was still strong, but

should we cease to keep to the front as exporters, we would fall as rapidly as we rose. Chicago has risen from nothing to the fourth city in the world in 50 years, but it would fall back just as quickly if it ceased to be the center of the great grain producing country of the world. The value of the food imported now exceeds our exports, and if present conditions continue for 15 years, we will be importing wheat and corn. Go home and think the matter over, as to what America is going to do.

President R. Elbert, of the Washington Chamber of Commerce, was then introduced, who, after saying complimentary things of the florists and their flowers, told of the great advantages of co-operative work in trade organizations, citing instances of beneficial results. He also urged his hearers to help, through their congressmen in giving the residents of Washington a voice in the management of their city.

President Johnson was then called on and said the present exhibition and meeting had been one of the best it had ever been his pleasure to attend. He called for the report of the condolence committee which was read by Chairman C. S. Strout. The three members who had passed away were: Patrick O'Mara, C. W. Ward and Jacob Schulz. The final resolutions committee also presented its report through Chairman D. S. Ward.

Adolph Gude, vice-president of the Society of American Florists, made a short and forceful address, citing the great loss by hail of the Budlong Co., Auburn, R. I., and the wonderful rapidity with which the damage was repaired. He closed with a cordial invitation for all to come to Washington in August and help make this the best of all conventions.

J. F. Ammann emphasized the great work that had been done by the various trade bodies that had been in session, day and night, for a week past, working out problems that he felt sure woul benefit the various branches of the trade.

After the speaking, there was dancing, which brought to a fitting close the very interesting events of the week.

ADDITIONAL VISITORS

Fred C. Baur, Govans, Md.
Mrs. Fred C. Baur, Govans, Md.
Harry Beard, Govans, Md.
C. H. Cooke, Baltimore, Md.
Mrs. C. H. Cooke, Baltimore, Md.
John T. Coyle, Baltimore, Md.
Mrs. John T. Coyle, Baltimore, Md.
F. E. Cremer, Hanover, Pa.
Mrs. F. E. Cremer, Hanover, Pa.
James Cremer, Hanover, Pa.
C. H. Cremer, Hanover, Pa.
J. De Groot, Catonsville, Md.
Geo. Eberle, Baltimore, Md.
Wm. F. Ekas, Baltimore, Md.
Miss H. J. Erzia, Boston.
Henry Foster, Baltimore, Md.
James Glass, Baltimore, Md.
R. R. Graham, Baltimore, Md.
J. B. Hannon, Catonsville, Md.
Miss M. Hannon, Catonsville, Md.
Miss Barbara Hellenthal, Columbus.
J. S. Henrickson, Flowerfield, N. Y.
Mrs. J. S. Hendrickson, Flowerfield.
Paul Huebner, Philadelphia.
W. J. Johnson, Baltimore, Md.
Mrs. W. J. Johnson, Baltimore, Md.
Miss Isabella Johnson, Baltimore
W. B. Lessing, Coln, Pa.
T. W. Libby, Biddeford, Me.
Geo. C. McCallum, Pittsburgh, Pa.
Isaac H. Moss, Baltimore, Md.
Mrs. Isaac H. Moss, Baltimore, Md.
Oscar Pochler, West Hoboken, N. J.
H. K. Rohrer, Lancaster, Pa.
E. Stevenson, Towson, Md.
C. S. Strout, Biddeford, Me.
Mrs. C. S. Strout, Biddeford, Me.
W. J. Teipe, Catonsville, Md.
R. Vincent, Jr., White Marsh, Md.
David S. Ward, Queens, N. Y.
Mrs. Ella Grant Wilson, Cleveland, O.

American Rose Society.

EXECUTIVE COMMITTEE MEETING.

An interesting meeting of the executive committee of the American Rose Society was held at the City Club, Philadelphia, Pa., January 28, 1921, the members present being Messrs. Pyle, Pennock, Boyd, McFarland, Mills, Simpson and Pierson. In the absence of John C. Wister, the secretary, Mr. Pennock acted as secretary pro tem.

J. Horace McFarland, editor of the Rose Annual, stated the book would go to press about February 15, with the idea of sending it out about March 10.

A very admirable arrangement was entered into with the department of agriculture for the dissemination of the Dr. Van Fleet roses, through the American Rose Society.

Wallace R. Pierson, chairman of the committee on commercial cut rose interests, stated he would be glad to add to the number of his committee, which was thoroughly approved, and is working toward getting a fine show-

The Late Chas. Millang.

ing of roses at the Massachusetts Horticultural Society show in Boston, April 6-10. It is hoped that all growers within reach of Boston will exhibit what they can in the way of roses, and assist not only the Massachusetts Horticultural Society, but the American Rose Society. It is planned at this show to have a public meeting, where there will be speakers, and perhaps moving pictures, illustrating some of the up-to-date establishments of the country.

It was decided to co-operate with the Missouri Botanical Garden in the establishment of a rose test garden in St. Louis, Mo.

The contemplated trip of the American Rose Society to visit Portland, Ore., in June, 1922, to dedicate the Roseway which is now being built in that city, was brought up and there was a discussion of the itinerary. The prospect was that it will be one of the events not only in rose history, but in the horticultural world as well, and all who can, should take this trip. Full details will be given the trade in due time, as to the cost and the contemplated stops on the way out and return.

S. S. PENNOCK, Sec'y pro. tem.

BOSTON SHOW.

The American Rose Society has accepted the invitation extended it by the Massachusetts Horticultural Society to cooperate with it in its big spring show, which is to be held in Horticultural hall, April 6-10, 1921. The following schedule has been prepared by the Massachusetts Horticultural Society and this excellent schedule should bring out a very fine display of roses, both in pot plants and cut flower exhibits:

Plants

Roses.—Rose Garden. Display of rose plants, any and all classes. Appropriate accessories permitted. Artistic arrangement and general effect to be considered in making awards, two prizes—Society's Gold Medal and $1,000.00, Appleton Gold Medal and $500.00.

Display of rose plants, any or all classes, arranged for effect, not to exceed 250 sq. ft., two prizes—$200.00—$100.00.

Arbor arrangement of climbing roses, two prizes—$100.00—$60.00.

Arch arrangement of climbing roses, two prizes—$75.00—$40.00.

Twelve specimens of climbing roses, not less than six varieties, two prizes—$150.00—$75.00.

Six specimens climbing roses, not less than three varieties, two prizes—$75.00—$40.00.

Three specimens climbing roses, distinct varieties, two prizes—$40.00—$20.00.

Bed of roses, not to exceed 50 sq. ft., two prizes—$75.00—$40.00.

Display of Dwarf Polyantha roses, two prizes—$75.00—$40.00.

Display of hybrid perpetual roses, two prizes—$50.00—$25.00.

Hybrid tea roses, arranged for effect in a bed, 50 sq. ft., two prizes—$50.00—$25.00

Cut Flowers.

Collection of cut blooms to cover 300 sq. ft., to be staged on Friday of the exhibition, three prizes—$500.00—$300.00—$200.00.

Fifty blooms American Beauty, two prizes—$35.00—$20.00.

Fifty blooms Mrs. Aaron Ward—$20.00—$10.00.

Fifty blooms Mme. Butterfly—$25.00—$12.00.

Fifty blooms Crusader—$25.00—$12.00.

Fifty blooms Mrs. Charles Russell—$25.00—$12.00.

Fifty blooms Francis Scott Key—$25.00—$12.00.

Fifty blooms Double White Killarney—$25.00—$12.00.

Fifty blooms Frank Dunlop—$25.00—$12.00.

Fifty blooms Hadley—$25.00—$12.00.

Fifty blooms Ophelia—$25.00—$12.00.

Fifty blooms Pilgrim—$25.00—$12.00.

Fifty blooms Rose Premier—$25.00—$12.00.

Fifty blooms any other white variety—$25.00—$12.00.

Fifty blooms any other pink variety—$25.00—$12.00.

Fifty blooms any other red variety—$25.00—$12.00.

Special Prizes.

The American Rose Society medals and certificates for novelties, are as follows:

A gold medal is offered for the best new rose not yet disseminated, whether of domestic or foreign origin; exhibits are to be judged by the official scale of the society, and no gold medal is to be awarded to any rose scoring less than 95 points.

A silver medal is offered at the same time, and under the same conditions, for a novelty scoring not less than 85 points.

A certificate of merit is to be awarded to all novelties scoring 80 points.

Max Schling gold medal, for the best 25 blooms of any undisseminated pink rose.

A. N. Pierson, Inc., gold medal, for the best 25 blooms of any undisseminated red rose.

S. S. Pennock gold medal, for the best 25 blooms of any undisseminated white or yellow rose.

It is further ordered that the complete scores of all the entries in the competition be filed with the secretary of the society before the award of any medal is confirmed.

All entries are to be made to the secretary of the Massachusetts Horticultural Society, Wm. P. Rich, Horticultural hall, Boston.

This schedule will reappear at a later date in the trade press with class numbers added.

The American Rose Society, through its committee on commercial cut flower interests, appeals to you for your support. Special premiums will be welcome additions, and may be sent direct to the chairman of this committee, who will see that due recognition and publicity are given.

Arrangements for a meeting of the American Rose Society are being made by the secretary.

The show is April 6-10. The date for staging cut flowers will be in the final schedule of the Massachusetts Horticultural Society, which their secretary will supply upon application and will also be announced later in the trade papers.

WALLACE R. PIERSON, Chairman.
WM. J. KEIMEL. JAMES HEACOCK.
THOMAS ROLAND. ROBERT SIMPSON.
JOS. H. HILL. MAX SCHLING
H. O. MAY. S. S. PENNOCK.
HENRY PENN.
Committee on commercial cut flower interests, American Rose Society.

St. Valentine's Day.

February 14 should be one of the best business days on the florists' calendar. It is the day of days when flowers reign supreme. Its motive is love and sentiment. It is Sweethearts' day, when old loves are revived and new ones find expression. There are sweethearts everywhere. Cupid, the little son of Venus, is on the job all the time. Position in life is nothing to him; in either cottage or castle he roams at will, welcome, always welcome.

St. Valentine's day is a golden opportunity to all florists who are prepared to make the most of it. Few, very few of the trade, realize the importance or the possibilities of the business that can be built up on the motive of the anniversary. February 14 presents the opportunity for establishing a universal custom of recognition of the sentiment of the day with flowers. There are so many of the trade, who, because the demand is not forced upon them, see nothing in the observance of the day, make comparatively little or no effort to advertise or feature it in any way, thus allowing hundreds of dollars' worth of business to lie dormant that could be theirs almost for the asking.

In the great majority of stores, there should be more intensive and better or more wide-awake business methods, particulary in working up and attracting new business. It is safe to say that half the stores depend almost entirely on funeral flowers, and care or strive for little else. With very little effort, they could widen their field and greatly increase their business by displays of seasonable plants and flowers that are suitable for the constantly recurring events of life. Suggestions lead to sales, and there could be no better opportunity to try out such a selling campaign than is offered in the approaching St. Valentine's day. Start in right now by featuring the event in every possible way.

SERVICE BUREAU HELPS.

The S. A. F. national publicity campaign has done wonders in working up the trade to the possibilities of window and store display, which is further augmented by the splendid work of their Florists' Publicity Service Bureau, whose Mothers' day and St. Valentine's posters, posterettes and folders have accomplished so much in arousing interest in these events.

Their St. Valentine broadside for this season is full of suggestions with various methods interesting the public. Their fine poster which depicts a crying cupid, out in a snowstorm, with the inscription, "Don't leave Cupid out in the Cold," is very artistic, and with the national slogan beneath, tells the story at a glance. The posterette, a miniature of the posters, is splendidly effective in that it can be attached to every piece of mail or package of any kind that is sent from the store, carrying its story wherever it goes. Their folder, with its illustrations, suggestions and fine text, printed with the name of the firm sending it out, should be wonderfully effective in results. All these helps are furnished at such a trifling cost, that they should be used in every store in the land. Do not wait another day. Get these St. Valentine boosters on display at once. Feature the day in every possible way and the results will astonish you. Electros of well-illustrated one and two-column cuts, for local newspaper advertising, are also furnished, as are the slides for the movies, all of which afford splendid publicity.

With a strong campaign going along these lines, there should be planning and preparation for a varied stock of plants and cut flowers to meet the created demand. One of the most satisfactory plants to handle at this time is Primula malacoides. This is now available in several shades of color from pure white to a bright rosy pink. With its abundance of bloom on plants in four-inch pots, it makes up into very salable baskets and pans which, when decorated with mat coverings, ribbons, St. Valentine hearts and inscriptions, are most appropriate for the day.

Pots of daffodils, freesia, cyclamens and pans of hyacinths and tulips, are now in full flower, and when nicely decorated, are good stock to carry. All of these are made so much more attractive by a little decoration. If only with white paper drawn up around the pot, and tied with a slender tasseled cord the color of the flower, or just a piece of colored tape, it gives them all a dressed-up appearance that adds much more to their value than the slight cost of the material. Medium-sized baskets filled with foliage and flowering plants for those who desire to pay a little more, are well worth while.

The supply houses are always on hand with novelties for filling with cut flowers. The St. Valentine kiddies have been very popular the past few years and are still, in new designs, in good demand. Very pretty and artistic bisque or china figures of cupids and other miniature figures in front of a vase for flowers are offered this year. These are rather expensive, but are ornamental and always useful as flower receivers at all times.

Small vase baskets in great variety, filled with all sweet peas, violets short roses, calendulas, daffodils, pansies, etc., and given a Valentine touch with ribbons, arrows, hearts and the like, will be found good sellers.

There is always a demand for corsages in which short roses, sweet peas, violets, cattleyas and lily of the valley play a prominent part. A sample or two of these always on hand, ribboned up, will help their sale and at possibly a better price than the customer was expecting to pay. This is a good time to push the "wear-a-flower-campaign," Almost every gentleman will want one for his coat, while the oftener they are worn for any such dress occasion, the easier it will be to make this the universal custom.

THE WINDOW.

For at least two weeks, there should be an elaborate display of St. Valentine's day specialties in the window. Nothing need go to waste, as ribbons and heart and arrow decorations need not be on all the articles displayed. Chiffon and ribbon can be given a touch of the spirit of the day by means of the small gummed hearts in various sizes. These can be stuck on at intervals with very pretty effect. Gilt hearts, arrows and inscriptions are also decorative and appropriate.

A table or two in the store, arranged with some baskets and other novelties, a few of them filled, are sure to receive favorable attention. Large red hearts, with "February 14," printed in the center, about the store and window, are decorative and suggestive.

TABLE DECORATIONS.

There are always a number of dinners and receptions, at which the decorations are more or less elaborate. Red or pink are the popular colors. A large, hollow, red or outline heart, or two entwined, with an arrow across the center, is a good round-table centerpiece. A plateau of ferns, on which are two raised hearts, facing each end of the table, is a good design. A tall, slender vase rising from the center, filled with red carnations or roses, is an addition when conditions warrant such elaboration. Corsages should be laid at each lady's plate with boutonnieres for the gentlemen. A plateau formed of corsages, each tied with a narrow ribbon leading to, and attached to the lady's place card, are distributed as the guests are about to leave the table, by each lady drawing hers from the center by the ribbon.

The Late Charles Millang.

Charles Millang, one of the best known wholesale florists of New York, died January 28 in the Flushing hospital, age 57 years. He suffered a nervous breakdown about two years ago, and though he recovered sufficiently to at times be at his place of business, he had within the past year been steadily failing. The death of his only daughter, seven months ago, was a severe shock to one in his weakened condition. About two months ago he, accompanied by his wife, went to California in search of health, returning two weeks before his death, in a critical condition.

Charles Millang's father was a Belgian florist and landscape gardener, who settled in Bayside, now a part of New York, many years ago. The inclinations and environments of the sons, led them to be early interested in horticultural pursuits, Charles having spent practically all of his adult years in the wholesale business. He was genial and made many friends. He had been a member of the New York Florists' Club for 28 years. He was also a member of the Masonic and other fraternal orders. Surviving him are his wife, three brothers, Frank, Joseph and August, three sisters, and a number of nieces and nephews. A. F. F.

CARLYLE, ILL.—Wm. Dumbeck has added one house to his establishment and will increase production.

RUTHERFORD, N. J.—Rudolph F. Deplanta, an expert in forestry, 56 years old, committed suicide January 30.

ROCK ISLAND, ILL.—H. H. Hensley, pioneer florist of this city, has moved to a new location, 1928 Third avenue.

AUBURN, ALA.—There is no prospect of rebuilding the large agricultural plant, destroyed by fire last October, until 1924, when the legislature will pass on an appropriation for that purpose.

READING, PA.—The Reading Florists' Association has elected the following officers for 1921: Harry C. Huesman, president; Jacob C. Bauder, vice-president; Wilbert N. Abel, secretary-treasurer.

CROMWELL, CONN.—A. N. Pierson, Inc., are putting in large quantities of coal at about pre-war cost, under $3.00 at the Pennsylvania mines. This means long storage before using, and some loss of interest.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER.

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THE artistic decorative appearance given to the front of the store by tubbed evergreens and the pavement window box, is worth many times the cost. Nothing catches the eye so quickly as this form of decoration.

COAL. — Vice-President Reid of the Peabody Coal Co., Chicago, testifying before the senate committee, said under the Calder bill, the coal industry cannot live. He asserted that "steam coal was selling at $1.25 a ton in every jobbers' yard in Chicago."

ST. VALENTINE'S DAY business should be pushed from now on. Do not wait for the last week. The Florists' Publicity Service Bureau has mapped out a splendid campaign. Their cupid folders, posters, stamps, movie slides and newspaper cuts are wonderfully effective in design and text. The more you do for Valentine's day, the greater your return. Start in today.

Personal.

The many friends of W. E. Wallace and wife, of Dunstable, Eng., will regret to learn their proposed visit to the United States may be deferred on account of the latter's illness.

Sweet Pea Annual.

We are in receipt of the Sweet Pea Annual of the National Sweet Pea Society of England, for the year 1921, containing much valuable information and interesting papers. The secretary is H. D. Tigwell, Harrow View, Greenford, Middlesex.

Moss Standards.

Agitation has been started by prominent firms dealing in sphagnum moss asking that some organization in the trade fix a dry weight and standard size of burlapped bale and refuse to buy any other size or reduced weight below such standards. This is a move in the right direction, but who will follow it?

Canna Roots.

ED. AMERICAN FLORIST:

When all eyes have been cut from canna roots, will such roots produce eyes and make stock? G. C.

We have never tried it, but to be sure of your stock, I would advise that you leave one or two eyes on the roots to produce the growth.

Glass.

All hand window glass factories in the Pittsburgh district have ended operating periods and are closed. The shutdown may continue eight or ten weeks. The National Association of Window Glass Manufacturers will meet in Pittsburgh, February 8, to arrange the next working period. Wage reductions will be considered at a Cleveland conference before that date.

The output of window glass factories last year was around eight million boxes and any sort of a building revival will result in a shortage. Prices have held firm for 20 months.

Tennessee State Horticultural Society.

The Tennessee State Horticultural Society and the Tennessee State Nurserymen's Association held the center of interest in Nashville, January 25-27. This was the sixteenth annual convention and was highly successful. The attendance was very fine, showing good appreciation of the work of both, about 175 being present. A large delegation came from all parts of the state, including representatives from the University of Tennessee, who spoke on various matters pertaining to the subjects in hand. G. M. Bently, secretary-treasurer of the societies, reported them to be in good financial condition. Among others present from a distance were George C. Stancher, Auburn, Ala.; Henry P. Corwith, Saluda, N. C.; F. D. Garrison, field agent of the Tennessee Horticultural Society, to whom much credit is due for his intelligent handling of many details and who was responsible for the beautiful display at the state fair last fall; Dr. John W. Roberts, United States department of agriculture, Washington, D. C.; Henry M. Dunalp, Savoy, Ill.; Gabe M. Weil, Cincinnati, O.; Chas. S. Brown, agricultural statistician, Little Rock, Ark.; E. H. Favor, Chicago; E. A. Lake, pomologist, Washington, D. C.; George E. Muriell, Washington, D. C.; W. F. Bohlender, Tippecanoe City, O.; Paul C. Lindley, Pomona, N. C.; C. P. Dadant, Hamilton, Ill.; J. J. Wilder, Waycross, Ga.; W. R. Walling, Hardin, Mont.; Prof. H. W. Wilson, Madison, Wis.; T. B. Paddock, Ames, Iowa. A noted speaker present was Ex-Governor B. W. Harper, Newport, Tenn.

There was a very beautiful exhibition of apples, attractively displayed, among the varieties being the Rome Beauty, Red Winesap, Paragon, Stayman, Chicago, Delicious, Yates and Golden Delicious. James Craig, of the Rose Cliff Fruit Farm, Inc., Waynesboro, Va., made a most wonderful display.

On Wednesday, when the nurserymen had their session, there was a fine display of all kinds of fruit trees, and ornamental shrubs and everything included in this class of plants. There was also a good exhibition of all kinds of insecticides, fungicides and instructive talks as to how to apply them.

The social feature of the convention was emphasized by a "get-together" banquet Tuesday evening, at the Hermitage hotel, and a "smoker," Wednesday night. M. C. D.

Dahlias Versus Roses.

ED. AMERICAN FLORIST:

In an interview with Edward Reid, Philadelphia, Pa., published in your issue of January 22, page 66, he proposes as a plan to solve the short-stemmed rose problem at Christmas and other times, that all wholesalers join in an agreement to discontinue dahlia sales after October 10, in order that the rose man could have the field to himself. I, for one, cannot see but that the dahlia grower has as much right to his living as the producer of roses. We cannot all grow roses, but we nearly all grow dahlias, and at the rate dahlia culture is increasing, in a few years there will be as many, if not more, growing dahlias than there are at present growing roses, especially if the interest grows as rapidly in the next few years as it has within the last four.

Does the writer think that because he does not like dahlias, that all the rest of the wholesale trade are in sympathy with him? If he will only look around, he will find that a number of wholesalers who did not previously handle dahlia blooms, are now disposing of them successfully, and there will be more as soon as there are growers supplying first quality flowers. The customers are being educated up to the dahlia beautiful. What would have been the result the past fall, if his theory had been carried out, as there was apparently a dearth of roses, carnations, chrysanthemums, etc., until after the date he mentions, and the retailers would have had to turn down a number of orders if it had not been for the helping dahlia crop? If the roses alone had been in the field, nobody except a millionaire could have had flowers. What does it matter if there are two kinds of flowers on the market in quantities. The retailer is apt to select those that suit his trade, and a combination of roses and dahlias to show to his customer is more apt to help the sale of both rather than weaken.

I do not think that the writer of the article in question has visited a good display of dahlias, either growing or in some first-class show or up-to-date florist window. Another thing, unless roses get cheaper, some enterprising greenhouse man will be apt to select dahlia varieties that will grow and bloom under glass and grow dahlias the year around, as I believe they can be grown and produced cheaper than roses. Be easy, brother. The world is wide, and there is room for all the rose and dahlia growers, and remember that the blooms are not altogether a by-product, as there are now a number that are growing them for the flowers alone, and will sell the by-product; the roots, only when they have a surplus.

RICHARD VINCENT, JR.,
Pres., American Dahlia Society.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time, date and place of meeting.]

Cincinnati, O., February 7, 8 p. m.—Cincinnati Florists' Society at 532 Race street. Alex Ostendarp, secretary, 14 E. Third street, Cincinnati.

Davenport, Ia., February 10, 8 p. m.—Tri-City Florists' Club at members' homes. William Knees, secretary, Moline, Ill.

Hartford, Conn., February 11, 8 p. m.—Connecticut Horticultural Society at County building. S. H. Deming, secretary, Hartford.

Hartford, Conn., February 8, 8 p. m.—Hartford Florists' Club. No stated place of meeting. George Marchant, secretary, 13 Huntington street, Hartford.

Knoxville, Tenn., February 8, 7:30 p. m.—Knoxville Florists' Society at members' place of business. Robert E. Mapes, secretary, box 116, Knoxville.

La Crosse, Wis., February 11, 8 p. m.—Associated Florists of La Crosse at The Flower Shop. L. E. Metcalf, secretary, 501 Main street, La Crosse.

Lenox, Mass., February 9, 8 p. m.—Lenox Horticultural Society at Town Hall. Hy. Heeremans, secretary, Lenox.

Louisville, Ky., February 9, 8 p. m.—The Kentucky Society of Florists at Y. M. H. A. Hall. Joseph Ebele, secretary, Louisville.

Madison, N. J., February 9, 8 p. m.—Norris County Gardeners' and Florists' Society at Masonic hall. Edward Reagan, secretary, Morristown.

Newark, N. J., February 10, 8 p. m.—Essex County Florists' Club at Rover's hall. David Murphy, secretary, 181 Clinton avenue, Irvington, N. J.

New London, Conn., February 10, 8 p. m.—New London Horticultural Society at Municipal building, State street. Stanley Jordan, secretary, Harkners' estate, Waterford, Conn.

Newport, R. I., February 10, 7:30 p. m.—Newport Horticultural Society at Music hall, Thames street. Fred P. Webber, secretary, Nellville, R. I.

New York, February 10, 7:30 p. m.—The New York Florists' Club at Engineering building, 33 W. 39th street. John Young, secretary, 43 W. 18th street, New York.

New York, February 9, 8:30 p. m.—Greek American Florists' Association at 119 E. 23d street. Spiros Sakas, secretary, 260 Third avenue, New York.

New York, February 12, 4:30 p. m.—Horticultural Society of New York at American Museum of Natural History. Geo. V. Nash, secretary, N. Y. Botanical Garden, Bronx Park, New York.

Poughkeepsie, N. Y., February 9, 2 p. m.—Duchess County Horticultural Society at Fallkill building. Theo. H. DeGroff, secretary, Hyde Park, N. Y.

Rochester, N. Y., February 11, 8 p m.—Rochester Florists' Association at 95 E. Main street. Irving W. Briggs, secretary, Rochester.

Seattle, Wash., February 8, 8 p. m.—Seattle Florists' Club at Henry building. Thos. Wylie, secretary, Holly street, Seattle.

St. Louis, Mo., February 10, 2 p. m.—St. Louis Florists' Club. No stated place of meeting. J. J. Beneke, secretary, 3648 Humphrey street, St. Louis.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—An experienced gardener to have charge of medium size range, house, lawn, shrubbery and kitchen garden. References required. State nationality, age, experience and number in family. **J. M. Overton,** 901 Stahlman Bldg., Nashville, Tenn.

For Sale—Flower and fruit farm; 12 acres; eight-room house; large barn; 8,000 clumps of peonies. On St. Joseph river and Lincoln highway. For particulars address

Alva Cathcart, Bristol, Ind.

Situation Wanted

Young man expert designer and salesman desires position in high class flower shop in Chicago. Address

Key 541, care American Florist.

Situation Wanted

Expert salesman and designer.

Key 540, care American Florist.

Managing Salesman

For flower store in the middle west.

State age, wages and experience.

Key 539, care American Florist.

FOR SALE

Three houses. 22,000 feet of glass, practically new, rebulbed this year; hot water heat; 7-room house; 1½ acres land; located at Wilmette, Ill., 14 miles north of Chicago.

FRANK FELKE,
R. F. D. 4, Box 158, ELKHART, IND.

FOR SALE

Used hot water heating boilers in first-class condition ready for immediate shipment.

1 American,	will heat 1500 ft. glass, price	$ 50
1 Cottage,	will heat 1600 ft. glass, "	60
1 Niagara,	will heat 1800 ft. glass, "	70
1 Niagara,	will heat 2500 ft. glass, "	110
1 Spence,	will heat 3000 ft. glass, "	140

Also a number of larger sizes, write or wire us your wants.

ROGERS HEATING COMPANY, Ransomville, New York

For Sale

1¼ in. pipe, 8½c per ft.; 140 roof bars, 13 ft. 6 in. long, 1½c per ft.; 24 ventilators for five glass 16x24, $1.75 each, with hinges; two ventilating machines for cable, $7.00 each; 15 boxes 16x24 in. double glass, $5.90 per box. We also have some smaller sizes of glass.

E. HUSTON & CO.
SISTERSVILLE, - WEST VIRGINIA

For Sale

SECOND-HAND PIPE

All sizes from ¾ inch to 10 inch, A-1 condition, good collars and threads. Also lot of 14 inch pipe suitable for culverts. Write Dept. F.

MAX ZEIGLER & BROS., Muncie, Indiana

FOR SALE

Retail store in Chicago at a bargain. Good live man can make a success of this place, which can be had immediately.

Key 525, care American Florist.

For Sale

Good second-hand ice box cheap. Big bargain.

Key XX,
Care American Florist.

FOR SALE

16 x 24 glass, per box	$6.00
1¼ in. wrought iron pipe, per foot	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each	2.50
Rafters or sash bars, per foot	.02
Shafting (heavy), per foot	.10
Shafting (light), per foot	.06
Ventilating arms, each	.25
Ventilating hangers, each	.10
Garland iron gutters, per foot	.40

PETER REINBERG
30 East Randolph Street, CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Home-Grown Stock

Greatly Increased Demand

If you have any to offer, or are likely to have any soon, **advertise in these columns now.**

AMERICAN FLORIST CO.
440 South Dearborn Street, CHICAGO

Pittsburgh.

BETTER SUPPLY AND FAIR DEMAND.

From all appearances, with the exception of roses, the extreme shortage that has prevailed since the first of the year is over. Clearances have been good, and it has been possible to fill orders, something that has not been done for some time. The demand has not been extra heavy, and, with the exception of an occasional funeral order, there does not seem to be much doing. American Beauties are still off crop, while there has been an increase in the supply of the other varieties. Premier and Columbia have the call, with Butterfly and Ophelia close seconds. Double White Killarney, Pink Killarney, My Maryland, Hilda, Richmond, Sunburst and Mrs. Aaron Ward are among the arrivals. The carnation supply is on the increase and prices are somewhat easier. Easter lilies and callas are in light supply and clean up daily. Bulbous stock is in heavy suppy, and includes narcissi, Paper Whites, Golden Spur and tulips, both single and double. Sweet peas are now a factor, and the quality is of the best. Is is to be hoped that there will be a good supply for Valentine day. Freesia is in heavy supply, and is hard to dispose of. Lily of the valley is in good supply and moves freely. Violets are hard to sell at any price. Orchids go slowly and price concessions have to be made at times. Calendulas, mignonette and baby primroses are slow, and the week end finds many of them carried over. Heather finds a ready market, as something different and while at first glance the price seems high, when you consider the uses it can be put to, and how it makes up in basket work, the price is reasonable.

NOTES.

Nick Harris, of Harris Bros., has returned from a 14 months' visit to his old home in Greece. Mr. Harris says, that while it was nice to renew old acquaintances, that conditions in Europe are terrible, and that the dissatisfied in this country, do not know when they are well off.

John C. Walley, greenhouse foreman for the McCallum Company, and Ed. Blind, of the Blind Floral Company, were among those from the Pittsburgh district who attended the carnation convention at Washington, D. C.

The Retail Florists' Association of the Pittsburgh district will hold its monthly meeting February 3, at the Seventh avenue hotel, at which time advertising for Valentine day will be taken up.

Both the McCallum Company and the Pittsburgh Cut Flower Company are featuring cut heather from California, and have found a ready market for it. E. C. T.

Boston.

LIMITED SUPPLY AND WEAK DEMAND.

Business at the markets this week has been rather on the dull side. The quantity of stock arriving has been limited, but lack of business has kept prices reasonable. Roses and carnations have been leaders, and even they have moved sluggishly. Bulbous flowers are increasing in quantity daily and clean up fairly well. Tulips made their first appearance this week and sold at eight cents. Lilies are coming in, about the same quantity as a week ago, with no change in price. Marguerites, pansies and other offerings are still scarce and hold their price, owing to that factor. The stores out of town, for the most part, report a very quiet business. Nothing is moving in the cut flower line and the only business they are getting is funeral work.

Burpee's Sweet Peas

There is always a ready demand for good Sweet Peas. Well grown flowers realize most remunerative prices, and it is doubtful if any other crop will bring the florist greater profits, considering the outlay for stock and the ease with which the crop is handled.

To ensure flowers of highest quality and at a time before the market is glutted with ordinary stock, the seed should be sown during January or February in pots. Start them in a cool house or even a cold frame, and so have first-class sturdy plants for setting out in the open field early in April. This method will give you flowers in late May, and much superior to those sown directly in the open.

When ordering ask for our leaflet on Sweet Pea culture.

The House of Burpee is recognized the world over as American headquarters for Sweet Peas. Burpee's Sweet Peas are grown and developed on Floradale Farms, our California seed ranch, and our strains are unsurpassed for high-class quality and "trueness" to type and color.

Good Sweet Pea seed is scarce this season, due to short crops, and as our stocks of some varieties are limited, we suggest early ordering.

The following list includes only such varieties as we know to be of value for market work. For fuller descriptions and classified list of all varieties, including many novelties now offered for the first time, write for Burpee's Annual which is sent free upon request.

BLUSH.
Elegance. Blush pink.
Agricola. White, flushed lilac.

LIGHT PINK.
Daisybud. A rich color.
Elfrida Pearson. A fine pink.
Cis Wright. Pink on cream.

CREAM-PINK.
Margaret Atlee. Deep pink on cream.
Mrs. Routzahn. Buff-pink.

ORANGE-SCARLET.
The President. Dazzling orange-scarlet.

CERISE.
Illuminator. Rich cerise-salmon.
Fiery Cross. Bright orange-cerise.

CRIMSON.
King Edward. Deep crimson.

BLUE.
Wedgwood. Deep azure-blue.
Blue Monarch. Dark blue self.

SALMON.
Barbara. Salmon-orange.
Stirling Stent. Deep salmon.

SALMON-PINK.
Beryl. Soft salmon-pink.
Lilian. Pale salmon-pink.
Doris Usher. Salmon-pink on cream.

DEEP PINK.
Countess Spencer. Soft rose-pink.
Hercules. Rich pink.
Hawlmark Pink. Bright salmon-pink.
Annie Bownass. Salmon-pink.

ROSE.
George Herbert. Rosy carmine.
Rosabelle. Large rose self.

LAVENDER.
Margaret Madison. Azure-blue.
Orchid. Lavender-pink.
Florence Nightingale Rosy lavender.
Don Alvar. Silvery blue.

MAUVE.
The Lady Eveline. Rosy mauve.

PURPLE.
Royal Purple. Rich, warm purple.

PICOTEE EDGED.
Dainty. White, edged rose-pink.
Cherub. Cream, edged bright rose.

PINK AND WHITE.
Blanche Ferry Spencer. Rosy standard, pink wings.
Mrs. Cuthbertson. Rose-pink standard, wings white.

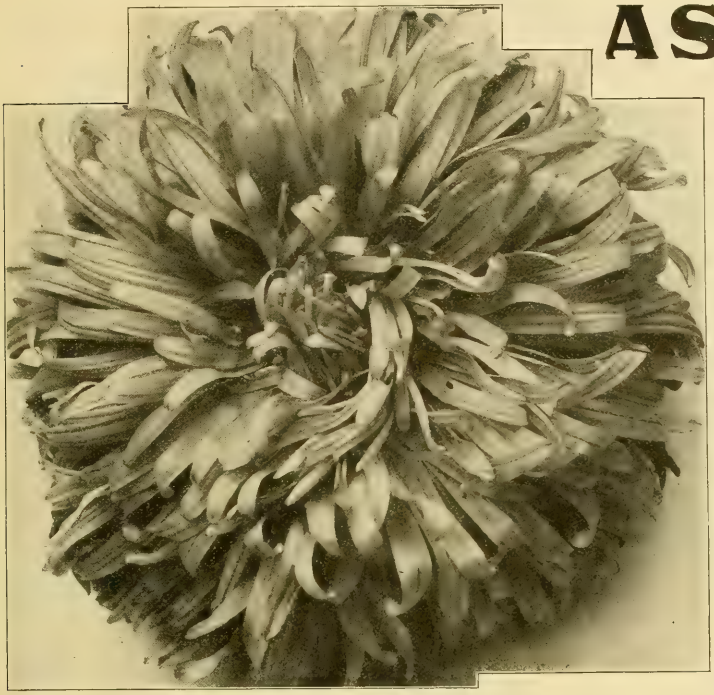
Burpee's Early- or Long-Season Spencer Sweet Peas

To anticipate the blooming season of the Summer-flowering type, we recommend using the Winter, or Early-flowering varieties in the same manner; they will give you flowers two to three weeks earlier, thus considerably prolonging the season.

The best varieties for this purpose are included in the following:

Improved Snowstorm. Immense pure white.
Loveliness. Soft pink.
Pink Beauty. Rose-pink on white.
Daybreak. Rose-pink on cream.
Illumination. Salmon-cerise.
Princess. Lavender-mauve.
Blue Bird. Blue self.
Fordhook Rose. Rosy carmine.
Early King. Rich crimson.
Early Fairy. Cream, suffused apricot.
Yarrawa. Rose-pink and cream.
Daintiness. White, edged rose.

W. Atlee Burpee Co.,
Seed Growers Philadelphia.



ASTERS

New Giant Non-Lateral

New Introductions of Exceptional Merit.

Several years ago an American Specialist in Aster culture undertook a certain series of crosses to obtain a tall growing **Non-Lateral** strain of Asters, and this season we are offering for your consideration the perfected results of his work. By crossing the tall growing non-lateral American Beauty with some of the finer types of the Crego class, an Aster with the type of Crego and Peony flowers and with a non-lateral branching stem was secured. These Asters attain a height of some three feet and the long stems are surmounted by flowers of ultra refined Crego and Peony Flowered types. The size of the flowers is phenomenal. The fact that these Asters are without laterals causes an unbroken sap flow from the base to the one flower at the terminal, thereby accounting for their immense size. The flowers can be cut with individual stems ranging from eighteen inches to two feet in length. The blossoms of the Crego Type are large, fluffy and not unlike the general make-up of a refined type of Japanese Chrysanthemum.

Above Shows a Typical Flower of New Giant Non-Lateral Aster Crego-Type.

CREGO TYPE

Peach Blossom Pink. A superb Aster with blossoms of he most ultra-refined Crego type, the petals being beautifully wisted and interlaced, borne singly on rigid, upright stems. The plants attain a height of two and a half to three feet. Unlike the ordinary Crego Asters this variety throws few or no laterals. Blossoms of enormous size. Splendid for cutting purposes.

Dark Rose. A tall growing variety, in color a deep rich rose. Flowers of enormous size, wavy in outline. An ideal Aster regarded from any point of view.

Light Blue. An exact replica of Peach Blossom as regards form, size and character of growth, with an exquisite tone of color.

Purple.

Price any of above,
per trade pkt., $2.00; per ¼ oz., $2.50.

PEONY FLOWERED TYPE

Peach Blossom Pink. This new Aster differs from the Crego type in the fact that the petals instead of being curled and wavy like are regular in their outline, more or less after the style of a gigantic flower of the old Victoria Class.

Light Blue. An exceptionally good "Cutflower Blue."

Price any of above,
per trade pkt., $1.00; per ¼ oz., $2.50.

SPECIAL OFFER

One Trade Packet Each of these Six Grand New Asters

For.....$ 5.00
Or ¼ oz. each for..... 13.50

A. HENDERSON & CO., 166 N. Wabash Ave., Chicago

The tenth annual meeting of the New England Nurserymen's Ass'n was held at the American house, January 26-27. John K. M. L. Farquhar, chairman of the legislative committee, gave a very interesting talk on the work accomplished on quarantine of nursery stock. He also said the federal horticultural board does not consider the European corn borer as serious as was first supposed. C. R. Burr spoke on business conditions, which he says are much improved over a year ago. He says nursery stock will not go down in price, owing to the limited supply, and no stock to be had from France or Holland. Officers elected were: J. K. M. L. Farquhar, president; E. F. Coe, vice-president; L. A. Robinson, secretary; V. A. Vanicek, treasurer; S. A. Hoyt. D. W. Dow and H. N. Chase, executive committee. The choice of the place for next year's meeting is left to the executive committee.

Harry N. Kelley, for 15 years located at Pemberton square, died January 27. He was for a number of years connected with J. Newman & Son of this city. Mr. Kelley was one of the best known men in the city, both in and out of the trade, and will certainly be missed by his many friends. He was a member of several fraternal organizations.

E. T. S.

EVANSVILLE, IND. — The William Blackman Floral Co. will go back to the growing of Bride roses, and has secured 2,000 plants, which will be housed in its greenhouses here in the near future.

VIOLET CORSAGE

A Special for Valentine's.

A large ready-to-wear corsage of double violets and leaves, tied with violet cord, stem wrapped with foil—looks real, will sell on sight. Packed one to a box.
Price, each.....$0.50
Half dozen for..... 2.75
One dozen for..... 5.00

LOTS OF OTHER NOVELTIES
Get our complete price list. It's free.

Geo. H. Angermueller Co.,
1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing

CHICAGO CARTON COMPANY

CORONA FLOWER BOXES

Representatives:
M. E. CHAPIN
516 Fifth Avenue
New York City

T. A. DIXON CO.
1526 Blake St.
Denver, Colorado

T. S. FINCH
601 Elm St.
Dallas, Texas

Home Office
and Factory
4433 Ogden Ave.
CHICAGO
Telephone
Lawndale 906

For Violets and Corsages

Size		Per 100
7 x 4 x 4	2-inch Top	$ 5.00
10 x 6 x 5½	2-inch Top	6.00
12 x 8 x 5½	2-inch Top	7.65
14 x 10 x 8	2-inch Top	12.60

For Cut Flowers

18 x 5 x 3	2-inch Top	$ 6.10
20 x 4 x 3	2-inch Top	6.05
21 x 5 x 3	2-inch Top	7.25
24 x 5 x 3½	2-inch Top	7.70
24 x 8 x 4	2-inch Top	10.80
28 x 8 x 4	2-inch Top	12.10
28 x 8 x 5	2-inch Top	13.05
30 x 5 x 3½	2-inch Top	0.25
36 x 8 x 5	**2-inch Top**	**16.20**

The sizes given here are carried in stock, in the popular MIST-GRAY and GREEN colors.

5% DISCOUNT
CASH WITH ORDER

The prices quoted herewith are f. o. b. Chicago.

When printing is wanted there will be a charge of $9.00 per color for printing 500, $12.00 per color for printing 1000.

Border printing and embossing will be charged for as time work in accordance with the amount of work involved.

For Sprays, Designs and Cut Flowers

Size		Per 100
16 x 16 x 8	Telescope	$29.25
20 x 20 x 8	Telescope	38.95
21 x 5 x 3	Telescope	7.25
24 x 5 x 3½	Telescope	8.90
24 x 24 x 10	Telescope	55.75
30 x 10 x 5	Telescope	22.00
30 x 12 x 6	Telescope	30.25
32 x 32 x 8	Telescope	63.75
36 x 10 x 5	Telescope	25.20
36 x 12 x 6	Telescope	36.35
36 x 14 x 8	Telescope	46.55

St. Louis, Mo.

BRISK DEMAND EXPECTED

Due to the mild weather, the supply of all bulbous plants will be affected, causing a serious shortage of flowers for Easter. Roses and carnations are still leading the market. The best varieties of roses such as Premier, Columbia, Russell, Butterfly. Ward and Killarneys are scarce, and are bringing wholesale from $10 to $35 a hundred, according to the length of stem. They are retailing at from $3 to $15 a dozen and up, according to variety. Carnations are plentiful and the stock is in excellent condition. They are wholesaling at $10 to $12 per hundred, and retailing at $2 and $3 per dozen according to quality. Sweet peas are plentiful and bring from $1 to $3 per dozen wholesale, and from $1 to $2.50 per bunch retail. Narcissi and freesia are offered at $6 per hundred, and from $1.50 to $2 a dozen retail. There are some fine jonquills on the market and the demand for them is good. They wholesale at 12½ cents each, and retail at $2.50 to $3 per dozen. Calendulas of exceptional size and quality are coming in large quantities and are offered at $3 to $5 per hundred, wholesale. They bring $2.50 to $3 per dozen, retail. There is a limited supply of California violets to be had at 75 cents per hundred wholesale. They are bringing 35 to 40 cents a bunch, retail. Calla lilies are scarce at 15 to 30 cents each, wholesale, and $6 to $8 per dozen retail. Lilium Harrisii are wholesaling at 20 cents each and retailing for $6 a dozen. A limited supply of Roman hyacinths are offered at $5 per hundred wholesale. Lily of the valley is plentiful and is bringing $12 per hundred wholesale, and $3 per dozen retail. A decrease in the supply of lily of the valley is expected next week. There is a good supply of orchids coming in now, and the demand is rushing. They sell from $9 to $18 per dozen wholesale, according to size and variety. They are offered at from $3 to $3.50 each retail. Some very fine tulips of the common type are now coming in and the demand is exceptional as is usually the case with the first cut flowers of the bulbous type. There are no Darwin tulips on the market yet. Gardenias and hyacinths are not to be had at any price. Cyclamen and cherries are still seen in many of the windows. Snapdragons are to be had at a few establishments. Many willows are used in combination with other plants. Specimen plants of tulips are to be had from 50 cents up, depending upon the size of the pots and the number of flowers contained.

Greens, asparagus plumosa, is selling for 50 to 75 cents a bunch. Sprengeri is bringing 50 cents a bunch. The plumosa is scarce this week. Ferns are bringing $4 per 1,000. It may be said of this city that the public in general is playing the waiting game and is doing comparatively little buying due to the unusually high prices of flowers. It is predicted that when prices take a slump, trade will pick up. Funeral work comprises three-fourths of the floral business in St. Louis at the present time.

NOTES.

The second annual flower show of the St. Louis Garden club will be held in the floral display house in the Missouri botanical garden, on May 21-22, 1921. This show, which is primarily for local exhibitors, embraces amateurs, professional gardeners and commercial men within a radius of 25 miles of St. Louis. The premium list will be out this week and will be in the hands of the various wholesalers for the benefit of the commercial men. The cash prizes for commercial men will be on the same basis as those of the previous show. President M. Duggar would like the commercial men to have their schedules filled out promptly and in the hands of the committee as soon as possible. Mrs. James L. Drummond of 4339 Pershing avenue is chairman of entries.

At the last meeting of the St. Louis Association of Gardeners, which was held January 30, 1921, it was decided there should be two meetings a month during the spring, because a series of instructive lectures is to be presented at this time. The next regular meeting of this association will take place February 2, 1921, at the Forest Park municipal greenhouse. Herman Schwartz will continue his interesting lecture on "Insects." At the last meeting he took up the topic of, "When a Bug is not a Bug." There were 35 members present at the meeting and much information was gathered by all.

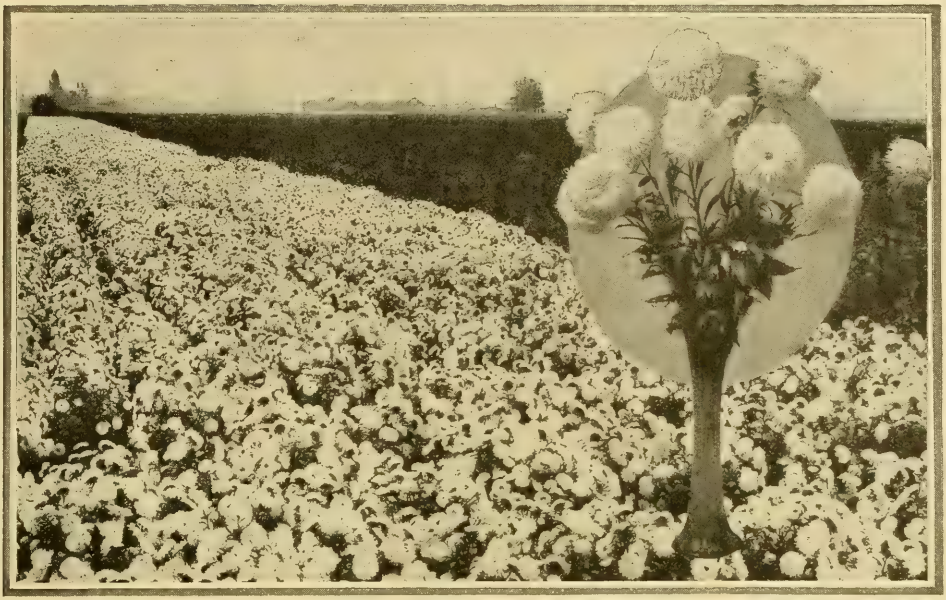
The St. Louis Florists' Club will hold

New Colors in Gladiolus

Are you acquainted with my Gladiolus Primulinus varieties? Nothing is more elegant and beautiful than my Gladiolus Primulinus, with their artistically arranged flowers and their oriental colors. And nothing is more bright and brilliant than my Gladiolus Chautauqua Red.

Catalogue, including Iris and Peonies, free on request.

The Chautauqua Flower Fields
C. Zeestraten, Prop.
BEMUS POINT, NEW YORK



BALL'S WHITE ASTER

A SPHERE OF PURE WHITE PETALS

THE seed of this splendid Giant Aster of the Late Branching type—the product of twelve years' selection to develop the ideal of a perfectly double flower, of flawless color—is offered in 1921 for the first time.

In the Fall of 1908, George J. Ball, a Sweet Pea and Aster specialist, selected a plant among his Late Branching White Asters on which the flowers were solidly double, so much so that from eight to ten flowers only fifty seedlings were grown the following year.

It has been grown and the seed carefully selected every season since. In 1918, three-quarters of an acre netted $2,320. An exceptionally good market helped, but this variety has always sold for 50% more than ordinary White Asters.

The flowering season comes between the Royal and Late Branching types, filling in between the early and late glut of flowers. It grows to a medium height with full, distinctively centered blossoms, ideally formed for long distance shipping.

The seed of this Aster is about two-thirds the size of ordinary varieties. It is sold in ¼-ounce packets, containing about 4000 seeds, at **$3.00 per trade packet.**

MR. GEORGE BALL, Glen Ellyn, Ill. Chicago, November 9th, 1920.

Dear Sir—We feel impelled to tell you the high praise that we have received from our customers concerning your White Asters. In addition to its magnificent form, it also has the advantage of being an excellent keeper and one of the best sellers that we have to offer. We take great pleasure in recommending this variety to anyone for either commercial or private growing as it is superior to any White Aster. Very truly yours,

THE CHICAGO FLOWER GROWERS' ASSOCIATION.

Chicago **VAUGHAN'S SEED STORE** **New York**

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

an official meeting at the offices of the H. J. Berning Wholesale Floral Co., on Thursday, February 10, 1921. A carnation exhibit and miscellaneous flower show will be held in connection with this meeting. All persons or members having floral oddities are asked to bring them, and all commercial men are asked to contribute.

H. J. Berning and wife of the well known wholesale floral establishment of this city are out of town on a pleasure tour through the southern states. They expect to return within the next two weeks.

Visitors: Morris Levine of the Morris Levine Floral Co. of New York was calling upon the trade this past week.

The Windler Wholesale Floral Co. is selling large numbers of carnations, sweet peas and narcissi.

An unusual amount of funeral work and minor decorations has been sold by Mullanphy Floral Co.

The St. Louis Wholesale Cut Flower Co. reports a big business in their section of the city.

The F. C. Webb Floral Co. reports a large demand for their specimen plants of tulips.

The Bourdet Floral Co. have increased their orders for specimen pot plants.

R. D. M.

SCHENECTADY, N. Y.—William C. Eger, a well-known florist of this city, died January 3, age 66 years.

LAURAVILLE, MD.—Robert M. Kemp, age 74 years, a pioneer florist of this section, died at his home here, recently.

BALTIMORE, MD.—J. W. Perry, of the S. S. Pennock Co.'s local force, was married January 16 to Miss Lillian Hoffman.

WASHINGTON, D. C.—Adolph E. Gude, of Gude Bros. Co., and son of Adolphus Gude, has been elected a member of the board of directors of the Chamber of Commerce in this city.

We will have a nice cut of

Roses For Valentine's Day

Our Roses Are the Finest in This Market

Buy Direct from the Grower

You always get fresh flowers and a more even run of stock.

PRICE LIST—Subject to Market Changes

RUSSELL	Per 100
Fancy Long	$30.00 to $35.00
Good Length	25.00
Medium	20.00
Short	10.00 to 15.00

COLUMBIA	
Fancy Long	$30.00 to $35.00
Good Length	25.00
Medium	20.00
Short	10.00 to 15.00

PREMIER	
Fancy Long	$30.00 to $35.00
Good Length	25.00
Medium	20.00
Short	10.00 to 15.00

HOOSIER BEAUTY	Per 100
Long	$25.00 to $30.00
Medium	16.00
Short	10.00 to 12.00

OPHELIA	
Long	$20.00 to $25.00
Medium	12.00 to 16.00
Short	10.00

SUNBURST	
Long	$20.00 to $25.00
Medium	12.00 to 16.00
Short	10.00

WHITE KILLARNEY	
Long	$20.00 to $25.00
Medium	12.00 to 16.00
Short	10.00

ASSORTED ROSES
—OUR SELECTION—

Including some **Russell, Columbia and Premier.** In lots of 200 or more, $12.00 to $15.00.

Fancy Ferns, per 1,000	$4.50
Adiantum, per 100	1.50
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per 100	3.00

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.
NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays.

Chicago.

SUPPLY IS INCREASING.

The supply of stock is steadily increasing and while there is plenty to go around for almost all the orders a few brisk days would make quite a change in the market condition, and some items be found scarce. American Beauty roses are in good demand and the same holds true for Columbia, Premier and Mrs. Chas. Russell. There is a good call for Milady, Butterfly, Montrose, Victor, Golden Rule, Sunburst, Ward, Ophelia, Double White Killarney, White Killarney, Cecile Brunner and Nesbit. Roses are more plentiful than they have been and prices are not so high, but there is no great surplus to speak of, while at times the market has been cleaned up completely the past week. Carnations are more plentiful and some fine stock is to be had especially Laddie and Ward. Prices are considerably lower on carnations but fancy stock continues to command good prices. Sweet peas are arriving in splendid condition and fancy long stemmed stock is in brisk demand at high prices with the shorter grades cleaning up nicely. Freesia are having a good call and the variety Purity is exceptionally fine this season. Colored freesia are obtainable at a few of the stores but the supply is limited. Tulips and Jonquils are more plentiful and are selling nicely. Orchids are to be had in fair sized quantities and there is plenty of lily of the valley to go around. Violets are in good supply and in good demand. Lilies are good property and so are callas. Stevia, mignonette, Paper White narcissus, daisies, pansies, calendulas, Romans, heather and euphorbia are included in the offerings. The city demand has been very quiet the past week and the shipping trade has not been as brisk as it might be. Green goods are in fair supply. Cyclamens, primroses tulips and jonquils are the principal offerings in plants and are seen prominently featured in many of the store windows. Stock promises to be in good supply for St. Valentine's day, but it will be well to place orders in advance so as to protect oneself against a heavy demand. Do it now.

NOTES.

The Everette R. Peacock Co. is mailing its new seed catalogue this week. This firm's retail cut flower department under the able management of Herbert Stone has closed a very successful year. The total sales for 1920 show a 75 per cent increase over 1919 and 50 per cent for the holidays. The sales so far this month are very encouraging, and preparations are now under way to handle what Mr. Stone believes will be a record Valentine trade.

The Meyer Florists' threads are the longest and strongest in the world and are used by the leading retailers and growers throughout the world. Be sure and get the Meyer brand and you will always get the best. Manufactured by the John C. Meyer Thread Works, Lowell, Mass.

Mention the American Florist when writing

Let Your Valentine Orders
Say It With Budlong Flowers

They will satisfy the most critical buyers.

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Excellent Roses

SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red GOOD CROP

Including the finest Mrs. C. W. Ward on this market, bar none

JONQUILS, TULIPS, HYACINTHS, VALLEY, FREESIA

Daisies, Calendulas, Violets, Lilies, Paper Whites, Pansies, Sweet Peas, Stevia and all other seasonable Cut Flowers.

Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

Mention the American Florist when writing

A. L. Vaughan & Co. have secured a four-year lease on their present quarters at 161 North Wabash avenue, and will install a new ice-box as soon as possible. This firm was well pleased with its January business, the sales for the first 19 days showing a wonderful increase over the same period of 1920.

Poehlmann Bros. Co. is cutting a good supply of orchids and lily of the valley, and will be in heavy crop with both for St. Valentine's day. Roses are arriving in splendid condition here, and the same holds true for carnations.

Paul Klingsporn is back on the job at the Chicago Flower Growers' Association store after attending several important trade meetings at Washington, D. C.

Valentine Flowers

Large supply of Roses, Carnations, Sweet Peas, Tulips, Freesias, Violets, Stevia, Valley, Jonquils, Paper Whites, Lilies, Calendulas and all other miscellaneous seasonable stock including a complete line of Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

ROSES & CARNATIONS

In All the Leading Varieties

WIETOR BROS., 30 East Randolph St., L. D. Phone Randolph 2081. **Chicago**

The Woman's National Farm and Garden Association announces an exhibition at the Art Institute, March 8 to April 5. The east wing will be given over to the combined exhibits of architecture, applied arts, and landscape and garden design. Cash prizes will be awarded for the best designed gardens, particulars of which can be obtained from the association at 16 North Wabash avenue, room 1728.

At Kennicott Bros. Co., the demand is very strong for American Beauty roses, which are none too plentiful in this market and have commanded good prices all season. H. B. Kennicott is expected home from Florida this week.

Fassett & Washburn are in good crop with roses and report a strong demand for same. They have had a good steady cut all season and have taken splendid care of all their regular customers.

The A. L. Randall Co.'s fixture department is having a good demand for its work cabinet now on display at the store. It is to the retail store what the kitchen cabinet is to the home.

Zech & Mann report a strong demand for fancy sweet peas, which have been in good supply with them, also lilies, which are good property.

Peter Reinberg and N. J. Wietor are expected home this week from Florida, where they spent the past few weeks with their wives.

John Michelsen, of the E. C. Amling Co., and Paul Weiss, accompanied by their wives, have returned from a visit to California.

The Joseph Foerster Co. is handling fancy sweet peas in quantity, in addition to its usual fine line of stock.

Tom Rogers, of the Weiland-Risch Co., is on the sick list.

Harry Singler is the proud father of a baby girl.

A
DISTINCT
NOVELTY
for Retail Florists
WINTER LILAC
NOW

Winter Lilac (botanically termed *Buddleia Asiatica*) as a cut flower is a distinct novelty on the Chicago Market.

Unsurpassed for bridal work, table decorations, baskets and corsages.

Exceptionally choice bunches,
$1.50 and $2.00 each.

Grown for
KENNICOTT BROS. CO.,
Sole distributors,
By R. J. WINDLER,
Rose Grower and Specialist in
Novelty Cut Flowers.

FOUNDED BY FLINT KENNICOTT 1st

Glass by the Million.
Production by the Thousands.

Roses AND Carnations

Choice stock in all the leading commercial varieties.

Buy Direct from the Grower — **CURRENT PRICE LIST** — Subject to Change Without Notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$40.00
Fancy	35.00
Select	$20.00 to 30.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
COLUMBIA	
Specials	$40.00
Fancy	35.00
Select	$20.00 to 30.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
SUNBURST, OPHELIA	
Special	$25.00
Select	$18.00 to $20.00
Medium	12.00 to 15.00
Short	10.00
Killarney Brilliant.. Specials	$20.00
Killarney Select	$12.00 to 15.00
White Killarney Medium	10.00
Short	8.00

	Per 100
PREMIER	
Specials	$40.00
Fancy	35.00
Select	$20.00 to 30.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
ROSES, OUR SELECTION	$10.00
Carnations	$ 8.00 to 10.00
Sweet Peas	3.00 to 4.00
Violets	1.50 to 2.00
Jonquils	8.00 to 10.00
Tulips	8.00 to 12.00
Adiantum	2.00
Asparagus, per bunch.....50 to 75c	
Boxwood, per bunch.....35c	
Ferns, per 1,000.....$4.50	
Galax, bronze and green, per 1,000. 2.00	
Leucothoe Sprays	1.00
Smilax, per dozen strings..... 4.00	

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

Valentine Specials

FANCY SWEET PEAS IN QUANTITY

$2.00 to $4.00 per 100.

Double Violets

Cream of the Rhinebeck Crop.
$1.50 per 100; $12.50 per 1000.

Lily of the Valley

Plenty for Everyone.
$6 00 to $8.00 per 100.

Home-Grown Orchids

FANCY STOCK
at $18 00 per dozen.
50 or 100 lots at $1.25 each.

Large Supply of Spring Flowers

TULIPS, $6.00 to $8.00 per 100.
JONQUILS, $8.00 to $12.00 per 100.
FREESIA PURITY, $6.00 to $8.00 per 100.

Roses and Carnations in Quantity to Meet Any Demand.
You Can Depend Upon Us for Your Valentine Supply.

A. L. RANDALL CO.

Wabash Ave. and Lake St., **CHICAGO, ILLINOIS**

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283
Central 3284

Our Offerings Include:

LILIES
Absolutely the finest supply of Cut Lilies in this market.

ROSES
COLUMBIA
RUSSELL
White Killarney
Butterfly
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS
Valley Cattleyas
CARNATIONS
Paper White Narcissus
Single VIOLETS Double
Sweet Peas
Calendulas
Tulips Jonquils
Freesia

GREENS
Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

Harry Smyth of the Ernest Wienhoeber Co., underwent an operation at St. Luke's hospital, January 27. He is doing nicely at this writing and his friends are hoping for a speedy recovery.

Ransom E. Kennicott, chief forester of the forest preserve, is showing views of the bridle paths and other interesting features of the new park system.

The Ernest Wienhoeber Co. had several large orders for the Uihlein funeral, one of which called for a casket cover of orchids and lily of the valley.

The J. A. Budlong Co. is handling a good supply of bulbous stock in addition to its regular line including fancy tulips.

Robert Blake left January 27, for Youngstown, O., where he has accepted a position with Ryan & Culver of that city.

Ed. Goldstein, representing Vaughn's Seed Store, is back from a western business trip.

Visitors: J. S. Wilson, Des Moines, Ia.; J. J. Hess, Omaha, Neb.; J. J. Karins, representing H. A. Dreer, Inc., Philadelphia; J. P. McCarthy, representing M. Rice Co., Philadelphia; Blaine Wilcox, Council Bluffs, Iowa; W. A. Rowe, Kirkwood, Mo.

Kansas City, Mo.

BRISK DEMAND AT REDUCED PRICES.

Stock showed plentifully the past week, with improved quality, and there seems to be a return to pre-war prices. Roses were about the same as before, and could be obtained at eight cents and up, wholesale. Carnations showed improved quality, and were being wholesaled at 8 and 10 cents. Sweet peas were more plentiful and of good quality and selling for $3 per 100, wholesale. A liberal supply of stevia and white narcissi were placed on the market, making a fine filler. The tulip and jonquil offering was very limited. Pot plants are selling well, and in a number of cases, are taking the place of cut flowers.

NOTES.

Lambert Chandler of the Elmhurst Gardens, has but recently entered the florist business, and will carry a good supply for Valentine and Easter trade.

S. Bryson Ayers, of Independence, is cutting a large supply of sweet peas and reports that very few buds are dropping.

A brisk Valentine and Easter trade is looked forward to by Arthur Newell, who states that business now is very good.

E. G. Bunyar, of Independence, suffered considerable loss in spring bedding stock, due to a leak in an oil pipe line.

W. J. Barnes reports a good trade in hospital and funeral work, and says pot plants have a good demand.

A fine supply of roses is being cut by T. J. Noll & Co. E. J. B.

Toledo, O.

JANUARY BUSINESS GOOD.

The current demand in the flower shops is surprisingly good when all the present conditions are analyzed. Other lines of business are deader than the proverbial door nail, and it is only by tremendous advertising of slashing price reductions that they can provoke any response at all. Florists had looked for a decided slump in this month, but were agreeably surprised. Of course, it might be better, but no complaint can be made as long as there is no decided decrease over the same period last year when the "influenza" epidemic helped materially. The big item in this month's trade has been the call for funeral work, with the usual number of wedding decorations thrown in. The auto show held last week helped as florists received good orders for booth decorations.

Cut flowers, since the holidays, have been rather scarce and high priced. The dark weather has not helped the situation. Roses, particularly the shorter stemmed grades, have been hard to obtain. Sweet peas are increasing in quantity and enjoy a brisk sale. Carnations are gradually improving in form and numbers, while calendulas are of fair quality. Daffodils are good stock.

NOTES.

Schramm Brothers' greenhouses are beginning to reflect the spirit of Easter, having a fine representation of hyacinths, daffodils, narcissi, begonia, primroses and cyclamen. Frank M. Schramm is very optimistic regarding the business outlook and states that if florists will plug for trade, advertise consistently and give dollar for dollar value in flowers and service, they have nothing to fear and everything to gain.

Max Spanner has given an interest in his Madison avenue flower shop to Max Zaller, his nephew, who for some years has been selling on the road for Mr. Spanner. He is a hustler, progressive, and should prove a valuable aid in developing the business.

Mrs. Earl Metz, wife of Earl Metz, of Metz & Bateman, and Mrs. Frank M. Schramm, wife of Frank Schramm, of Schramm Brothers, have completely recovered from their recent illness, necessitating a sojourn at the hospital.

The Helmer flower shop has a nifty St. Valentine's day window display, in the shape of a monster heart and other suitable novelties. Business here has been as good as could be expected according to Jacob Helmer.

St. Valentine's day is in the offing, and prospects at the present time are bright for a lively trade. Florists here are already advertising with posters and window displays.

The stock of Mrs. J. B. Freeman, who died recently, has been appraised by Frank M. Schramm and J. L. Schiller, and the store will probably be sold in the near future.

A. C. K.

CUT FLOWERS

Order Now For Valentine's Day

Roses, Carnations, Sweet Peas, Tulips, Freesias, Paper White Narcissus, Jonquils, Valley, Lilies, Callas, Stevia, Mignonette, Daisies, Pansies, Romans, and a complete line of Greens

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

The Chicago Flower Growers Association
WHOLESALE GROWERS of CUT FLOWERS and PLANTS
182 North Wabash Avenue L. D. Phone Randolph 631 CHICAGO

Heavy Supply Cut Flowers
FOR VALENTINE'S DAY

Everything you need of the finest quality obtainable in this market.

NOTICE---For Your Accommodation we shall be open on Sunday, February 13, with a full line of stock for quick shipment on your telegraph or telephone orders.

Columbus, O.

BETTER TONE IN MARKET.

There is a better tone shown in the flower business in central Ohio. All local florists report an increase in business, with the public buying in larger quantities. The rule that has been followed since the holidays to buy in small orders, is giving way to larger ones and to more liberality. All of the florists are encouraged over the outlook, and are making preparations for a good pre-Easter trade. Funeral work has been especially heavy, and that has helped out to a large degree. There is also a larger number of parties, receptions and weddings and the florist is benefitting accordingly. On the whole, there is a decided improvement, and it is believed that the worst of the slump is now over. Loose flowers are selling fairly well, and the same is true of corsages. Saturdays are beginning to be better as trade days and orders are coming in along old-time lines. Roses and carnations are still the big features, although violets and narcissi are also selling well. Both single and double violets are in good supply and the quality is excellent. Spring flowers are beginning to appear in the market and buying is lively. They include jonquils, freesias, narcissi, both yellow and white, sweet peas and Roman hyacinths. Prices are holding up firm-

Sphagnum Moss Vaughan's Seed Store Chicago & New York
Single Bales or Carlots

The Florists' Supply House of America

OUR NEW CATALOGUE

One of Our Valentine Novelties.

a veritable Encyclopedia of Florists' Supplies is now ready. It is full of pictures and

Newly Adjusted Prices

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ly at the levels maintained during the past few weeks, and there are no indications of cheaper stock. The lack of sunshine is having its effect in making seasonable flowers rather scarce.

Steps to organize a new florist club here are being taken and a preliminary meeting will be called soon to discuss plans of organization. The leaders in the movement to revive the club are T. J. Ludwig and Walter Stephans.

Walter A. Jones, of the R. W. Jones Glass Co., was called to Los Angeles, Calif., recently, because of the serious illness of his mother. J. W. L.

Minnesota State Florists' Association.

The Minnesota State Florists' Association will hold a banquet at the St. Paul Athletic Club, February 17, 1921, which seems to be an opportune time for a get-together meeting of Minnesota florists. The executive committee has directed Secretary Le Roy Cady to extend a very cordial invitation to florists to be present on this occasion. Among others who have been asked to attend are: J. F. Ammann, Edwardsville, Ill.; J. C. Vaughan, Chicago; J. J. Hess, Omaha, Neb.; Thos. Roland, Nahant, Mass.; George Asmus, Chicago; W. F. Gude, Washington, D. C.; Albert Pochelon, Detroit, Mich.; Philip Breitmeyer, Detroit, Mich.; E. G. Hill, Richmond, Ind.; J. K. M. L. Farquhar, Boston, Mass.; Michael Barker, Chicago; A. T. De La Mare, New York; E. I. Farrington, Boston, Mass.; H. B. Howard Chicago;

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Wholesale Flower Markets

Chicago

CURRENT PRICE LIST.

		Dozen	
Roses, Beauty		4.00@	12.00
		Per	100
"	Mrs. Chas. Russell	10.00@	40.00
"	Butterfly	10.00@	40.00
"	Columbia	10.00@	40.00
"	Dunlop	10.00@	40.00
"	Premier	10.00@	40.00
"	Hoosier Beauty	10.00@	40.00
"	Killarney Brilliant	6.00@	20.00
"	White Killarney	6.00@	20.00
"	Mrs. Geo. Shawyer	6.00@	25.00
"	Milady	6.00@	30.00
"	Mrs. Aaron Ward	6.00@	20.00
"	Sunburst	6.00@	20.00
"	Ophelia	6.00@	20.00
"	Dble. W. Killarney	6.00@	20.00
"	Cecile Brunner		4.00
"	Our Selection		12.00
Calendulas		3.00@	6.00
Jonquils		8.00@	10.00
Romans		4.00@	8.00
Paper Whites		6.00@	8.00
Violets		1.00@	1.50
Mignonette		6.00@	8.00
Sweet Peas		2.00@	4.00
Stevia			3.00
Cattleyas, per doz.		12.00@	18.00
Cypripediums, per doz.			4.00
Valley		6.00@	8.00
Carnations		8.00@	12.00
Lilies, per 100		15.00@	20.00
Adiantum		1.50@	2.00
Ferns	per 1,000		4.50
Galax	per 1,000		2.00
Leucothoe			1.00
Sprengeri, Plumosus Sprays		3.00@	5.00
Mexican Ivy			1.00
Southern Wild Smilax, case			6.00
Boxwood, 35c per lb., case			9.00

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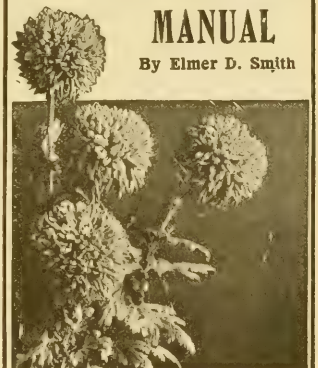
By Elmer D. Smith



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Exceptionally well grown stock, very heavy spikes. Some of our growers specialize in this item and they are cutting very freely at this time.

We always have good **Mignonette** on hand.

Our **GARDENIAS** show very good quality. This is the time of the season to handle them. They are inexpensive and the flowers are perfect.

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CARNATIONS, EASTER LILIES and All Seasonable Flowers.
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Philadelphia.

STOCK MORE PLENTIFUL.

Supply and demand have been about equal the past week, a smart demand early, a slow up in the middle and a good cleanup on Friday and Saturday. Prices have gone off a trifle, but for the most part have been maintained very well. Carnations are the quantity stock, as are sweet peas, both of which are offered freely in all the houses. Roses are still shy, particularly in the medium to short-stemmed grades. Premier has certainly proved itself this season, its fine large flower, good foliage and stem making it a favorite with all buyers. American Beauties are leaders in price, they are slowing up a bit and quite a number of bullheads are seen in the jars. Callas are increasing; there are, however, too many twisted and crippled flowers. Accordion pleats are no ornament to the calla; it is that smooth, graceful contour that is admired. Easter lilies are a trifle scarce; there is quite a lot of weak, short-stemmed stock, due, the men who grow them say, to the poor quality of the bulbs, while the successful men declare it is all in the culture. There are more Golden Spur and quite a few batches just coming in; prices as yet rule high, but are a bit shaky. There are several grades of calendula. Only about ten per cent of the stock are specials; there are too many short-stemmed single flowers. Freesia is now in full crop, some growers doing this flower much better than the average. The best bring as high as $12 per hundred. Violets, while plentiful, sell up fairly close, New York doubles are seeking an outlet here. Snapdragon is a trifle more plentiful; it will soon be one of the quantity stocks. Mignonette is hard to move. Many florists have no use for it because they do not know how to use it. A large wholesaler stated that growers could add considerably to their returns if they would take more care in preparing their stock for market. Roses, carnations, sweet peas, calendulas and many other flowers, if bunched with care would, not only carry better, but present a much more inviting appearance when offered for sale. Sweet peas should not be bunched as they are picked. When gathered they should be placed in water for a while, and then bunched by some one who knows how to put them together nicely, all flowers facing one way. In such bunching, the shorter-stemmed stock is worked off with the long, the flowers are sold by the bunch, rather than by count, although all bunches contain twenty-five sprays.

Wholesale Flower Markets

BOSTON, FEB. 2.	Per 100
Roses, American Beauty	12.00@150.00
" Russell	10.00
" Dunlop	8.00@ 30.00
" Pilgrim	8.00@ 30.00
" Crusader	8.00@ 35.00
" White Killarney	8.00@ 25.00
" Ward	8.00@ 25.00
" Maryland	8.00@ 20.00
" Hoosier Beauty	8.00@ 30.00
" Columbia	8.00@ 30.00
" Hadley	10.00@ 35.00
" Ophelia	8.00@ 30.00
" Premier	8.00@ 35.00
" Victoria	8.00@ 25.00
Adiantum	2.00
Asparagus bchs, per bch	.50@ 1.00
Asparagus Strings, doz.	12.00
B. Buttons	1.50@ 2.50
Bouvardia, pink and red, doz. sprays	1.50@ 2.00
Calendulas	4.00@ 6.00
Carnations	6.00@ 8.00
Carnation Laddie	12.00
Cattleyas, per doz.	12.00@ 15.00
Lily of the Valley	20.00
Longiflorum Lilies	25.00
Pansies	3.00@ 4.00
Paper White Narcissus	4.00@ 5.00
Smilax, per doz.	4.00@ 6.00
Snapdragons, doz.	2.00@ 3.00
Mignonette, doz.	.75@ 1.25
Sweet Peas	2.00@ 4.00
Callas	3.00@ 4.00
Heliotrope, per bch	1.00@ 1.50
English Daisies	1.00@ 1.50
Jonquils	8.00@ 10.00
Fressias	8.00@ 10.00
Violets	1.50@ 2.00
Cypripediums	4.00
Stevia, per bch	.50@ .75
Marguerites	3.00@ 4.00
Acacia, per bunch	3.00@ 5.00
Heather, per bch	1.50@ 7.50

BUFFALO, FEB. 2.	Per 100
Rose, Killarney	8.00@ 12.00
" White Killarney	10.00@ 15.00
" Dbl. Wht. Killarney	10.00@ 20.00
" Richmond	8.00@ 15.00
" Maryland	10.00@ 20.00
" Sunburst	8.00@ 20.00
" Ward	6.00@ 8.00
" Columbia	12.00@ 30.00
" Ophelia	8.00@ 25.00
" Russell	10.00@ 20.00
" Premier	12.00@ 25.00
" Cecile Brunner	4.00@ 6.00
Calendulas	3.00@ 6.00
Calla Lilies	15.00@ 25.00
Carnations	4.00@ 6.00
Easter Lilies	15.00@ 20.00
Freesias	6.00@ 8.00
Mignonette	6.00@ 10.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	6.00@ 10.00
Golden Spur Narcissi	7.00@ 8.00
Paper White Narcissi	5.00@ 6.00
Soleil D'Or Narcissi	6.00@ 8.00
Sweet Peas	2.00@ 4.00
Violets	1.25@ 1.50
White Tulips	6.00@ 8.00
Yellow Tulips	6.00@ 8.00

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CINCINNATI, FEB. 2.	Per 100
Roses, Premier	10.00@ 30.00
" Russell	10.00@ 30.00
" Columbia	10.00@ 30.00
" Butterfly	10.00@ 30.00
" White Killarney	10.00@ 30.00
" Pink Killarney	10.00@ 30.00
" Sunburst	10.00@ 30.00
" Mrs. Aaron Ward	10.00@ 30.00
" Ophelia	10.00@ 30.00
" Baby Doll	4.00@ 6.00
Carnations	6.00@ 8.00
Easter Lilies	15.00@ 20.00
Ferns, per 1,000	3.50
Galax, per 1,000	1.50
Leucothoe, per 1,000	5.00@ 6.00
Plumosus (south) per bch	.25
Smilax, per string	.15@ .25
Snapdragons	10.00@ 15.00
Violets	1.00@ 1.50
Primulas, bunch	.50
Jonquils	8.00@ 10.00
Romans	6.00@ 8.00

EQUALIZING PRICES.

A good judge of the market is of the opinion that special and long stemmed roses, with the exception of American Beauties, as compared with the short and medium grades, are priced entirely too high. The short to medium lengths sold at from 10 to 25 cents, while the long stemmed in two grades were priced from 35 to 75 cents. If 20 per cent were added to the bottom figures, and the same ratio lopped off the top, the trade would be greatly benefited and the general public have little ground for complaint as to holiday prices. It takes as long to grow a Mrs. Ward, with a 12-inch stem, as an 18-inch Columbia, yet it will not bring more than half the price. Mrs. Ward, while a beautiful rose, and one that has undeniably made a place for itself, is being dropped by growers because there is much more money in Premier, Columbia and other large-flowered varieties.

CLUB MEETING.

The February meeting Wednesday last, was most interesting. Nelson Mayhew of the Chamber of Commerce,

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gave a fine address on optimism, showing conditions to be safe and distrust, only a state of mind. Ella Grant Wilson gave a splendid talk on finer education in selling flowers, illustrated with photos and sample newspaper stories. W. R. Nicholson spoke of cooperative publicity campaigns that have had great results. The exhibition tables contained fine roses and carnations.

NOTES.

Wm. Kleinheinz and John Koons visited the exhibition of the American Carnation Society in Washington on Thursday last, and declared it one of the best in recent years. Eugene Weiss also stopped over to see the show. Mr. Weiss is on his way to Florida, and may extend his trip to the Panama Canal. Other Philadelphia visitors were: Alfred M. Campbell, E. J. Fancourt, S. S. Pennock and James W. Heacock. Mr. Heacock also attended the meeting of the National Flower Growers' Association, where he had the honor to be elected vice-president.

A grower in commenting on the daffodil stock, looks to see it as hard to move, as was the Paper White narcissus some time back. He believes there was a great deal of bulb stock dumped on the market late in the fall, at buyers' prices, the flowers of which will soon be on the market in quantity.

The dahlia growers are getting after Edward Reid. "Of course they do not like such comment," said Mr. Reid, "but if they had the greenhouses and the other fellows, the dahlias, it would suit them to a T." Choice roses, sweet peas and cattleyas are features of this week's stock.

Growers of lilac should in some way manage to get a lot of foliage to green up and fill out their bunches of twelve flowers. The naked stems add very little to the beauty of the bloom, in fact, detract not a little.

Berger Bros. are handling very highly colored Ophelia; they are almost as deep as Butterfly. John Welsh Young is the grower. Carnations and Easter lilies are also features.

Virtor Groshens is sending very choice Mrs. Russell to the Leo Niessen Co. American Beauty roses, fine white lilac and cattleyas are leading specialties here.

The sympathy of the trade is extended to Benny Gibbs in the death of his mother the past week.

J. Otto Thilow and G. A. Strohlein, of Henry A. Dreer, Inc., are in Porto Rico on vacation. K.

Wholesale Flower Markets

PHILADELPHIA, FEB. 2.

	Per 100
Roses, Beauty, special	75.00@100.00
" " fancy	20.00@ 50.00
" Mrs. Chas. Russell	20.00@ 50.00
" Killarney	15.00@ 25.00
" Hadley	25.00@ 60.00
" Sunburst	20.00@ 30.00
" Wards	15.00@ 25.00
" Ophelia	20.00@ 30.00
" Columbia	20.00@ 40.00
" Premier	25.00@ 40.00
Adiantum	1.00@ 1.50
Asparagus, bunches	.50
Asparagus Strings	.75@ 1.00
Calendulas	5.00@ 8.00
Carnations	6.00@ 10.00
Cattleyas	.75@ 1.00
Easter Lilies	20.00@ 25.00
Lily of the Valley	10.00@ 12.00
Smilax	35
Snapdragons, per doz.	1.50@ 2.00
Mignonette	6.00@ 8.00
Violets	.75@ 1.00
Callas	20.00@ 35.00
Sweet Peas	1.50@ 4.00
Freesia	6.00@ 12.00
Golden Spur Daffodils	10.00@ 12.00

PITTSBURGH, FEB. 2.

	Per 100
Roses, Beauty, spl., per doz.	12.00
" " fcy., per doz.	9.00
" " ex., per doz.	7.50
" " No. 1, per doz.	5.00
" Killarney	8.00@ 20.00
" Maryland	8.00@ 20.00
" Sunburst	8.00@ 20.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	15.00@ 30.00
" Columbia	12.00@ 35.00
" Ophelia	10.00@ 25.00
" Hilda	8.00@ 20.00
" Premier	15.00@ 40.00
" Madam Butterfly	12.00@ 30.00
Carnations	8.00@ 10.00
Cattleyas, each	1.50
Cypripedium, per doz.	6.00
Easter Lilies	25.00
Ferns, per 1,000	4.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.60
Calendulas	3.00@ 4.00
Sweet Peas	2.00@ 4.00
Narcissus Paper Whites	6.00
" Yellow	10.00
Violets	1.00@ 1.50
Baby Primroses	1.50
Smilax, per doz. strings	4.00
Jonquils	10.00
Valley	8.00@ 10.00
Pussy Willow	6.00
Tulips	6.00@ 10.00
Freesias	8.00@ 10.00

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ST. LOUIS, FEB. 2.

	Per 100
Roses, Premier	8.00@ 35.00
" Columbia	8.00 30.00
" Ophelia	8.00@ 25.00
" Killarney	4.00@ 12.50
" White Killarney	6.00@ 15.00
" Russell	8.00@ 35.00
" Ward	5.00@ 10.00
" Sunburst	5.00@ 8.00
Calendulas	3.00@ 8.00
Carnation Laddies	15.00@ 20.00
Ferns, per 1,000	4.00
Valley	10.00@ 12.50
Boxwood, per lb., .35; 50 lbs., per lb.	.25
Narcissus	5.00@ 6.00
Yellow Narcissus	6.00@ 8.00
Mignonette	10.00
Sweet Peas	1.00@ 4.00
Smilax, per string	.20
Leucothoe	.75
Galax, green, per 1,000	1.50
" bronze, per 1,000	1.50
Carnations, short	5.00@ 6.00
Carnations, fancy	8.00@ 10.00
Stevia, per bunch	.60@ .75
Violets	.50@ 1.00
Freesias	6.00@ 10.00
Callas	10.00@ 25.00
Jonquils	10.00@ 12.50

MILWAUKEE, FEB. 2.

	Per 100
Roses, Kill'n'y, W. Kill'n'y	6.00@ 15.00
" Ward	6.00@ 12.00
" Premier	10.00@ 30.00
" Ophelia	8.00@ 25.00
" Columbia	10.00@ 30.00
" Hoosier Beauty	8.00@ 20.00
Lilies, per doz.	2.00@ 2.50
Carnations	4.00@ 8.00
Orchids, per doz.	4.00@ 12.00
Stevia	3.00@ 4.00
Sweet Peas	1.50@ 4.00
Violets	1.50@ 2.00
Paper Whites	6.00
Narcissus, Yellow	8.00@ 10.00
Calendulas	6.00@ 10.00
Rubrums	10.00@ 18.00
Freesies	6.00@ 8.00
Tulips	4.00@ 8.00
Callas, per doz.	2.50@ 3.00

New York.

BRIGHTER WEATHER AND BETTER DEMAND.

With moderately cold weather, there was generally good sunshine during the past week, and consequently a good supply of flowers, considering the time of year. In proportion to supply and demand, roses came nearer cleaning up than most other stock One wholesaler stated that there were too many violets and they were hard to move, prices tapering down from 75 to 35 cents per 100, the latter price being for left-overs. A fine supply of tulips, narcissi and freesias has been arriving, all in fairly good demand. Carnations have held up well in price, $8 per 100 having been paid for the best, exclusive of Laddie. Orchids, gardenias and lily of the valley were all slow and went into the holdover class. A feature of the trade is a steady supply of cut primrose blooms that wholesale at reasonable rates. Pansies are also in good supply. In stevia, wallflowers, marigolds, callas and Easter lilies, there is a moderate supply and demand.

January 31.—The market is well supplied, and excepting roses, there is a downward tendency in prices on all stocks.

NOTES.

The late Peter Grossman, killed in an accident January 28, was a native of Germany, but had come to this country when young. He was for 14 years in the employ of Charles Webb, the well-known grower and retailer of Lynbrook, L. I., later going into business for himself as a grower. He was well thought of by those that knew him intimately. He was 49 years old and is survived by his wife and one child.

The house committee of the New York Florists' Club wishes to announce that the ladies' night entertainment will positively take place at the club's hall in the Engineering building, West 39th street, near Sixth avenue, on the night of February 14. A special invitation is extended to those that have recently been proposed for membership. Members can have friends admitted on payment of $1.00.

Fire in a tailoring establishment on the second and third floors of 104 West 28th street on the night of January 27, flooded and partly wrecked the wholesale store of Harry Charles, on the ground floor. Until repairs are made, which will probably take a week or more, he is continuing business in a part of Geo. C. Siebrecht's store, 109 West 28th street.

A party of carnation growers from New England, that had been attending the Washington convention, dropped off here on their return, and looked over the wholesale markets. They were S. J. Goddard, Framingham, Mass.; E. A. Richards, Greenfield, Mass.; George E. Buxton, Nashua, N. H., and Ernest Saunders, Lewistown, Me.

A fire at the range of Fred Schweizer, plantsman, Hackensack Plank Road, North Bergen, N. J., on the night of January 25, destroyed the boiler and pottery shed, and burned out the end of one house, exposing the plants to frost, as it was a frosty night.

A large number of visiting florists were in the city last week, including C. C. Pollworth, Milwaukee, Wis.; P. Welch, Boston, Mass.; W. R. Nicholson, Framingham, Mass.; Jos. H. Hill, Richmond, Ind., and W. J. Pilcher and W. A. Rowe, of Kirkwood, Mo.

Peter Grossman, a florist of Malvern, N. Y., was killed on the afternoon of January 28 at a railroad crossing in Lynbrook, N. Y., when his auto was struck by an express. The flagman said he, Grossman, disregarded the signals.

Frank H. Traendly, Wallace R. Pierson and John Canning, called on Secretary Tumulty when they were in Washington. No one suspects them of being office seeking.

A New Yorker who visited Washington, has stated that if it had not been for the New Englanders, there would not have been much of a carnation exhibition.

Louis Denis, of the D. & D. Floral Co., was married to Miss Helen Manurane, January 16. The ceremony took place at the Orthodox Greek church on 24th street.

We have noticed at M. C. Ford's, in the Eighteenth street market, a vase of the new rose, American Legion. It is a very bright cerise red.

One of the neatest calendars for 1921 that has come to hand is from Theodore, the florist, of 2890 Boulevard, Jersey City, N. J.

Charles Millang, a well known wholesaler, died, January 28. A more extended notice will be found in our obituary column.

In addition to his usual good stock of roses, H. E. Froment is now handling a considerable stock of cut lilac.

A. F. F.

New York Flower Show.

MARCH 14-20, 1921.

With five weeks intervening between the present and the opening date of the New York spring flower show to be held at the Grand Central Palace, arrangements as regards both competitive and trade exhibits are wonderfully complete in all the main details. The big private estates are this year taking more than ordinary interest in the exhibition, and the group displays promise to be finer than at any previous show.

Among those who are preparing extensive exhibits are: Payne Whitney, Manhasset, L. I.; Adolph Lewisohn, Ardsley, N. Y.; Daniel Guggenheim, Sands Point, L. I.; W. B. Thompson, Yonkers, N. Y., and Mrs. F. A. Constable, Mamaroneck, N. Y.

Entries for every one of the larger classes are in hand. There is always a doubt as to the possibility of filling a class as big, for instance, as Class 175, which calls for an exhibit showing the best development of a garden covering 1,000 square feet. The display may include lawns, flower beds, rose gardens, shrubbery borders, rose beds, bulb beds, or anything else an artistic exhibitor may suggest, keeping, of course, within the garden idea. Four entries have already been received for this class, and as competition is likely

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Cattleyas	25.00@	75.00
Gardenias, per doz.	1.00@	4.00
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Lilac, per bch	1.50@	2.50
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Narcissus Paper White, doz.	.25@	.50
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Callas, per doz	1.50@	4.00
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Snapdragons, per doz.	2.00@	3.00
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to be keen, some magnificent displays, such as were never seen at any previous show, may be expected. The class carries an appropriation of $4,000 for award, and a special sweepstakes prize of $500, in addition for the exhibit judged to be the most meritorious of all in the class. Staging of these exhibits will be made on the first day of the exhibition.

One or two novelty classes are featured this year. There is a class for "a bird bath, with a planting arrangement at base not to exceed three feet in diameter." This class, which is open to all, does not appear in the official final schedule, but is an extra, the prize for which is offered by the Garden Club of America. Another extra class is to be known as the "window box class." This also is an open class, and should particularly attract florists. The public generally should be interested in window boxes, especially that portion of it having house fronts but no gardens. It has been arranged that the window boxes staged in this class be given the utmost prominence; in fact, it is practically decided to place them upon the ledges about the stairways of the principal entrance. A third extra feature is one, which, for want of a better name just now may be called the "back yard garden," although "forecourt garden" might be just as appropriate. This display will be of the "before and after" character, showing conditions with and without a garden. Specially painted backgrounds will be relied on for effect in this case, one of them supplemented with a real garden planting.

Florists having novelties in the way of roses, carnations, sweet peas, or any other flowers are urged to make stagings in the classes provided. Many hundreds of florists from all sections of the country make a point of visiting this show and will be interested in such stagings.

The classes for decorated tables are confined to private and amateur growers. This year there is to be a competition on each day of the show, excepting the last.

The tea garden will again be a leading feature, and in it, various social functions have been planned to take place. This year the garden will be located at the western end of the main floor.

With the tea garden location thus changed, desirable space becomes available for trade exhibits on the second floor, Lexington avenue front. At previous shows, many would-be exhibitors have expressed desires for locations in this section of the building, which is easily approached and in many respects fully as desirable as some of the locations on the main floor.

The trade section of the show will be quite as extensive as that of any previous show, if not more so. Most of the "regulars" are in the list of exhibitors, and there are several newcomers. The American Dahlia Society has taken quarters where dahlia enthusiasts can gather, and the Women's National Farm and Garden Association will similarly have quarters wherein to meet its members and friends. Those who have taken space in the trade exhibition are extremely optimistic as to the attendance at the show, the drastic changes made in the general layout of the exhibition being such as to insure something different from what has gone before. The following are among the exhibitors who have already reserved space in the trade section:

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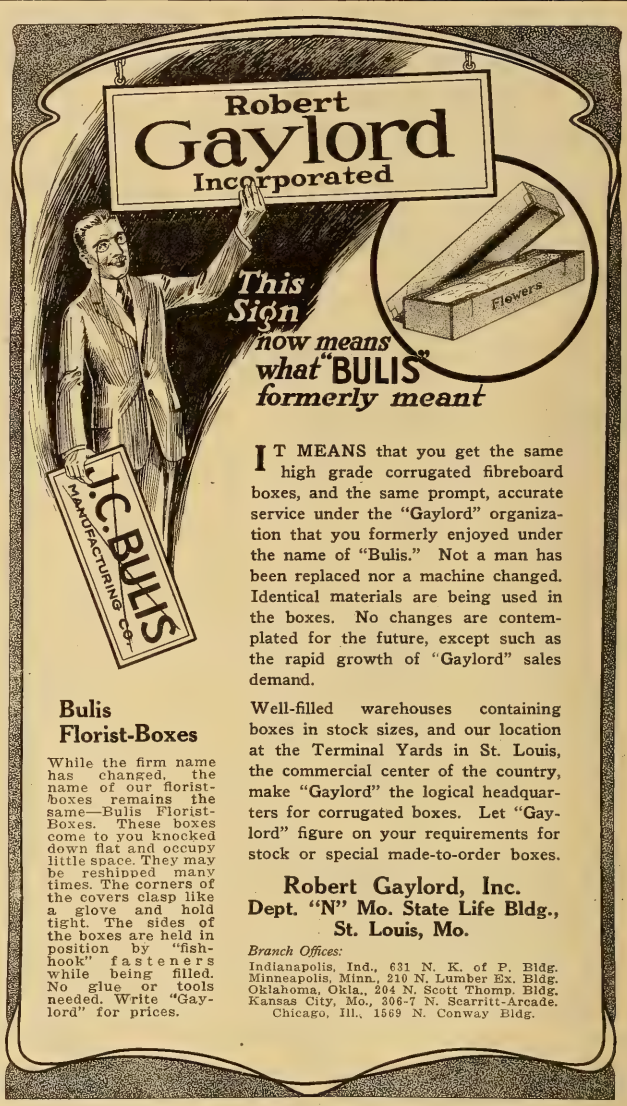
A. T. Boddington Co., Inc., New York; Bobbink & Atkins, Rutherford, N. J.; Schloss Bros. Ribbons, Inc., New York; Max Schling, Inc., New York; Chas. H. Totty Co., Inc., Madison, N. J.; A. N. Pierson, Inc., Cromwell, Conn.; Roman J. Irwin, New York; F. R. Pierson, Tarrytown, N. Y.; Coldwell Lawn Mower Co., Newburg, N. Y.; George L. Stillman, Westerly, R. I.; W. F. Leary, New Rochelle, N. Y.; J. C. Kraus, Cast Stone Works, New York; Lord & Burnham Co., Irvington, N. Y.; I. J. Stringham, Glen Cove, N. Y.; Bon Arbor Chemical Co., Paterson, N. J.; S. P. Townsend Co., Orange, N. J.; A. T. De La Mare Co., New York; Hitchings Co., Elizabeth, N. J.; Fulper Pottery Co., Flemington, N. J.; C. H. Allender, New York; Doubleday, Page & Co., Garden City, N. Y.; Maurice Fuld, Inc., New York; Ideal Power Lawn Mower Co., Lansing, Mich.; R. & J. Farquhar, Boston, Mass.; The Davey Tree Expert Co., Kent, O.; B. Hammond Tracy Wenham, Mass.; The Cloche Co., New York; The Skinner Irrigation Co., Troy, O.; The Florists' Exchange, New York; H. B. Marinelli, Montvale, N. J.; Benjamin Hammond, Beacon, N. Y.; Vaughan's Seed Store, Chicago-New York; Bartlett Tree Expert Co., Stamford, Conn.; Hartmann-Sanders Co., New York; Quality Brands Co., Cleveland, O., T. E. Nevins, New York; Kroeschell Bros. Co., Chicago; L. J. Reuter Co., Boston, Mass.; Pontiac Lawn Mower Co., Detroit, Mich.; Cook & Swan Co., New York; Campbell Irrigation Co., Woodbury, N. J.; W. C. Duckham, Madison, N. J.; Henshaw Floral Co., Supply Dept., New York; Niagara Sprayer Co., New York; W. Atlee Burpee Co., Philadelphia; J. M. Thorburn & Co., New York; Women's National Farm & Garden Association, New York; Mrs. J. Van Rensallaer



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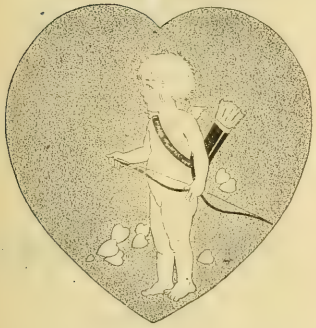

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JOHN YOUNG, Sec'y.

Providence, R. I.

AMPLE SUPPLY EXCEEDS DEMAND.

Trade during the past week has been good but the supply exceeds the demand. Pot plants, including tulips, daffodils and hyacinths, are making their appearance and sell on sight. Roses are still up in price. Carnations are good but prices have been low during the week, several growers having extra cuts and could not dispose of all of them to advantage.

Hugo DeWilt has sold his greenhouses to Mr. Butler and after an extended vacation will engage in forestry and landscape gardening.

The Colonial Flower Shop is making a fine display of orchids in its windows.

H. A. T.

WINDSOR, ONT.—Charles R. Tuson, well known florist of this city, who served as mayor for one term, is again a candidate for the office at the coming election.

DECATUR, ILL.—R. A. Simmen, of La Salle, has taken a half interest in the Andrew Peterson establishment, but will remain at his present location until a manager is employed or his business there disposed of.

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February 8.
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February 9.
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FROM NEW ORLEANS, Isabella, Porto Porto Rico Line (San Juan-Ponce)

February 10.
Drottningholm, Swedish-American Line (Gothenburg).
Londonier, Belgian Line (Antwerp).
Meissonier, Belgian Line (Havre-Rouen).

February 11.
Cabo-Creus, Ybarra Line (Barcelona-Marseille).

February 12.
FROM BOSTON, Caledonian, I. M. M. Lines (Manchester).
FROM PHILADELPHIA, Maryland, I. M. M. Lines (Liverpool).
FROM PHILADELPHIA, Wathena, I. M. M. Lines (Antwerp-Hamburg).
FROM NEW ORLEANS, Nevisian, I. M. M. Lines (Liverpool).
FROM PHILADELPHIA, Galahad, I. M. M. Lines (Glasgow).
Rijndam, Holland-America Line (Rotterdam).
Vasconia, Cunard-Anchor Line (Liverpool).
Coamo, Porto Rico Line (San Juan-Ponce).
Belgic, I. M. M. Lines (Liverpool).
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Mention the American Florist when writing

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—H. N. Bruns, 3040 W. Madison St.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exch. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
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Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
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Dayton O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
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Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Greenville, S. C.—Rodgers Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
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Louisville, Ky.—The F. Walker Co.
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Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Dard's, 44th and Madison Ave.
New York—David, Clarke's Sons.
New York—Evans.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Olympia Florist.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
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Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

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JOHN WOLF

The Largest Grower of Cut Flowers in the South

Knoxville, Tenn.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.
Members F. T. D.

Kansas City, Mo.

W. J. Barnes FLORIST, KCMO

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

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California Florists

will take care of all telegraph orders.

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Quality Flowers — Members
Personal Service — F. T. D. A.

Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heini & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK,

413 Madison Ave.
Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

"SAY IT WITH FLOWERS"

Max Schling Flowers

Schling Service Nothing Better

785 Fifth Avenue
NEW YORK CITY

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York Telephone Audubon 6618
Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY.
Orders from Other Cities filled with promptness

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Pittsburgh, Pa.

A.W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus.

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New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Mention the American Florist when writing

New York

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

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Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraphic orders. Regular trade discount.
229 WEST THIRD STREET

Mention the American Florist when writing

DARDS

341 Madison Ave.
Opp Hotel Biltmore
New York

The Leading Florist for nearly Half a Century

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York

BROADWAY FLORIST

2094 Broadway, S. E. Cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Mention the American Florist when writing

Salt Lake City, Utah

Evans Floral Co.

261 South State Street
Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Best Flowers
Best Service

ROSES
Fleischman

Chicago's Leading Florist
Railway Exchange Bldg.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop

Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Mention the American Florist when writing

LITTLEFIELD, Florist
WORCESTER, MASS.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery & Ltd
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West.
Montreal, Que., Canada
Every order receives prompt and careful attention.

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Washington, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

DAYTON, OHIO
W. G. Matthews Co., Inc.

18 West Third Street.
Conservatories in Riverdale.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi
224-226 Grant Avenue

Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery.

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WASHINGTON, D. C.

GEO. H. COOKE

Florist
Connecticut Avenue and L Street

Mention the American Florist when writing

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

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Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

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New York's

SHOP OF QUALITY

Irene Hayes, Inc.

F. T. D.

799 Park Avenue
Telephone Rhinelander 3087

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building,
4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

TERRE HAUTE, IND.

THINK OF **HEINL'S**

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Mention the American Florist when writing

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
E. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.
A. Newell
FLORIST
Established over 30 years.
Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

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El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.

Michigan
Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.

CHICAGO OPPOSITE FIELD'S — DETROIT
Central Floral Co.
132 N. State, CHICAGO
1331 Broadway, DETROIT
Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

ROANOKE, VA.
FALLON, Florist.

Seattle-Rosaia Bros.
Finest floral studio in Northwest.
Member F.T.D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORIST
930 PROSPECT AVE., Erie Building. CLEVELAND

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LOUISVILLE, KY.
THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

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GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.
WASHINGTON D. C.
Gudes'
Members of Florists' Telegraph Delivery

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Salt Lake City
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho.
Members of Florists' Telegraph Delivery.

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Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Rodgers Flower Shop
Ottaray Hotel, GREENVILLE, S. C.
Member of Florists' Telegraph Delivery.

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Mention the American Florist when writing

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Philadelphia, Pa.
Chas. H. Grakelow
Broad St., at Cumberland
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEW YORK, N. Y.
644 Lexington Ave., near 55th St.
EVANS
FLOWERS
F. E. Evans, over 20 years experience in the retail florist business in New York City.

CHARLES L. SCHMIDT
23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel. Next annual meeting will be held at St. Louis, June 20-21, 192.

THE nominal price of bags at Chicago, February 2, was $32.00.

JOHN LEWIS CHILDS, Floral Park, N. Y., says business is opening up well.

LARGE lots of lily of the valley pips arriving at New York this week were sold for freight and duty.

GRASS and clover seed tariff hearings, paragraph 595, will be held at Washington, D. C., February 11-12.

SOME seedsmen are omitting catalogues this season, others presenting their offers through local newspapers.

ROCHESTER, N. Y. — Considerable damage resulted from fire recently at the establishment of Cushman & Co.

VISITED NEW YORK: J. C. Vaughan, Chicago; Ed. Reynolds, Crawfordsville, Ind.; Chas. P. Guelf, Cambridge, N. Y.

J. CHAS. MCCULLOUGH and family, Cincinnati, O., and A. T. Ferrell and wife, Saginaw, Mich., are at Palm Beach, Fla.

THE Department of Agriculture report on the misbranding of red top seed is out with the names of 33 offending firms.

NEW ORLEANS, LA.—The J. Steckler Seed Co. says that January business is much better than that of last year.

VISITED CHICAGO: J. S. Michael of the Sioux City Seed Co., Sioux City, Ia.; Carl Chesmore, of the Chesmore Seed Co., St. Joseph, Mo.

WASHINGTON, D. C.—It is certain that alfalfa seed growers will be heard in an appeal for a duty on this article, now on the free list. What about sunflower? Is it a flower?

RICHMOND, VA.—T. W. Wood & Sons report trade quite satisfactory, and they are looking forward to a good spring business, notwithstanding the low prices at which cotton and tobacco were marketed.

BALTIMORE, MD.—It is estimated the total amount of unsecured creditors of J. Bolgiano & Son, in bankruptcy, will not exceed $750,000, and of this amount $550,000 in claims have elected to take stock in the new corporation.

THE S. S. Rotterdam, which arrived at New York, January 19, brought nine additional bulb men, making a total now in this country of 219 according to a party, who keeps a record of these doings. Some people figure that it is costing the Dutchmen $250,000 to book the American business.

Tariff Hearings.

In last week's issue, page 124, we gave condensed report of the views presented in the tariff hearings at Washington, D. C., by J. C. Vaughan, of Vaughan's Seed Store, Chicago and New York, chairman of the American Seed Trade Association customs and tariff committee, Kirby B. White, of D. M. Ferry & Co., Detroit, Mich., F. P. Lilly, of the Chas. H. Lilly Co., Seattle, Wash., and the representatives of the Society of American Florists, Wm. F. Gude, Washington, D. C., and J. F. Ammann, Edwardsville, Ill. We now reproduce Mr. White's statement in full, as follows:

KIRBY B. WHITE ON GARDEN SEED TARIFF.

"D. M. Ferry & Co. are large growers of garden seeds in the United States; also we are large importers of garden seeds that can be grown satisfactorily and economically abroad. We protest aginst making import duties on garden seeds high enough to enable American growers to continue to realize war prices. For example, a tariff of 27 cents per pound is desired by Puget Sound cabbage seed farmers. The Underwood tariff rate is six cents per pound; the Payne Law rate was eight cents per pound; the Dingley rate (ad valorem) averaged about five cents per pound. It is alleged that the present difficulty of Puget Sound growers to secure orders is due to the possibility of importing low priced seeds, and that a high duty is needed to enable the American farmers to restore prices of 1918. We believe, on the contrary, that the present slump in demand for cabbage seed is not due to foreign competition, but to abnormal production in America, resulting from the over-stimulation of war prices.

"A duty of seven and three-quarters cents per pound has been requested on spinach seed. The rate is now one cent per pound. Spinach seed was never grown in this country on a large scale before the war. The normal price abroad is from five cents to ten cents per pound. The price charged by Washington growers during the war was 35 cents per pound.

"We submit that if an increase to four and one-half times the present duty on cabbage seed and seven and three-quarters times the duty on spinach seed succeeded in maintaining war prices on these two items, the tax on the consumer would be out of all proportion to the benefit derived by the grower. The tariff on garden seeds might be increased 50 per cent without much protest. An increase of 400 to 700 per cent, we submit, is going too far. Under present tariff rates, or rates slightly higher, the seed growing industry in the United States has developed along normal lines. Such items as can be produced here profitably because of climatic advantages, will continue to be produced. Such items as normally ought to be grown in Europe, because of peculiarities of climate, or for other reasons, might well be permitted to be grown there for our use. If America is to market its surplus abroad, Europe must have goods to offer us in exchange. We can think of no commodities that might be admitted into this country more advantageously than those things which we cannot economically produce."

FARWELL P. LILLY'S ARGUMENT.

A continuation of specific rates of duty on seeds, and increases in the rates on a number of varieties, was asked by Farwell P. Lilly, who in addition to his own firm, appeared in behalf of the Skagit Valley Seed Growers' Association, the Abling Seed Farms, Inc., and the Puget Sound Seed Growers' Association.

"Our industry is already feeling seriously the effects of competition from the seed growers of Germany, Holland, France, England, Denmark, Sweden and Japan," Mr. Lilly told the committee, and is appealing for an increase in the tariff rates on garden seeds over the rates carried in the present laws. "We are facing active competition from abroad, a competition which has been increasing steadily since the war. Today, Japan is reaching out for the seed trade of the United States. They point out that with the cheap labor, they can grow seed at a lower cost than any other country in the world.

"Washington is one of the largest producers of garden seeds in the United States. During the war we, like other industries, needed no protective duty, but since trade with Europe has been resumed, our old competitors have been making heavy inroads into the American market, while Japanese competition has never abated. Importations of garden seed are increasing rapidly and American production is correspondingly declining.

"We urge these changes in rates, in the belief that they are necessary to preserve the seed-growing industry of the state of Washington, one of our chief agricultual industries, as well as the industry in other states. Without this measure of protection, the seed growers of Germany, Holland, Denmark, France, England, Sweden and Japan, and their agents, will be able

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Western Seed & Irrigation Co.
WHOLESALE SEED GROWERS
SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.
Write for Special Contract and Spot Prices.
Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.
Mention the American Florist when writing

—THE—
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.
Mention the American Florist when writing

to continue using the United States as the dumping ground for their seed, produced at a far less cost than the cost of prouction in the United States, and they can further, by taking advantage of the difference in exchange, continue to undersell the American growers in the American market, at a large profit to themselves, and at the expense of a legitimate American industry."

Philadelphia Seed Trade.

Manager Clark, of H. A. Dreer's flower seed department, reports early buying very encouraging, being far ahead of last year. All seedsmen's catalogues are out earlier this season, which coupled with favorable weather, has started flower lovers to thinking of their gardens. The florist trade is also on the job, many large orders having been placed. European staples in flower seeds are slow in arriving. Lobelia, which growers like to get in early, is not yet available and others are anxiously awaited.

C. W. Gloeckner, manager of the flower seed department of the Henry F. Michell Co., finds a very strong demand, and earlier this year, for all kinds of florists' seeds. A large force is now at work in this department with a total of 125 employes in the building. The annexation of the adjoining building, which the firm now also occupies, has greatly increased facilities.

W. Atlee Burpee & Co. report good early business with orders of increased size. This firm's catalogue carried an offer of 10 per cent for January and February orders.

New York Seed Trade.

Arthur C. Nellis, formerly known among the seedsmen of this city, in connection with what was called the New York Market Gardener's Association, died suddenly in Flower hospital on January 26, following an operation for hernia. He was 62 years old and had made his home at West New Brighton, Staten Island.

The grass seed dealers here, as well as elsewhere, have suffered heavy losses from the decline in prices of grasses and clovers.

Frank Woodruff and wife are wintering in Florida.

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: Cambridge, New York

R. C. McGILL & CO.
WHOLESALE SEED GROWERS
SPECIALTIES IN VARIETY
ONION-CARROT-BEET-RADISH-PARSNIP
CONTRACT PRICES MAILED ON REQUEST
SAN FRANCISCO CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO CALIFORNIA

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

Return Envelopes
Catalogue Envelopes
Seed Packets
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

LAWN SEED MIXTURES
FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds
Correspondence Solicited.
WHOLESALE SEED GROWERS

Lily of the Valley Pips
EXTRA FINE STRAIN EXHIBITION Size GERMAN "LUBECK" PIPS Just Arrived.
Price in cases, 1000, 500 or 250 each, on application.
J. M. THORBURN & CO.
53 Barclay St., NEW YORK CITY

GET QUOTATIONS FROM
LANDRETH
Seeds Which Succeed
Bloomsdale Farm BRISTOL, PA.

An experience of half a century in producing high grade
GARDEN SEEDS
at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.
S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

$400 Worth of ASTERS
from 2 pounds of
PAKRO SEED

New Braunfels, Texas, January 9, 1921.
The Seedtape Co., Newark, N. J.:

Dear Sirs:—Please send me prices on Aster and other flower seeds. The seeds I got from you last year did fine, and I want more of your seed. **I shipped over $400.00 worth of flowers from 2 lbs. of your Aster Seed.**

Yours truly,
H. C. LOCKE, Florist.

Let us quote on your requirements.

All Leading Varieties Flowers and Vegetables.
Best quality. Attractive prices. Send for list today.

AMERICAN SEED & SEEDTAPE CO.
NEWARK, N. J.

For SEEDS
Flower, Vegetable and Farm
Send your inquiries to
HURST & SON
152 Houndsditch
LONDON, - - ENGLAND
The Premier British Wholesale and Exporting Seed House.
75 YEARS UNRIVALLED REPUTATION

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

Yokohama Nursery Co.
LTD.
Woolworth Building
NEW YORK CITY
Importers
Japanese Bulbs, Plants and Seeds

L. D. Waller Seed Co.
GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds
GUADALUPE, CALIFORNIA

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS SEED
GREENHOUSE GROWN

1000 seeds	$ 4.00	10,000 seeds	$36.00
5000 seeds	19.00	25,000 seeds	85.00

ASPARAGUS SPRENGERI SEED

1000 seeds	$1.50	10,000 seeds	$12.50
5000 seeds	6.75	25,000 seeds	28.75

ASTER, QUEEN OF THE MARKET

	Tr. Pkt.	Oz.		Tr. pkt.	Oz.
Blush Pink	$0.25	$1.00	Rose Pink	$0.25	$1.00
Crimson	.25	1.00	White	.25	1.00
Dark Blue	.25	1.00	Mixed	.20	.75
Light Blue	.25	1.00			

ASTER, EARLY ROYAL BRANCHING

	Tr. Pkt.	Oz.
Lavender	$0.40	$2.25
Purple	.40	2.25
Rose Pink	.40	2.25
Shell Pink	.40	2.25
White	.40	2.25
Mixed	.40	2.00

PETUNIA

	Tr. Pkt.	Oz.
Grandiflora fringed	$0.50	....
California Giants	.50	....
Monstrosa (Michell's)	1.00	....
Dwarf Inimitable	.50	$1.50
Rosy Morn	.50	2.00
Double Fringed Mixed, Per 500 seeds, $1.25; $2.00 per 1000 seeds.		

PHLOX DRUMMONDII

	Tr. Pkt.	Oz.
Dwarf Cecily	$0.50	$1.75
Fireball	.40	2.00
Snowball	.40	2.00
Choice Mixed	.40	2.00

SALVIA

	Tr. Pkt.	Oz.
America or Globe of Fire	$0.50	$4.00
Bonfire	.40	2.50
Zurich	.50	4.00
Splendens	.25	1.50

VERBENAS

	Tr. Pkt.	Oz.
Mammoth Fancy Blue	.30	1.75
Mammoth Fancy Pink	.30	1.75
Mammoth Fancy Scarlet	.30	1.75
Mammoth Fancy Striped	.30	1.75
Mammoth Fancy White	.30	1.75
Mammoth Fancy Mixed	.30	1.25

VINCA

	Tr. Pkt.	Oz.
Alba	$0.15	$0.75
Alba Pura	.15	.75
Rosea	.15	.75
Mixed	.15	.60

Also all other **Seasonable Seeds, Bulbs** and **Supplies. Send for Wholesale Price List—It's Free.**

HENRY F. MICHELL CO., 518-516 Market St., Philadelphia, Pa.

DE GRAAFF BROS., Ltd.
(Inc. with S. A. Van Konynenburg & Co.)
NOORDWYK, HOLLAND
Hyacinths, Tulips, Iris, Daffodils, Crocus, Etc.
Novelties and Seedlings a Specialty!

KELWAY'S SEED CATALOGUE
FOR 1921
has been posted. Get your copy and keep it for reference. All inquiries will receive prompt attention.

KELWAY & SON, Wholesale Seed Growers, Langport, England

Lily of the Valley For Easter

NEW STOCK READY FROM COLD STORAGE.

Bruns' Celebrated Chicago Market Brand

$35.00 ..... per 1000 | $10.00 ..... per 250
20.00 ..... per 500 | 5.00 ..... per 100

Florists' Money Maker Brand

$30.00 ..... per 1000 | $8.00 ..... per 250
16.00 ..... per 500 | 4.00 ..... per 100

I carry over 2,500,000 of the finest **Valley Pips** in storage and my facilities enable me to make shipments the same day or not later than the day following receipt of order.
If it's **VALLEY**, I can supply it. Tell me what you want.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

Lily Bulbs

New Crop. Write for Prices.

GIGANTEUM from Chicago, Denver, Toronto and New York. **HARDY VARIETIES** and **FORMOSUM** from New York.

For Immediate Shipment.

T. R. BEGONIA Bulbs; **BAMBOO STAKES**, green and natural; **RAFFIA**, natural and colored; **VALLEY PIPS**, Dutch and German type; **Rosa Multiflora JAPONICA** Seeds and Stocks.

For Fall Shipment, 1921.

FRENCH BULBS, DUTCH BULBS, LILY BULBS, VALLEY PIPS, MANETTI STOCKS, PALM SEEDS.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

Canary Seed—"Mel-O-Dee" Brand

Composed of proper proportions of Canary, Millet, Sweet Rape and Poppy Seed. Price: 13c per package; $4.68 per case of 36 packages.

Wholesalers Get 25% Off These Prices.

Put it in your store and watch the sales. Samples sent on request.

NEW YORK BIRD FOOD CO.,
150 Nassau St., NEW YORK CITY

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

SPECIALTY

Easter Potted Plants

To Trade Only.

A. L. MILLER, Jamaica, N. Y.

Mention the American Florist when writing

Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France

NEW YORK OFFICE
470 GREENWICH ST.

pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

R. & M. GODINEAU

Seed Growers

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Before Placing Orders for SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

SEEDS

Flower, Vegetable and Farm

Send your inquiries to

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

DUTCH BULBS

Standard Bulb Company

BENTON HARBOR, MICH.

Ask prices.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June, 1921.

OTTAWA, ILL.—Lohr Bros., florists, of West Ottawa, have purchased land which will be used for nursery purposes.

NEWPORT, R. I.—V. A. Vanieck, of the Rhode Island Nurseries, left for Europe recently, and will be abroad until April 1.

NEW YORK.—Dr. Whitman H. Jordan, for 25 years a director of the Geneva agricultural experiment station, has tendered his resignation.

Illinois State Nurserymen's Association.

The next meeting of the Illinois State Nurserymen's Association will be held at the Hotel LaSalle, Chicago, February 9-10. The interesting programme includes addresses and papers as follows: Address of President A. M. Augustine, Normal; "Activities of the Bureau of Plant Industry," by P. A. Glenn, Urbana; "Readjustment and the Nurseries," by Miles Bryant, Princeton; "Selling Understocks to Farmers and Fruit Growers," by Lloyd Stark, Louisiana, Mo.; "Not Readjustment but Expansion," by M. Mierisch, Glenview; "Making an Income Report," by W. F. Kramp, Chicago; "Value of the U. S. A. Bureau of Plant Industry to Nurserymen;" Dr. K. F. Kellerman, Washington, D. C.; "Nursery Spraying," Prof. W. S. Brock, Urbana.

New England Nurserymen's Association.

The New England Nurserymen's Association held its annual meeting at the American House, Boston, Mass., January 25-27, the sessions being well attended and an interesting programme presented. The following officers were elected to serve during the ensuing year: J. K. M. L. Farquhar, president; E. F. Coe, vice-president; S. A. Robinson, secretary; V. A. Vanicek, treasurer. Executive committee: Stephen Hoyt, D. Webster Dow and Homer N. Chase. Six names were added to the membership list.

NEW ARBORETUM PROPOSED.

A resolution for the establishment of a botanical garden and arboretum of not less than 1,000 acres, near Washington, D. C., for the purpose of growing and classifying all varieties of trees and plants available for American horticulturists, was passed unanimously. The association voted also to instruct its members to write their respective senators and congressmen urging them to exert their influence in having congress furnish a fund for the maintenance and development of such an arboretum.

The need of nursery training in schools and colleges as a factor in the promotion of the business, was outlined by Professor Frank A. Waugh of the Massachusetts Agricultural College, who admitted, however, that practical experience is, in the last analysis, the best teacher. For this reason he suggested a system whereby students could be placed in nurseries and thus learn the relationship between the theoretical and the practical, while still in the apprenticeship class. European horticulturists, he said, have devised a similar plan with beneficial results, both to the students and to the horticulturists themselves.

Rochester.

MARKET WELL SUPPLIED.

Bulbous stock, such as hyacinths, tulips, daffodils and narcissi, are crowding the market at present. Yellow marguerites, freesia, pansies, myosotis, cornflowers and sweet peas are in great demand. Choice pussy willows are coming in at the present time and retail at $1.50 per dozen. Carnations are good in quality but the supply is limited. Roses are excellent. Lily of the valley is so abundant that it reminds one of pre-war days. Transient trade has been fair, but there

Peach Trees

Fine Trees. Standard Varieties.
50,000 Trees, Straight and Well Rooted
W. T. MITCHELL & SON, Beverly, Ohio

Mention the American Florist when writing

VIBURNUM PLICATUM

Also Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.
Ask for complete list of Oak Brand Shrubs.
The LEONARD & JONES CO WEST GROVE PENN'A.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing

Myrobalan Seedling Stocks

Grown in California, U. S. A.
Can book orders for immediate delivery, in 5/9 and 4/6 m/m grades.
No. 1 stock, fine for bench grafting or lining out to bud.
Gregory Bros. Nursery Co.
MARYSVILLE, CALIF.

Mention the American Florist when writing

Ibolium Privet

The New HARDY HEDGE
2-yr. Ibolium Privet.
Resembles California. HARDY AS IBOTA.
Dormant Summer Cuttings, $15.00 per 100
All larger grades sold.

Box-Barberry

Summer Frame Cuttings, $25.00 per 1000
For Lining Out.
10 samples postpaid for 50c.

SURPLUS
Am. Hemlock, Pin Oak, Gingko, Red Maple Japan Iris.

ELM CITY NURSERY CO.,
Woodmont Nurseries Inc.
NEW HAVEN, CONN.
Buy Box-Barberry and Ibolium Privet of the Introducers.

Mention the American Florist when writing

Hill's Choice Stock

STOCK FOR LINING OUT
Ornamental Evergreens and Deciduous Tree and shrub seedlings, Rooted Cuttings, Grafts, etc., in large assortment of rare, choice and standard varieties for lining out. Annual output, 2,000,000 plants.

LANDSCAPE EVERGREENS
New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

THE D HILL NURSERY CO., Inc., Box 404, Dundee, Ill.
EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

New Seed—Just Received

Ampelopsis Veitchii

Trade Pkt.....10c Oz.....40c Lb.....$4.00

Clematis Paniculata

Trade Pkt.....10c Oz.....40c Lb.....$3.00

CHICAGO **Vaughan's Seed Store** NEW YORK

CALADIUMS

The kind with real sound center shoots.

5- 7 inch	100,	$ 4.50	1000,	$ 40.00
7- 9 inch	"	7.50	"	70 00
9-11 inch	"	14.00	"	125.00

TUBEROSES

Well cured, free from rot.

	100	1000
Dwarf Excelsior Pearl, 2nd size, 3-4 in	$2.75	$25.00
Dwarf Excelsior Pearl, 1st size, 4-6 in	4.00	35 00
Variegated Leaved, single	3.75	32.50
Albino, early single white	$3.75	$32.50
Armstrong's Ever Blooming	3.75	32.50
Mexican	3.00	25.00

GLADIOLUS

Grown on our own farms from our own Planting Stocks. Machine Graded, True to Name.

	1000
America, First	$27.00
America, Medium	22.00
Chicago White, First	35.00
Chicago White, Medium	30.00
Hally, First	40.00
Hally, Medium	35.00
Mrs. F. King, First	25 00
Mrs. F. King, Medium	20.00
Mrs. F. Pendleton, First	50 00
Mrs. F. Pendleton, Medium	45.00
Niagara, First	$45.00
Niagara, Medium	40.00
Mad. Monneret, First	3 .00
Mad. Monneret, Medium	25.00
Schwaben, First	60.00
Schwaben, Medium	55.00
Peace, First	45 00
Florist Mixed, First	25.00
Rainbow Mixed, First	40.00
Standard Mixed, First	22.00
Standard Mixed, Medium	19.00

Write for special prices on Planting Stock in Black Bulblets and first two sizes of White Bulblets.

SPRING TRADE LIST READY.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

has been a lull in funeral and wedding business.

NOTES

Red and white azaleas can be seen in full bloom at the Lamberton conservatory at Highland Park.

Felix Alberts is featuring a fine display of lily of the valleey in his window this week.

John B. Keller & Sons are marketing lily of the valley in large quantities.

The auto truck owned by Geo. B. Hart was recently damaged by fire.

Hiram W. Wilson has returned from Winter Haven, Fla. CHESTER

HEATHER

FOR GROWING ON

A Limited Quantity for Sale

Fragrans, white, 3¼-in. pots.
Felix Faure, pink, 3½-in. pots.
President Carnot, pink, 3½-in. pots.
Cupressina, shell pink 2½-in. pots.
Translucens, red 2½-in. pots.
King Edward VII, pink, 3½-in. pots.
Regerminans, lavender, 3-in. pots.

Any one variety or an assortment, **$35.00** Per 100

Fragrans, President Carnot, Felix Faure and Translucens, 5-in., two-year-old..... **$75.00 per 100**

Fragrans, three-year-old..... **$100.00 per 100**

CHORIZEMA, 3½-in. pots at..... **35.00 per 100**

Best French and German Varieties of Hydrangeas

Ready for Shipment Now. Pot-Grown.

4½-in.	$35.00 per 100	6½-in.	$ 75.00 per 100
5 and 5½-in.	45.00 per 100	7-in.	100.00 per 100
6-in.	50.00 per 100		

Cash with Order, Please.

ANTON SCHULTHEIS, 316 Nineteenth Street, College Point, L.I., N.Y.

Mention the American Florist when writing

Wm. K. Harris

55th St. and Springfield Ave.

WEST PHILADELPHIA, - - PA.

Wholesale Grower of Blooming and Decorative Plants. Bird's Nest and Polypodium Ferns, Cyclamen, Primula Malacoides, Etc., are especially fine. Price list on application.

CYCLAMEN

We must have room and offer for one week.
2,500 2¼ in. Cyclamen, at $10.00 per 100; $90.00 per 1000.
3,000 3 in. Cyclamen, at $20.00 and $25.00 per 100.
1,000 4 in Cyclamen, at $40.00 per 100.
Ask for our prices of Easter Greeting Pelargoniums and Ferns.

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Dooley, Cook County, Ill., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

POTATO and onion prices remain quiet.

SINOLA, Mexico is shipping carloads of tomatoes to the west.

TOMATOES are coming to New York from the Canary Islands.

THE establishment of central markets for perishable food products in all large cities, and the setting up of a federal licensing system applicable to all dealers in such foods at such markets, is proposed by the federal trade commission in its annual report to congress. It is declared federal action is necessary to avoid unfair and wasteful practices, with consequent effect on prices.

Prices of Indoor Fruits and Vegetables.

Chicago, February 1.—Cucumbers, 2-dozen box, $6.00 to $7.50; celery, square crate, $1.25 to $1.50; leaf lettuce, per tomato box, 30 to 35 cents; tomatoes, per 10-pound box, $2.50 to $3.50; radishes, dozen bunches, $1.00 to $1.25.

New York, January 31.—Celery, per dozen stalks, 15 to 75 cents; cucumbers, per dozen $4.00 to $4.50; mushrooms, $1.00 to $1.25 per three-pound basket; tomatoes, per pound, 15 to 45 cents; lettuce, per 4-dozen box, $2.00 to $3.50; radishes, per 100 bunches, $3.00 to $7.00.

Garden Tractors.

At the recent convention of the Vegetable Growers' Association of America, at Columbus, O., probably the most interesting exhibit was the garden tractor. Where a few years ago only one machine was on the market, a half dozen types were shown at this meeting. Interesting is the divided opinion of the growers upon this subject. Some are enthusiastic in regard to the merits of the new machines, while others absolutely condemn them. Still a third party of growers believe these tractors are still in their experimental stage, and that while at present they hardly fill the bill, they will evently come out refined. There is no doubt whatever that two factors enter into this case; one, the man himself, and the other, the conditions under which the machine has to be used. This includes both the crop and the soil conditions. Where a large acreage of wheel-hoe crops are managed, and soil conditions are right, the tractor no doubt will soon pay. But in mixed market gardening, under present conditions, it is doubtful if we would advise everyone to buy a tractor. Our next door neighbor bought one, used it two hours and set it aside for good. In our own operations, we have from year to year so reduced wheel-hoe crops to correspond with the shortened supply of labor that at present it would hardly pay us to use a tractor for wheel-hoe work.

Personally, we have always felt that most garden tractors fill neither bill quite well—they are defective as wheel-hoes and also as horse machines. If we could dispense with our horses entirely, things would be different. But since we have taken the horses off the road entirely, we find that our teams are idle one-half of the time, and yet we must have them. Then why should we increase our investment still more, and thereby reduce the working hours of our horses, to a point where the horses become a burden? For rapid and thorough work in heavy crops we have yet seen nothing to beat a good team and a Planet, Jr., two-row pivot wheel cultivator. Finally, can we find help able to handle and care for a garden tractor, or must the boss do the cultivating himself? These are all serious questions, and anyone in this line of work should consider carefully in which direction his interests lie. A large grower of root crops told us: "My tractor is worth five men to me."

MARKETMAN.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Boswell, N. M.

Cloth Bound, $1.00

American Florist Co.

440 S. Dearborn St., Chicago

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD, Delaware County, PA.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

CANNAS

Good strong plump roots, 2 to 3 eyes, **Souv. de Ant. Crozy, Indiana,** 3c; **Yellow King Humbert, Wintzer's Colossal,** 4c. Will exchange for Geraniums or R. Carnations.

W. W. COLES, Kokomo, Ind.

Mention the American Florist when writing

50,000 Dracaena Indivisa

From 2 inch pots, ready for 3 or 4 inch pots, at $4.00 per 100. From 2 inch pots good strong average sized plants at $3.10 per 100.

GERANIUMS (Our Specialty)

Nutt, Buchner, Ricard, Poitevine, Viaud. Good short jointed plants from 2 inch pots, at $3.50 per 100; $35.00 per 1000.

We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, **ALLEGANY, N. Y.**

Mention the American Florist when writing

Alonzo J. Bryan

WHOLESALE FLORIST

Grower of

GERANIUMS, FUCHSIAS, HELIOTROPES, CANNAS

and all kinds of **Bedding Plants** by the hundreds of thousands. Correspondence solicited.

WASHINGTON, - NEW JERSEY

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Mention the American Florist when writing

SEASONABLE STOCK

Ready for Delivery

	Per 100
Asparagus Sprengeri, 2¼-in.	$ 5.00
Flowering Begonias, wonderful young stock—	
Argentea Guttata, Otto Hacker, Pride of New Castle	10.00
Carolina Lucerna	15.00
Gloire de Chatelaine	6.00
Metallica and Mrs. M. A. Patten	8.00
Begonia Metallica, heavy 5-in., $4.00 per dozen	30.00
Cyperus Alternifolius, 2½-in.	8.00
Fern Dish Ferns, 2½-in. grand stock, Pteris Adiantoides, Cretica Alba Lineata, Magnifica, Wimsettii and Wilsoni	5.00
Cyrtomium Rochfordianum	7.00
Boston Ferns, 5-in. pot plants, $40.00 per 100; 6-in., $60.00 per 100; 8-in., heavy, $1.50 each.	
Genistas, a grand block of 5-in. pot stock	40.00
Palms, Kentia Belmoreana, 2½-in. stock, $12.00 per 100; $100.00 per 1,000; 3-in. pots	20.00
Roses, special grade for pots, long tops, well ripened, 2-yr. field grown, Excelsa and White Dorothy	35.00
Tausendschon	45.00
Baby Rambler, 2-yr. field grown, No. 1 grade, lighter than our XX grade, but good for 5-in. pots	40.00

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

ALTERNANTHERAS.

Alternantheras. Aura Nana, fine bushy 2-in., $4.00 per 100. Cash please. Immediate delivery. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

AMPELOPSIS VEITCHII.

Ampelopsis Veitchii. A large stock of one and two year in all grades. Two year transplanted are heavy for grades. Some three year, with heavy tops and roots. Light stocks for lining out very cheap. CHAS. BLACK, Hightstown, N. J.

ARDISIA.

Ardisia Crenulata Rubra. 2-in. pots, $10.00 per 100; $90.00 per 1,000. Cash with order. Quick delivery. FRUITLAND NURSERIES, Augusta, Ga.

ASPARAGUS.

Asparagus plumosus, 2-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

BARBERRY.

Box-Barberry, well rooted summer cuttings $25.00 per 1,000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BEGONIAS.

Begonias. Tuberous rooted. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Begonias. Prima Donna, 4-in., extra strong, ready for 5-in., to make room, $25.00 per 100. JOPLIN GREENHOUSE CO., 2002 Bird St., Joplin, Mo.

Begonias, Metallica, Otto Hacker and Pres. Carnot, $10 per 100. The Storrs & Harrison Co., Painesville, O.

BULBS.

Bulbs. Gladiolus. All bulbs are first class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

R. A. VAN DER SCHOOT
Hillegom, Holland
Extensive own cultures of bulbs and plants. Prices on application.

CALLAS.

Callas, Godfrey, 3-in., $8.00 per 100. THE PARK FLORAL CO., Denver, Colo.

CANNAS.

Cannas. Good strong, plump roots, 2 to 3 eyes. For varieties and prices see advertisement elsewhere in this issue. W. W Coles, Kokomo, Ind.

CARNATIONS.

Ready Now!
New Varieties:

	100	1000
Maine Sunshine, fine yellow	$15.00	$120.00
Harvester, splendid white and a free bloomer	15.00	120.00
Edna, wonderful red and sure to please	15.00	120.00

Send for Complete Description.

PINK	100	1000
Laddie	$12.00	$ 90.00
Ruth Baur	10.00	90.00
Enchantress Supreme	5.00	45.00
Morning Glow	7.00	65.00
Mrs. C. W. Ward	5.00	35.00
Alice	4.00	35.00
Pink Enchantress	5.00	35.00
Rose-pink Enchantress	4.00	35.00
Miss Theo	5.00	45.00
Rosalia	6.00	50.00
Cottage Maid	5.00	45.00
Rosette	4.00	35.00
RED	100	1000
Ethel Fisher	$10.00	$ 90.00
Nebraska	5.00	45.00
Belle Washburn	5.00	45.00
Aviator	5.00	35.00
Herald	5.00	40.00
Beacon	5.00	40.00
Thenanthos	4.00	35.00
WHITE	100	1000
White Benora	$ 7.00	$ 65.00
Crystal White	5.00	45.00
White Enchantress	4.00	35.00
White Wonder	5.00	45.00
Matchless	4.00	35.00
White Perfection	4.50	40.00

Send Your Order To-Day. Get the Best that Money will Buy.
M. C. GUNTERBERG.
Wholesale Florist
8 East Randolph St., Chicago, Ill.

ROOTED CARNATION CUTTINGS

	100	1,000
Aviator	$4.00	$35.00
Enchantress	4.00	35.00
White Enchantress	4.00	35.00
R. P. Enchantress	4.00	35.00
C. W. Ward	4.00	35.00
Matchless	4.00	35.00
Alice	4.00	35.00
Thenanthos	4.00	35.00

PETER REINBERG
Wholesale Florist
30 East Randolph St., Chicago

ROOTED CARNATION CUTTINGS
Recognized as the leading quality by growers everywhere. Place your order with us and get the best.

	100	1000
Enchantress	$4.00	$35.00
White Enchantress	4.00	35.00
Matchless	4.00	35.00
Mrs. C. W. Ward	4.00	35.00
Rosette	4.00	35.00

WIETOR BROS.
Wholesale Florists.
30 E. Randolph St. Chicago.

CARNATIONS, STRONG ROOTED CUTTINGS

	100	1000
Enchantress Supreme	$5.00	$45.00
C. W. Ward	5.00	45.00
White Enchantress	4.50	40.00
Aviator	4.50	40.00
Matchless	4.00	35.00

CHAS. N. MILLER & BRO.
Morton Grove, Illinois.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CARNATIONS.

CARNATIONS—NOW READY
STRONG ROOTED CUTTINGS

	100	1000
Mrs. C. W. Ward	$5.00	$45.00
Enchantress Supreme	5.00	45.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Matchless	4.00	35.00

J. A. BUDLONG CO.
184 North Wabash Ave., Chicago, Ill.

CARNATIONS
Choice Rooted Cuttings
$5.00 per 100; $40.00 per 1,000.
Our cuttings are all made from flowering side shoots.
BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago.

CHRYSANTHEMUMS.

CHRYSANTHEMUM PLANTS.
In 2-inch pots.

Our celebrated early white pompons will be ready to ship February 15. This variety commences to bloom October 1, and will continue three months producing quantities of double white pompons, which are fine for either cut flowers or potted plants.

$ 6.00 per 100
50.00 per 1000

BASSETT & WASHBURN
178 N. Wabash Ave. Chicago.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIAS.

Cinerarias, Columbian mixture. Strong, well-grown plants, 3-in., $10.00 per 100. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

Cinerarias. Fine strain of good colors, 4-inch., $25.00 per 100. THE PARK FLORAL CO., Denver, Colo.

COLEUS.

Coleus. Best bedding kinds, 2-inch pots, $3.00 per hundred. Cash. JOSEPH BANCROFT & SONS, Cedar Falls, Iowa.

CYCLAMEN.

Cyclamen. The kind you have been looking for. Strong, well grown named varieties in separate colors in the following:

	Per 100
From 2½-in. pots	$12.00
From 3 -in. pots	20.00
From 4 -in. pots	40.00
From 5 -in. pots	75.00

Write for discounts on large orders.
We pay special attention to boxing and packing and the using of paper pots should insure safe arrival at destination. The stopping of express cars at our plant enables us to make direct shipments without unnecessary rough handling, which will be appreciated by our customers. Plants are moving fast and we advise ordering at once.
J. W. DAVIS COMPANY
Terre Haute, Indiana.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

CYCLAMEN.

Cyclamen. Extra heavy plants, well in bloom. 5% off for cash with order.

4-inch................$0.30 each
5-inch................ .50 each
6-inch................ .75 each

Packing charges included.

DAVIS FLORAL COMPANY
Davenport, Iowa

Cyclamen plants, dark colors, no white, strong, sturdy plants, 4-in., $40.00 to $50.00 per 100; 5-in., $75.00 per 100. All ready for shift to larger pots. Packing free in paper pots, securely cleated. PETER PEARSON, 5732-5748 Gunnison St., Chicago.

Cyclamen, assorted. All leading varieties. German strain. 2-in., $8.00 per 100; $75.00 per 1,000. Ready for delivery about March 1. Cash with order. MATTHEWSON'S, Sheboygan, Wis.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DRACAENAS.

Dracaena Indivisa. 2-in., ready for 3 or 4-in., $4 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

Ferns. Boston, Roosevelt and Harrisii, 2¼-in., $7.00 per 100; $65.00 per 1,000. Macawii, 2¼-in., $12.00 per 100; $100.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Ferns. Table and fern dish. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Ferns, Macawii. Fine plants from bed, ready for 4-inch at 30c each and ready for 5-inch at 50c each. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

Ferns, 6-in., $1.00; 8-in., $1.50 and $2.00 each. Birds-nest, 5-in., $1.50; 6-in., $2.50 each. Wm. K. Harris, 55th and Springfield Ave., West Philadelphia, Pa.

Ferns, Verona. Elegant plants, 4-inch, 25c each; 5-inch, 50c each; extra strong, 6-inch, $1.00 each. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

Ferns. Pot grown and in good shape. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Boston Ferns, good strong, bushy stock, 5-in., at 50c. Add 5 per cent for packing. DAVIS FLORAL CO., Davenport, Ia.

Ferns, Smithii (Lace Type). A special lot of these. 5-inch, 75c each. Cash with order. MATTHEWSON'S, Sheboygan, Wis.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns. Ill. descriptive list mailed. L. MOSBÆK, Ferndale, Askov, Minn.

Ferns. $1.50 per 1000. Cash. H. BLAUVELT, Florist, Pontoosuc Lake, Pittsfield, Mass.

GALAX.

Green and bronze galax leaves, $1.65, postage prepaid. F. H. HILL, Highland, Macon Co., N. C.

GERANIUMS.

Geraniums. Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants, 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

GERANIUMS.

Geraniums. Good retail colors, well branched. Strong 3-in. ready for 4-in., $10.00 per 100. JOPLIN GREENHOUSE CO., Joplin, Mo.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

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GLADIOLI

Jack London, Anna Eberius, Thomas T. Kent, Mrs. H. E Bothin. The four greatest and most perfect gladioli in existence They have won the greatest admiration wherever shown and will soon be grown by the million. Our new catalogue showing some of our varieties in natural colors and describing many of our other new creations is free on request. Write for it today.

RICHARD DIENER CO., INC.
Kentfield, California.

Gladiolus primulinus with artistically arranged flowers and beautiful oriental colors. Catalogue free upon request. The Chautauqua Flower Fields, Bemus Point, N. Y.

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Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

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Very fine stock; well established. 4-in., 10 inches high, 1 heavy stem, Otaska, Gen. Vibraye, $22.00 per 100. Packing free. PETER PEARSON, 5736 Gunnison St., Chicago.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

Lily of the Valley, new crop. London Market strain. 1,000 pips, $33.00; case (2,500 pips), $80.00. Vaughan's Seed Store, Chicago and New York.

LYCOPODIUM.

Four-pound sample package of my high-grade dyed and prepared Lycopodium will be sent postpaid anywhere in the United States upon receipt of $1.90. JOHN PERMAN, Catawba, Wis.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PETUNIAS.

PETUNIAS.

Dieners' Ruffled Monsters, single. The largest and most beautiful ruffled varieties of Petunias in existence. Ruffled Monster seed in separate colors, pink, red, variegated, white, red with black center, pale lilac, and all colors mixed.

The following somewhat smaller than the Ruffled Monsters, colors, flesh, pink frilled, (Pearl of Kentfield), purple or blue, and white frilled (dwarf). Price, per package, 50c. Catalogues will be sent free on request. Write for it today.

Mr. W. I. Ferguson, Smiths Falls, Ontario, under date of Dec. 2nd, 1919, writes us the following in regard to our petunias:

"Last year I purchased petunia seed from you. I think every seed germinated and the blooms were the finest ever seen in this part of Canada. Only about 8% of the plants could be classed as common. I want more of the same quality each year."

Mr. Rudolph Nagel, Lancaster, Pa., under date of Dec. 14th, 1919, writes us:

"I had, last year, just a few of your petunias, but I am sure I could have sold thousands of them. They surely came up to your claim and way ahead of my expectation."

RICHARD DIENER CO., INC.
Kentfield. California.

PANSIES.

Pansy Seedlings. Giant Trimardeau mixed; large flowering and choice colors. Prepaid by mail, special delivery, $4.00 per 1,000; $17.00 per 5,000. F. DANLEY, Macomb, Ill.

PRIMULAS.

Primula Malacoides Townsendii, 3-in., $15.00 per 100. Ready to put in 4-in. Primula Obconica Giganteum. Our own strain that cannot be surpassed. 3-in., $15.00 per 100. THE PARK FLORAL CO., Denver, Colo.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2¼-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Primula obconicas, Grandiflora, Rosea and Kermesina Gig. Rosea and Kermesina. 2¼-in., $7.00 per 100; $60.00 per 1,000. PETER PEARSON, 5732-5748 Gunnison St., Chicago.

PRIVET.

Privet. Ibolium privet, hardy hybrid; cross between California and Ibota privet. 2 years, 2-3 ft., $2.50 each; 1 year, 1-2 ft., $1.00 each; summer frame cuttings, 50c each. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

ROSES.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Russell Bench Plants........	$16.00	$150.00
Milady Bench Plants........	15.00	140.00
Killarney Bench Plants......	12.00	115.00
Ophelia Bench Plants.......	12.00	115.00
Sunburst Bench Plants......	12.00	115.00

M. C. GUNTERBERG,
Wholesale Florist
159 No. State St. Chicago, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

ROSES

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

Roses. Dorothy Perkins and Excelsa, 2-year field-grown, extra long tops, staked and ripened, $35 per 100. The Storrs & Harrison Co., Painesville, O.

Roses. Pilgrim, Crusader and Mrs. John Cook. For further particulars write A. N. Pierson, Inc., Cromwell, Conn.

SEEDS.

THE DIENER TOMATO

Increase your tomato yield one hundred per cent by raising the new DIENER TOMATO. 30-40 tons of ripe fruit to the acre.

This tomato was raised last year all over the United States and Canada with the greatest satisfaction.

As smooth as an apple and of a magnificent dark red color. Single tomatoes weigh up to 3 lbs. each. The flesh is more solid than that of any other tomato. The fruit contains very little seed and is solidly filled out. This tomato is free of the acid taste, and for dehydrating, catsup and canning is the best tomato in existence today.

The DIENER TOMATO is blight-resisting as well as drought-resisting. It will not crack from the rain and will not rot while lying on the ground in wet weather. This tomato will grow in almost any kind of soil and it commences to ripen the first part of August.

It is the greatest novelty in the tomato line, and it will soon crowd out the present varieties from the market by its far superior qualities.

Price of the DIENER TOMATO SEED: Sample pkg., 25c; one-quarter of an acre pkg., 50c; one acre pkg., $1.50.

RICHARD DIENER CO., INC.
Kentfield Marin Co., Calif.

DAHLIA SEED.

This seed is raised from the most up-to-date dahlias in existence. No place in the world have dahlias been brought up to such perfection as they have been around San Francisco. This mixture contains all colors and types of peony, cactus and decorative varieties. The seed we sent out in previous years was highly praised by all who raised dahlias from it; but this seed is far superior to what we have sent out in previous years. The seedlings will commence to flower two months after sowing and almost a month earlier than plants raised from bulbs. Price, $0.50 per package.

RICHARD DIENER CO., INC.
Kentfield Marin County, Calif.

DRACAENA INDIVISA, the true Cordyline Australis narrow leaved variety, fresh seeds that will make quick-growing, profitable plants for you. 5,000 seeds, $1.00; pound, $2.00 postpaid. SEVIN-VINCENT CO., San Francisco, Calif.

Seeds. Asparagus plumosus. New crop. 1,000 seeds, $1.25; 5,000 seeds, $6.00; 10,000 seeds, $10.00. Asparagus Sprengeri, 1,000 seeds, $1.00; 5,000 seeds, $4.50; 10,000 seeds, $8.00. G. B. JOHNSON, 1509 Morton street, Alameda, Calif.

Seeds. Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

Seeds. Ampelopsis Veitchii and Clematis Paniculata; new; just received. For prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Son, Langport, Eng.

SEEDS.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Asparagus plumosus seed of new crop. January or early February delivery, per 1,000, $4.00; later delivery cheaper. VAUGHAN'S SEED STORE, Chicago and New York.

Seeds. Cyclamen and Giganteum. For varieties and prices see display advertisement elsewhere in this issue. Kelway & Son, Langport, Eng.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

SEEDS.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Renowned specialties; remarkable novelties; postpaid catalogues. JH. PAQUET, grower, Magnan, NICE, (France).

Seed. Lawn mixtures and field, wholesale. Write for prices. Atlantic Grass Seed Co., 46 W. Broadway, New York.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SNAPDRAGONS.

Snapdragons. Double June Hefko, rooted cuttings, $15 per 100; $125 per 1000; 2½-in., $17 per 100. T. D. Hefko, Marshfield, Wis.

VINCAS.

Vincas, variegated, 3½-in., $15.00 per 100. DAVIS FLORAL CO., Davenport, Iowa.

MISCELLANEOUS.

Seed packets for 1921. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Canary Seed—"Mel-O-Dee" Brand. Composed of proper proportions of canary, millet, sweet rape and poppy seed. 13c per package; $4.68 per case of 36 packages. New York Bird Food Co., 150 Nassau St., New York.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Meyers' Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., West Philadelphia, Pa.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

MISCELLANEOUS

1,000 letterheads and 1,000 envelopes, $8.50. Good stock. Cash please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Florists' specialties and supplies of every description. Seligman & Stein, 116 W. 28th St., New York.

Peach trees. Standard varieties, straight and well rooted. W. T. Mitchell & Son, Beverly, O.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Baskets, novelties and florists' supplies. S. H. Russin, 55 W. 19th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00 W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

CHARCOAL.

Prepared Charcoal, $4.00 per 100 lbs., 15c for containers, prepaid. PETER PEARSON, 5732 Gunnison St., Chicago.

FERTILIZERS.

Poultry manure. Pulverized Premier Brand. Nature's most efficient fertilizer. Write at once for free literature, samples and quotations. Poultry Feed Co., Dept. K, 343 S. Dearborn St., Chicago.

Thomson's celebrated manure. Sold by all dealers or from sole makers. Wm. Thomson & Sons, Ltd., Clovenfords, Scotland.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

FERTILIZERS

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florists supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

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Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. The Townsley Pottery, Idaville, Ind.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

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LABELS, for nurserymen, and florists. Benjamin Chase Co., Derry Village, N. H.

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Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Brenner, Edward, New York.
Budlong Co., J. A., Chicago.
Charles, Harry, New York.
Chicago Flower Growers' Ass'n., Chicago.
Coan, J. J., Inc., New York.
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Ford, M. C., New York.
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Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Neidinger Co., Jos. G., Philadelphia, Pa.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo., Philadelphia, Pa.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
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Randall Co., A. L., Chicago.
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Reinberg, Peter, Chicago.
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Vol. LVI. CHICAGO AND NEW YORK, FEBRUARY 12, 1921. No. 1706

THE AMERICAN FLORIST

ESTABLISHED 1885

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Hartford, Conn., January 1922. OFFICERS: W. D. HOWARD, Milford, Mass., President; N. C. OSBORN, Hartford, Conn., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

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AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition, New York, June, 1921. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Sweet Peas.

A bed or bench of sweet peas sown at this time will produce a nice crop of flowers in spring when the winter-blooming plants are nearly through flowering and the blooms beginning to grow small and before any outside can be had. The newer Spencers make splendid varieties to plant at this time and, while they will not bloom as early as the winter flowering varieties, yet will flower before the warm summer weather, and the beautifully formed flowers make a welcome change. Select a bench with plenty of head room, for these easily grow to a height of six or eight feet under favorable conditions. The seed can be sown six inches apart in rows, with about three feet between rows, and lightly covered. It is just as well to sow two or three seeds together, and when they begin to grow, thin out to one plant. The beds must be watered sparingly until the plants are large enough to twine on the supports for they damp off easily, even when five or six inches high, if over-watered. As soon as the tendrils on the vines appear provide some support for them to twine upon and keep the plants growing erect throughout their culture, or crooked stems and worthless flowers will be the result. A cool house is far better for these plants than one having a warm temperature. Aphis is often troublesome in growing sweet peas, and a spray is far better with these plants than fumigation.

Chrysanthemum Stock.

This is the time to look over the chrysanthemum stock to see how the cuttings are breaking. There may be some varieties that are not throwing as many cuttings as they should, or some that are not in good health and there are yet some growers that have stock plants for sale, so where from either cause it looks as if the supply might not be sufficient, new stock should be purchased at once. Where the stock plants are in good health but there are not enough to furnish the requisite number of cuttings, the early cuttings may be taken and rooted and these grown in flats until it is time to propagate the plants for blooming, and cuttings made from these. There are also some varieties of which good cuttings can be procured at this time, but after the first growths are removed do not break satisfactorily These should surely be taken now and grown on in flats. Notable as one of this class is Miss Virginia Poehlmann, and some varieties, such as President Roosevelt, are short-jointed and slow in their growth, so early cuttings are preferred. It is a good time now to look the stock over and be sure of good plants and enough of them for another season.

Stocks.

The demand for flowers at Memorial day is in many cases for bunches or sprays to lay upon the graves of the departed relatives and friends, and as much show as can be made is often the object, therefore the grower must have a quantity of what are called the cheaper flowers, and stocks are one of the best at this time, for they are large and prominent, make up well in bouquets or sprays, and are quickly and easily grown. The seed should be sown early in February to be sure to have them in flower by the end of May. The seed germinates quickly and as soon as large enough should be potted. Many grow them in flats, but to have them early pot culture is better, for they do not receive such a severe shock when transplanted in the benches. The planting in the benches should be done in the month of March and the plants can be grown in two ways, to the single spike which will produce a much larger, handsome bloom, or eight to 10 lateral spikes. The former method allows of planting from three to four inches apart, while in the latter the plants should be set eight to nine inches each way. Growing the latter way, that is, to eight or 10 spikes, is the culture most often

practiced, and in order to cause the plant to branch as soon as the terminal flower forms it is rubbed out, and the laterals will grow at once. To have have these laterals in bloom for Memorial day the terminal bud should show by the last of April, which will allow about four weeks for the growth of the laterals and the finishing of the bloom. Constant fumigation will be necessary to keep the plants clean of aphis, which very rapidly accumulate on the succulent growth unless kept in check.

Begonias of Lorraine Type.

For the large plants for next winter's flowering we are placing the cuttings in the propagating bench now. The plants were selected before Christmas and strong, healthy specimens taken for propagation. The flowers were removed and the plants given a warm location that the best vigor might be maintained. Any leaf showing blemish is discarded, only clean, healthy leaves being used from which to raise the young stock. A warm propagating bed is chosen for these plants and the stems are inserted in the sand deep enough so that about half an inch of the leaf is below the surface. They are kept moist and warm until they are rooted, when they are potted in 2½-inch pots and placed in a warm house and shifted along as required. This may seem a trifle early by many growers to start the propagating of these plants, but there is always demand for some large specimens and fine leaves are obtainable at this time and they root easily during January and February when the propagating bench is warm. The plants will require considerable care and attention during the heated spell of July and August, but with plenty of ventilation and a light shade, they are easily kept moving and make fine plants for the holidays.

President Lewis Edward Hitz.

STATE FLORISTS' ASSOCIATION OF INDIANA

Lewis Edward Hitz, Madison, Ind., recently elected president of the State Florists' Association of Indiana, was born in that city in 1868, his father having built the first greenhouse on the site of the present range in 1872. L. E. Hitz purchased the establishment soon after becoming of age, and under his capable management the business has enjoyed a splendid growth. In addition to this establishment, Mr. Hitz is president of the North Madison Floral Co., located in a suburb of the city, is a director of the Springdale Cemetery Association, and has been its superintendent for 14 years. He is also a director of the Mite Building Association and the Madison Chautauqua, is much interested in church work and prominent in fraternal organizations. He is a life member of the Society of American Florists and the Florists' Telegraph Delivery Association.

HERKIMER, N. Y.—William D. Snell, who conducts a range on Park avenue, has purchased the establishment of Mrs. John O. Graham at Little Falls, which he will continue.

LA PORTE, IND.—Ove Gnatt, of the Ove Gnatt Co., Inc., who is in Europe with his family on a combined business and pleasure trip, was scheduled to sail for home February 4.

NEW ORLEANS, LA.—Plans for a flower show in April, with a lecture on "Evergreens," by Professor R. S. Cocks, are being made by the New Orleans Garden Society. W. J. Caserta Jr., is secretary of the organization.

Society of American Florists.

PUBLICITY COMMITTEE'S REPORT.

Draft of the report and recommendations presented to the board of directors at its meeting in Washington, D. C., January 24-25, 1921.

To the Officers and Members of the Executive Board of the Society of American Florists.

Gentlemen:—We, the undersigned members of the national publicity committee, beg leave to present the following report with recommendations:

We have just closed the third year of the work of carrying on national advertising, and as you are aware, are now entering upon the last year of our original four-year subscription pledges, after which all of the first year individual pledges will have to be renewed, or some other plan devised for raising a fund to further carry on this work. There are yet, of course, quite a number of individual subscriptions made later on this same plan that will continue in effect at least until some other plan is devised and adopted. So far, this plan has served its purpose well, even though not so equitably as it should, and has proved quite successful in spite of precedents to the contrary.

L. E. Hitz, Madison, Ind.
President State Florists' Association of Indiana.

In the three years just past, the total amount of $131,056.68 has been collected, and of this sum $113,361.91 has been paid out for advertising space in such magazines as the Saturday Evening Post, Collier's Weekly, American Magazine, Century, Scribner's, Munsey's, Everybody's, Life, Hearst, Judge, Scientific American, Atlantic Monthly, Literary Digest, Review of Reviews, Outlook, Harper's, World's Work, Sunset, Independent, Red Book, Metropolitan, McLean's Magazine, Leslie's and Argosy, and the balance, $17,694.77, has been expended for office work and all other expense in carrying on the campaign. These figures show that about 86½ per cent of this entire sum has been spent in actual advertising, and about 13½ per cent in the entire management of the campaign. Not a bad showing at all, do we think. These figures are not given by the committee for their own glorification, but rather for the subscribers' information, and against unjust criticism.

We believe there is no longer a doubt in the mind of any member of the Society of American Florists as to the value of national advertising. There can be no doubt that the effects of this campaign are being manifested, from the way our wonderful slogan, "Say it with Flowers," is being displayed everywhere and the great benefit it has been to the trade. Now, the question arises, "Are we to retrench or press on for still greater achievements?"

Your committee has given the matter of a more equitable and just plan for collecting the funds for future work much consideration and, we must confess, with a great deal of apprehension. However, since the first movement of organizing allied trade associations for the purpose of carrying on local co-operative advertising, we have watched carefully its progress, and while there are, as yet, only a few cities working on this plan, it has proven very successful in every instance. So we have come to the conclusion that it is the one equitable plan through which each individual and every branch of the trade justly bears its proportionate share of the expenses.

We are not unmindful of the fact, also, that by all the laws of merchandising, and by many precedents already at hand, the producer is, and primarily should be, the national advertiser of his product, which in our case, it would be, of course, the growers. Now, since the growers in every city where local co-operative advertising is being carried out on the percentage plan through the allied trade associations, are contributing members of these associations, we deem it perfectly right and proper that a certain per cent of such funds collected be put into national advertising as is being already done by some of these allied trade associations.

Hence, we recommend: First, that 25 per cent of all moneys collected by such allied trade associations be paid into the National Flower Growers' Association. Second, that the National Flower Growers' Association then become responsible for financing the campaign for national advertising, adding to the amounts turned over to them by the allied trade organizations such additional sums as they can acquire through their membership by an assessment on glass area, from those growers who are not associated with allied trade organizations, and from individual subscriptions available from supply, material, bulb and other firms, benefiting from the progress of our trade. Third, that the campaign of national advertising be managed and carried on as heretofore by a publicity committee, provided for by the constitution and by-laws of the Society of American Florists, with the recommendation that the presidents, in making appointments to said committee, always keep in mind the three branches of our trade, so a fair representation of each will always be on the committee. We also recommend that an advisory board be created consisting of the president of each allied trade organization for co-operative advertising, it being the duty of this board to meet once a year in joint session with the publicity committee of the Society of American Florists, preferably during the national convention, for the purpose of considering and planning

E. H Mann, Richmond, Ind.
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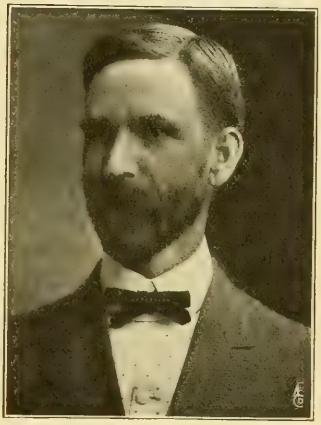
Director.



Jas. S. Wilson, Des Moines, Ia.
Director.

E. Allan Pierce, Waltham, Mass.
Director.

W. A. Kennedy, Milwaukee, Wis.
Director.

Joseph Kohout, Libertyville, Ill.
Director.

SOME MORE OFFICERS OF THE NATIONAL FLOWER GROWERS' ASSOCIATION.

Portraits of President Keimel and Secretary Ammann Appeared in Issue of February 5.

future campaigns for national advertising.

We might state further, that this plan was discussed with many of the leading men of all the auxiliary trade organizations, both growers, wholesalers, and retailers, and all are heartily in accord with such a plan. It has also met the unanimous approval of your publicity committee. This will, of course, mean that allied trade associations similar to those already working so successfully in Chicago, Milwaukee, and other cities, should be organized in every city where there is a flower market, giving all the retailers, wholesalers and growers an opportunity to become members thereof by setting aside a small per cent of their total business for co-operative advertising, and we recommend an equitable assessment plan as follows:

The grower to pay one per cent on his receipts.

The retailer to pay one per cent on his purchases of plants, cut flowers and greens.

The wholesaler to pay one per cent on his receipts from commissions; all to be divided as follows:

Seventy-five per cent of same to be used locally and twenty-five per cent nationally. To make this plan entirely equitable, an assessment of one per cent should be made on all stock going through commission houses, whether used locally or shipped out. All wholesale plant and cut flower growers should apply this one per cent on all stock sold by them direct, as well, to make it absolutely uniform.

In the case of growers not adjacent to a large market, or who sell their own product, either wholesale or retail, they could allot their proportionate share on a glass area basis by becoming members of some district growers' organization.

We are not at all unmindful of the great assistance that has been given to national publicity from its origination by the Florists' Telegraph Delivery Association, and we have every confidence that this great body of retailers will continue to be one of the liberal contributors to our funds, and to the cause as well, for with the live trade journal, the F. T. D. News, now at their disposal, they can become great educators for the cause.

It may be well to state that this plan has not yet been submitted to the National Flower Growers' Association, and we have no assurance that this organization will be willing to take upon itself the responsibility of financing the national advertising campaign. All the officers and active workers in their ranks, who have knowledge of this proposed plan, are heartily in accord with it. If, however, the growers in convention here this week do not care to approve this plan, there is no doubt in the minds of any of the members of this committee, but what the Society of American Florists can continue to handle the finances on this plan better than heretofore, provided the allied trades will do their part.

The principal reasons for getting the National Flower Growers' Association to take over the financial end, is to create a greater interest among the growers, who by virtue of their branch of the business as producers, should be the leaders in national advertising, and also to encourage closer co-operation among them for the benefit of the whole trade, and at the same time make the Society of American Florists a supervising medium rather than a collector.

We further suggest that some uniform emblem, in the form of an embossed sticker, should be adopted and given to all members of allied trade associations, and other contributors, to use on their stationery, recognizing them as supporting this campaign.

We respectfully submit all this for your careful consideration, and recommend that if in the opinion of your honorable body the plan is a just and equitable one, that after your action thereon, it be submitted to the Society of American Florists members in session at the annual convention next August in this city, for their approval and adoption.

HENRY PENN,
GEORGE ASMUS,
WALLACE R. PIERSON,
C. C. POLLWORTH,
THOMAS ROLAND,
JOHN YOUNG,
J. J. HESS,
J. F. AMMANN.

Draft of the report and recommendations presented to the board of directors at its meeting in Washington, D. C., January 24-25, 1921.

J. F. AMMANN'S REMARKS.

"In presenting this future plan, the committee urges subscribers to the national publicity fund to continue the payment of all pledges promptly, for until this plan is more generally adopted, we shall have to rely on the individual subscribers very largely to help carry on the campaign.

"On behalf of the committee, Mr. President, I wish to supplement this report with a few remarks. In so doing, however, I wish it to be clearly understood that any reference herein made to work having been done by me, should be clearly understood to be with the sanction and advice of the committee as a whole, and therefore, to the committee as a whole, should be given the credit rather than to any individual. We do not claim this plan will be perfect. Neither do we want it understood that the work as started and carried on the past three years will cease unless the above plan is adopted. What the committee is really striving for, is to rebuild on a new plan, with a better foundation, so further additions may be added without danger to the original structure.

"The committee has, of course, made mistakes. Why not? It is only those who do things, who make mistakes, but as a whole, good judgment has prevailed. We have had much valuable advice from among the membership of the Society of American Florists at large and the able council

CORSAGE BOUQUET OF CATTLEYAS, LILY OF THE VALLEY AND VIOLETS.

of the officers, besides having at all times at least some members on the advertising thoroughly by reason of their own personal activity in the same. Personally, I have been in this work for two years; first as ex-officio member of the committee by virtue of my office as president of the society for one year, and the last year, a member of the committee by appointment. During this time, I believe I can frankly state that I have made a careful study of the situation as it exists in the various communities, and I have come to the firm conclusion, that there is a prevailing sentiment most everywhere in favor of the allied trade plan for co-operative advertising.

"It is, by far, the most equitable plan that has yet been tried, not only in our own trade, but in that of many others, and based upon the percentage as recommended in this report, a vast sum could be raised with very little effort and no sacrifice on the part of anyone. For, after all, the total investment by all the combined branches of our trade in advertising would be less than 3 per cent on the volume of business done and this would include both local and national co-opertive advertising. This, gentlemen, I feel sure you will all agree, is an insignificantly small sum as compared to what other lines of business are investing in advertising; so, therefore, the plan is equitable, it is reasonable, and it is workable beyond any question of doubt.

"If you men here in session, as representatives of the great national body of our allied trade organizations, will put your stamp of approval upon it, and with that action, recommend to the society, in session here next summer, their approval and adoption, and then if our national society will instruct and empower its officers to devise ways and means for organizing these allied trade organizations for the purpose of co-operative advertising in every flower market center in the United States and in Canada as well (if they choose to join with us), then the great society will have committed an act that will mean for greater progress of floriculture within the next decade than we have made in all the past, for the day of production of American ornamental horticultural products is no longer a question. This is being advanced by leaps and bounds. The one great duty, as I see it, that is left open for American floriculturists is that of disseminating information direct to the people with reference to the benefits and usages of these products by judicious advertising.

"According to the latest report from Bradstreet, 84 per cent of the commercial failures last year were firms that did not advertise. We can no longer, gentlemen, afford to stay out of the educational programme for this nation. Our wares are a part of the products that make for better homes, better lives, better citizens, and higher ideals, and so I feel that it is not only our duty to continue our campaign for publicity, but we must with all earnestness and determination strive to increase and multiply it.

"In conclusion, let me plead with you, gentlemen, not to let your enthusiasm for this plan cause you to act too hastily, but let us rather give it careful consideration and discuss it from every angle. Amend and revise it if found necessary, in order to make it absolutely just and fair to everyone concerned, so that when we do present it, if you so choose, to the membership at large for their adoption and approval, we can also without any hesitation endorse it individually as well as recommend it to the organizations and communities that we here represent. So that we may repeat with a verse from the pen of the poet, Edgar A. Guest, as follows:

Be it little or much that you win on earth,
Let it have the stamp of your own good worth;
Be able to say of each treasure fine,
I have worked for this and the thing is mine.
Be willing to toil and be willing to give
And honor shall follow you while you live,
For there's none so mean on this globe as he
Who looks to another to pay his fee.

CORSAGE BOUQUET OF VIOLETS AND SWEET PEAS.

Winter.

Not only in her velvet dress of leaf and bloom and grass,
Where whispered cadences caress the lilies as they pass,
The forest of the north is fair—there comes no change or time
That makes less sweet the northland air or forest less sublime.

We love her for her brighter days when gay anemones
Are scattered through her open ways, while songsters fill her trees,
Then shall we love her less when dies her summer bloom—
Applaud her in her gala dress and leave her in her gloom?

O heart, I pray among my friends there dwells not such a friend
Whose oft expressed affection ends when days of summer end,
Who loves me for the garb I wear, my laugh, my word, my song,
And yet whose feet walk otherwise when my own feet go wrong.

Nay, forest, I would have them love as, forest, I love thee—
For earth beneath and sky above, more fair than bloom or tree,
For sky above and earth beneath, the greater things that are,
Nor hold more dear the fragile wreath than fixed and shining star.

O forest, more than for thy green or for thy bark of bole,
I love thee for thy peace serene, thy great, unchanging soul,
The solemn beauty of thy ways, whate'er the season be,
And I, the friend of all thy days, would bring such friends to me.

For I shall have my wintertime, my time of chill and snow,
Nor harp shall sing nor words shall rime nor golden sunlight glow,
Then would I have such friends to stand beside me in the night
To hold me close with friendship's hand and lead me to the light.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Corsages.

At all seasons of the year, but particularly during the winter months, when the social functions are at their height, there is a demand for flowers to be worn at the corsage. This is a feature of the business that can be made of much greater importance, through co-operation of the trade through publicity, and a constant display in the flower shops at all times of seasonable flowers, in made up corsages for personal wear. Every additional corsage that is sold, helps to establish the custom of wearing flowers, which can be made general for the promenade, theatre and all social gatherings. A strong objection, which can and must be overcome, is to remove all danger of injury to the dress. There are a number of shields made for the purpose which are, in the main, satisfactory. They should be waterproof, as frequently it is thought best to wrap the handle or stems of the flowers with wet paper and foil, to retain their freshness as long as possible.

Several thicknesses of wax paper, neatly folded to a fan shape, of a size that will be concealed by the flowers, makes a good substitute for the more expensive and prepared shield. There is an elaborate line of ribbons in Nos. 5, 7 and 9, that, when artistically tied and placed, add very much to any corsage bouquet. Made up ties in great variety ready for immediate use are supplied by all ribbon dealers, and while a trifle more expensive than the plain ribbon, are economical, there being no waste as is often the case when ribbon is hurriedly cut for the purpose. The matter of pins is important. There are a number of lengths, all with more or less ornamental heads, differing in design and color to suit all floral combinations.

The first choice for the high class corsage cluster is the cattleya, three to six flowers being sufficient for most demands. They are also much used in combination with other flowers, lily of the valley, lilac, gardenias, sweetheart roses and primula Forbesi having the preference. An artistic arrangement to be worn at the shoulder is made with three cattleyas in tandem or single row. Farleyense or glory fern is the best green to be used with orchids, although many prefer the Mexican ivy on account of its lasting qualities.

Violets, while always popular, have suffered in the competition of the cattleya, gardenia and the orchid-flowering sweet pea. Their being offered in bunches, ready at once to put on, is a great factor in their sale. The addition of a couple of cattleyas or gardenias or a few sprays of lily of the valley makes them more attractive

Long stemmed gardenias, with their glossy green foliage, loosely arranged and tied with a two-toned green and white ribbon, are suitable for almost any costume. Perhaps the most popular of all flowers for the corsage are the orchid sweet peas, these have such grace of form, dainty exquisite colorings and delightful fragrance, and as they can be sold at a price that meets most purses, they are a first choice with many buyers.

Lily of the valley was at one time very popular for the corsage and is coming back again. Sweetheart and Mrs. Ward roses are first choice with many. The pansy has its friends and adds variety, as does the forget-me-not, this latter being in great favor at St. Valentine's day.

The arrangement of all such combinations should be light and graceful; flowers should not be covered up with one another or concealed with their foliage or additional ferns.

Next Week in the Flower Shop.

There are signs of an increasing supply of flowers, more carnations, sweet peas, violets and other small flowers. Roses are also offered more freely. Every retailer should now do his utmost to keep the stock moving and prevent accumulation. Moderate priced vase baskets filled with stock that is most plentiful, make very salable items. Sample boxes artistically arranged, displayed in the window are also attractive and can be replaced as soon as sold. There should always be something in the window that stands out prominently. An arrangement of flowers in striking color effect, is to fill a deep blue basket with calendulas and tie with a ribbon the same shade as the basket. It will be noticed at once. A gilt basket filled with yellow flowers labelled "for the golden wedding," will be a drawing card. A silver basket filled with white or blush roses or other flowers of similar color marked, "for the twenty-fifth anniversary," is sure to interest many people.

VALENTINES.

Your valentine window should now be standing in all its glory. There is not one-tenth the business done for this important event that is possible, if the whole trade got back of the movement and made of it the flower day that it should be. The inspiring motives of the day are love and sentiment, with which flowers are inseparably connected. People should be educated to the fact, not only that plants and flowers make their best valentines, but that the custom of sending valentines should be universal to old sweethearts, young sweethearts, to mother and sister, in fact to all whom it is a pleasure to show attention.

There are many novelties offered each year by the supply houses, which when filled with flowers are quite attractive. Many baskets, hampers, hats and other receptacles, as well as flower bowls and vases, when filled, can be ornamented with hearts, arrows and ribbons, and make useful as well as sentimental presents for the day. The heart-shaped box in several sizes for various corsages is one of the best sellers. One large retailer makes a specialty of corsages of violets, pushing these to the exclusion of everything else. They are made more elaborate with the addition of cattleyas, gardenias or lily of the valley, if desired.

But the well-made corsage of just violets with fine ribbons is his

CORSAGE BOUQUET OF CALENDULAS.

just violets with fine ribbons is his great feature for the day. These are in heart-shaped boxes plain and satin placed in heart-shaped boxes, plain and satin covered, many of them hand painted, and when filled and finished there is no question as to their purpose, and they are sure to be highly prized by every recipient. St. Valentine's day business comes to him who works for and invites it, like all other branches of the trade. It presents a great opening to the man who is ready to take advantage of its opportunities.

Daffodils are now at their height, they are a favorite with all buyers, being true harbingers of spring. There are many decorative ways in which their sale can be increased. Small vase baskets to hold a dozen, when tied with a ribbon bow are attractive for a small gift. Small, shallow flower bowls filled with a dozen sprays are ideal. Stone ware, in their dark greens, and many other quaint and odd-shaped vases, when filled with these flowers present a very artistic appearance. Pussy willow sprays arrange very well with them, as do freesia and mignonette.

SPRING FLOWERS.

Now is a good time to feature boxes of spring flowers. Daffodils, sweet peas, freesia, forget-me-nots and daisies, with a few sprays of pussy willows will, when tastefully arranged in boxes and topped off with pansies, present an appearance that is very tempting to the average flower buyer. Sweet peas of themselves make a pretty, showy box and as they are now plentiful, are good flowers to feature. There is now available a good assortment of flowering plants and pans of bulb stock that are, when dressed up, very suitable as gifts. Nothing is more showy than Primula malacoides, which with its great wealth of bloom is now at its height. There is still a supply of cyclamen and they are easily obtained now with plenty of flowers. Freesia in pots and pans is popular with many. Hyacinths, tulips and daffodils in pots and pans are showy and spring-like, and meet with ready sale. A plentiful use of pussy willow spray stock in the pots gives a touch of spring that is well worth while. The pots should be decorated with some if the many coverings, such as wicker open work designs, crepe paper or mats, or just plain white paper. They can be tied with tape, silk or fibre ribbon or small tasselled cords, contrasting of a color such as pink with blue, brown with green or red with white. These decorative features may take a little time, but they add so much to the appearance of the flowers, that an advanced price is readily obtained and their sale quickened.

Aggressive Business Methods.

The man who really wants a job, does not sit down and wait for it to come along, but gets busy at once, trying out every prospect, until by his energy and persistence, he meets with success. The man in business should be alike active and alert, with always something in reserve to meet and combat the first indication of stagnation. He must be eternally after his customers and the public generally to interest and attract them to his store, which, with its inviting window displays, well arranged interior, stock of superior quality and up-to-the-minute service, will merit and secure their patronage.

CORSAGE BOUQUET OF SWEETHEART ROSES.

New York Spring Show.

MARCH 14-20, 1921.

Already, entries in the competitive section of the New York spring show are coming along, and the committee are very optimistic as to the outcome. The only regret coming from the preparations, and it is shared by management and exhibitors alike, is that this is to be the last show of any kind to be held in the Grand Central palace, as the building thereafter is to be given over entirely to commercial purposes. The many advantages presented in the use of this building have contributed not a little to the success of the entire series of flower shows held under its roof, and the committee aims to make the forthcoming show one such as will be remembered as the best of all. The matter of suitable quarters for subsequent shows is already a subject of grave concern for all interested in the progress of floriculture in America.

If a little additional support by growers, both commercial and private, is forthcoming, it is believed that the idea of the "biggest show ever" will be the result. Developments of the past week indicate that the support asked will materialize. Some exhibits quite unusual in character, yet commercially pointing the way to welcome innovations, are promised, among them a display of standard trained specimens of the old Marechal Niel and Gloire de Dijon roses, wonderfully interesting to all visitors old enough to remember these favorites in the heyday of their popularity, as well as to the younger among us who have never seen them. Other resurrected favorites in the flower world will also be seen.

It has been suggested that there are florists who could, at little or no expense, lay out beds of pansies or geraniums, in sizes to prove attractive, and without any loss commercially in regard to the stock exhibited. In this connection it is well to remember that meritorious exhibits not provided for in the official schedule of prizes will be suitably recognized. Very many of the smaller classes could be better filled than they have been in former years. Carnation growers particularly are reminded that better displays of carnations would serve not a little to create new interest in these flowers, the poularity of which some are ready to declare is waning. Let not the mere prospect of winning a prize govern the preparation of an exhibit, the pride of showing the best and adding to the glory of the show should be sufficient, and, surely, every grower should be interested in having his especial line well represented among the exhibits. Rose and sweet pea growers should also give a thought to this suggestion, and the growers of miscellaneous flowers, such as mignonette, wallflowers,

myosotis, antirrhinums and the like, should bear in mind that the more prominent these subjects are kept in the public eye, the better for the business.

Intending exhibitors should note the following changes in and omissions from the staging days listed on page 28 of the final schedule:

Carnations, commercial growers, Nos. 260-268, March 16.

Cut roses, private growers, Nos. 85-95, are to be staged Tuesday, March 15 instead of Monday, the 14th.

Orchid plants, private growers, classes should read Nos. 73-78, instead of 23-78.

Cut roses, commercial growers, Nos. 229-244, are to be staged March 15.

Display of cut roses, commercial growers, class No. 245, are to be staged Thursday, March 13, instead of Tuesday, the 15th.

Added to the commercial rose classes, to be staged March 15, are the following prizes:

Class 228—50 Mrs. Frank W. Dunlop, two prizes—$30.00-$20.00.

Class 228A—50 Pilgrim, two prizes—$30.00-$20.00.

Interest in the trade section of the show seems to be increasing with the approach of the opening date of the exhibition. The opening of the large section on the second floor, Lexington avenue front, made possible through the transference of the tea garden quarters to the other end of the building, has appealed to many who were too late to secure space on the main floor, and as the elevators are all in this section, direct approach is to be had, and every aisle on the floor will have throngs of visitors. There is every indication that the limited remaining space available will be reserved many days in advance of the opening day, consequently it will be well for those who still have thoughts of exhibiting to look over the lists of exhibitors published in the trade papers and make immediate reservation.

ADDITIONAL EXHIBITORS.

The following additional exhibitors are announced:

Amer. Seed Tape Co., Newark, N. J.
A. D. Granger & Co., garden tractors, New York.
Lewis & Valentine, Roslyn, N. Y.
Fruit Growers' Support Co., New York.
Peck, Stow & Wilcox Co., garden shears, New York.
Kervan Co., New York.
H. C. Dodge & Co., garden tractors, New York.
Atlantic Grass Seed Co., New York.
Wm. F. Kasting Co., Buffalo, N. Y.
M. Adler, New York.

JOHN YOUNG, Sec'y.

Chicago Bulb Forcers' Association.

A meeting of the principal forcers of Dutch bulbs in and around Chicago was held at the Randolph hotel on the afternoon of February 3, 1921. This meeting resulted in the formation of the Chicago Bulb Forcers' Association. After a lengthy discussion of the problems that now confront the florists engaged in this particular branch of the floral industry, the opinion prevailed that it was unwise to place orders at this time for next year's crop of bulbs, due to the unsettled conditions generally and the apparent unprofitableness of growing and forcing this commodity, comparing prices now asked for the bulbs and the possible returns a year hence, judging by present market conditions. The general belief was that it was not wise to place orders under the present terms of the Dutch houses. It was stated that some bulb salesmen had quoted prices of 50 per cent less than a year ago, but even this figure was not believed to be low enough to warrant the placing of orders, at least not if the purchaser has to assume all the responsibility. Every one present expressed himself as thoroughly dissatisfied with the present situation, both as to returns for those flowers that are marketable and the large percentage of blind bulbs from which nothing is realized. The unjust method of using America as a dumping ground for surpluses after Dutch representatives have filled their order books with American orders given at high prices, was severely condemned.

The meeting was addressed by Langler, representing Van Waveren & Sons of Holland, whose remarks were greatly appreciated. He gave some interesting information as to the possibilities of saving on freight and forwarding charges. Many questions were asked Mr. Langler, particularly pertaining to the cause of tulips coming blind. No definite reason could be assigned that would account for this trouble, but several theories were advanced. This brought on a discussion as to the advisability of rerouting shipments.

The consensus of opinion was that the bulb situation is at present so serious that unless the Dutch houses see the necessity of getting the bulbs to the forcer in good condition, the forcers for self preservation will have to petition the powers that be to place the few remaining bulbs that are now admitted in the same class as those prohibited.

This, the first meeting, was well attended by an enthusiastic body of men who firmly believe we can devise means of relieving some of the disagreeable features of the bulb forcing business.

H. D. SCHILLER, Sec'y.

Sea Shore Florists' Association.

The Sea Shore Florists' Association held its second annual meeting at Asbury Park, N. J., on February 2. There was an interesting discussion on what the association stands for and how to improve it. The following officers were elected for the coming year: John Kennedy, president; Fred Hanan, vice-president; Walter Lindhardt, secretary; N. Butterback, corresponding secretary and George Gregory, treasurer. The elections for the executive committee included G. Lodeman, Frank Erbe, Anton Matrowsky, Louis Cheatout and Miss Balstan.

M. BUTTERBACK, Cor. Sec'y.

ST. VALENTINE BASKET.
Decorated With Valentine Ribbon.

San Francisco, Calif.

SCARCITY OF STOCK CREATES DEMAND.

There has been a decided slump in business here during the past few weeks, but it is not going to last very long as conditions are showing improvement. There has been a great scarcity of stock of every description and retailers say they have never seen such a short supply of stock arriving, as is the case now. Roses have been at a premium. There are practically no American Beauties on the market. Mrs. Chas. Russell is bringing $7.50 to $8 per bunch. Ophelia $5 to $6 a bunch and good reds even higher prices, notwithstanding the present slump in business. Carnations sell for $12 per 100 for the ordinary varieties. They are still very scarce and high. Lily of the valley is a little more plentiful this week but gardenias are in short supply at $3 per dozen. The only flower that has been plentiful during the past few weeks is the cattleya. Of these there has been heavy receipts of excellent stock. There has been no change in prices however. Sweet peas are arriving in small lots and clean up quickly at $3 per dozen bunches. Daffodils are arriving in larger numbers. Last week this stock brought $6 per 100 and prices are being well maintained, as the out of town demand is strong. Paper White narcissus have been bringing $1.50 per 100. Roman hyacinths have shown much improvement in quality and are largely sought by buyers. Tulips in pans are coming in freely this week and meeting with as ready sale as pot plants. Violets have shown improvement and are more plentiful again. Acacia Baileyana is being handled in large quantities by all the stores. Cut cyclamens proved very useful during the shortage of other small flowers. Asparagus has been very scarce, with very little increase of late. The fern situation is a little easier with a strong demand. Very few good flowering plants are being offered, although the azalea family is fairly well represented. Azalea Hinodigiri is coming in and is as popular as in former seasons.

NOTES

The Retail Florists' Association held a special meeting here on January 12. The committee on Sunday closing reported that all stores with a few exceptions are observing the wishes of the association to remain closed. It was also voted to change the regular meeting date to the first Wednesday in each month. On January 18, the committee of 10 appointed by the president met with the San Francisco advertising club, when the association became affiliated with the Better Business Bureau of the advertising club. President Albert O. Stein called a special meeting of the association January 19.

John A. Carbone is growing 5,000 cattleyas in his large orchid range near Berkeley this year. Eight houses are devoted to gardenias and he has a fine stock of laelias, oncidiums, odontoglossums and phalaenopis. Mr. Carbone is of the opinion that the last named orchid will be a thing of the past, unless the tariff on this flower is raised. A shipment of hybrid cattleyas recently received by him from England were considerably damaged. All stock in this vicinity is in fine shape.

The first banquet of the Retail Florists' Association will be held on February 5. P. Vincent Matraia is in charge of the arangements and is being assisted by Chas. W. Brown and Phil Benedetti.

Mrs. R. E. Darbee, who is a shipper of cut flowers and proprietor of a retail store, says she does not remember when flowers were as scarce as they are today. She reports the shipping demand as good.

Vincent Matraia president of the Art Floral Company, left for Los Angeles and Santa Barbara where he expects to buy a car of kentias for his store.

B. M. Joseph's store has some fine pans of tulips which are in great favor. In spite of the rose scarcity a fine display is maintained at this store.

The pot grown daffodils that are being displayed by Podesta & Baldochhi are being much admired and the demand for same is excellent.

Walter K. Lewis of Los Angeles, who is with the Art Floral Company, is spending a few days here during the absence of P. V. Matraia.

J. McConnell has opened up a store at 430 Hayes street and is carying an excellent quantity of flowers and plants.

The Dahlia Society of California will hold a meeting this week to elect officers and directors for the coming year

Angelo J. Rossi of Pelicano, Rossi & Co., was relected president of the Downtown Association.

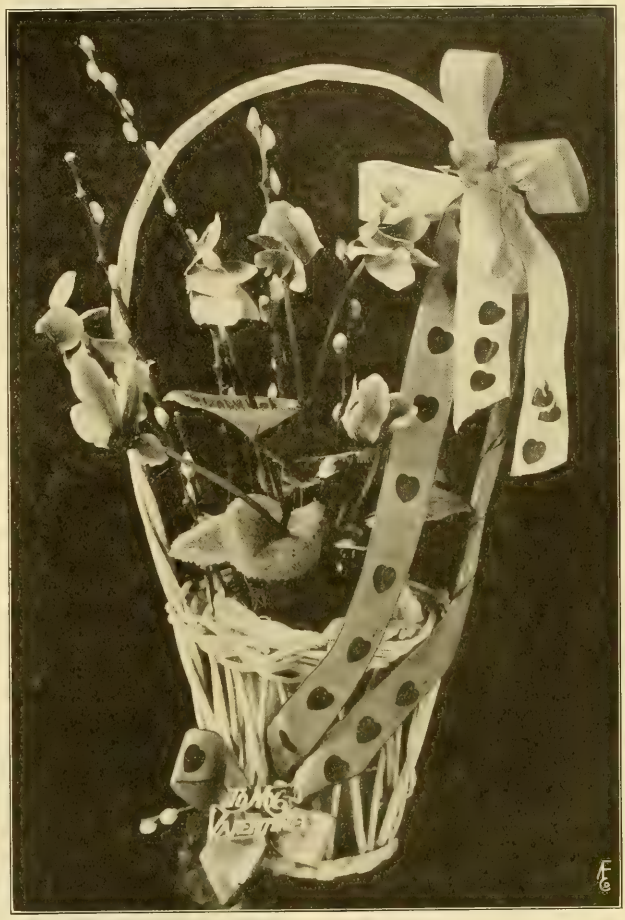
J. J. O'Connor says business has been excellent at his store, especially funeral work.

Robt. Newcomb of the Burlington Willow Ware Co., is calling on the trade here.

Emile Serveau, who has been sick, at his home in Redwood City, is much improved.

Robert Bordeneau of the Serveau store is confined to his home by illness.

JAMES T. LYNCH.



ST. VALENTINE BASKET.

Four-Inch Cyclamen With Valentine Trimmings.

St. Louis, Mo.

DEMAND CONTINUES STEADY

The weather experienced here has been exceptionally mild during the past week and has to a certain degree affected the trade. There is fear of a bad shortage of Easter flowering plants due entirely to the weather. The spring flowers now coming onto the market are the leading sellers

with roses and carnations next in lead. Such varieties of roses as the Premier, Columbia, Russell, Butterfly, Ward, and Killarney are in prominence. The supply is good and the demand constant and exceptionally heavy. Leading varieties are bringing ten cents for short stems to 45 cents for long stems, wholesale, and from $3 to $15 per dozen, retail, according to variety and quality. Carnations are plentiful but the demand is good. They are wholesaling from five to ten cents each, according to quality, and retailing from $2 to $3 per dozen. There is a limited supply of fine Laddie carnations on the market. These are wholesaling at 15 cents each. Jonquils are to be had in abundance at $10 to $12.50 per hundred, wholesale. They retail at $2.50 to $3 a dozen and are seen in nearly all florists windows. Narcissi, both yellow and white, are plentiful at from six to eight cents each, wholesale, and $1.50 per dozen, retail. A limited quantity of extra fancy sweet peas is offered at $4 per hundred, wholesale. Good calendulas are scarce this week and are hard to find at any price. Freesia is plentiful at six cents a stalk, wholesale, and $1.50 to $2 per dozen, retail. The demand is good. Lilium Harrisii is plentiful and selling well and is offered at 15 to 20 cents each, wholesale, and at $6 per dozen, retail. Lily of the valley is not plentiful but the price is unchanged. There are a few home grown violets on the market but no California grown stock. Stevia is in great demand and the supply is limited. It brings $2 per hundred wholesale. There is a very limited supply of callas on the market, practically all of which are used for funeral work. They are offered at from 20 to 25 cents each, wholesale, and $5 to $6 per dozen retail. Unusually fine Darwin tulips are selling for 15 cents apiece wholesale. Tulips of the more common varieties are wholesaling for eight to ten cents each and pot tulip plants are retailing from 50 cents upward, depending upon the number of plants in a pot. Orchids are coming in now in large quantities and the demand is great. Cattleyas are selling from $1.50 to $2 a flower, wholesale, and retailing from $3 to $3.50 each. There are very few cypripediums on the market. There are a few snapdragons, but their quality is unusually poor; the demand, however, is good. Cyclamen plants are retailing from $4 to $6, according to size and color. Willows are only sold at retail stores when used with other plants and are wholesaling from $5 to $6 per hundred. Greens are scarce this week due to extensive decorations being carried on here. Asparagus plumosus is bringing from 50 to 60 cents a bunch and Sprengeri the same. Ferns are selling for $4 per thousand. Galax is plentiful at $2 per thousand. Leucothoe is limited and brings $1 per hundred. It has been predicted that prices will take a slump during the coming week and as a consequence business will pick up greatly.

NOTES.

Fred C Weber has an attractive "Dutch Window" this week, the principal feature being a Dutch windmill run by a stream of water. Tulips, primroses, cyclamens, cherries and foliage plants are cleverly combined with the arrangement.

W. A. Rowe, of Kirkwood, Mo., arrived home from a recent trip to Washington, D. C., where he attended the National Flower Growers' Association convention. Mr. Rowe states that the trip was a most successful and enjoyable one.

The Gardners' Association held an official meeting February 2, at the Forest Park municipal greenhouses. Herman Schwarz continued his interesting lecture on "Insects."

Street merchants are handling a good quality of roses, carnations, narcissi and violets. Due to the mild weather, they are much patronized.

Scruggs, Vandervoot & Barney have completed extensive decorations for the automobile show; quantities of smilax and plumosa are used.

H. G. Berning and wife have returned after a two weeks' pleasure trip to New Orleans and points in Florida.

The daughter of Mrs. Eggling, of the Eggling Floral Co., died at her home February 5, after an extended illness.

Judging from the amount of his stock on the market, W. G. Rowe, of Kirkwood, must find business good.

The H. G. Berning Floral Co. is disposing of a quantity of roses, carnations and narcissi.

Grimm & Gorley are doing an unusually large funeral business.

Visitors: Strauss, representing the Wortheimer Floral Co., of Philadelphia,. Pa.; Walter Amling, of Pana, Ill.

R. D. M.

Toledo, O.

BUSINESS SLACKS CONSIDERABLY.

Last week witnessed quite a substantial slackening of business, due principally to less demand for funeral work. But Valentine day ought to stir things up a bit and from then until Easter, the demand should gradually increase. Spring flowers are beginning to make their appearance in greater quantities and help make the flower shops bright and attractive. Jonquils, freesias, sweet peas, hyacinths, and yellow and white narcissi, are in good supply and enjoy a brisk sale. Bulbous stock in pots is excellent for this season and fills in well for those buyers who want something appropriate to send to hospitals and to their sick friends. The weather continues cloudy with now and then a bright day to relieve the monotony.

NOTES.

The most important happening of the past week was the purchase by Wm. Feniger of the flower shop conducted for many years by Mrs. J. B. Freeman. She died suddenly some time ago and since her husband, Walter Crause, was an accountant, and did not wish to continue the business, it was offered for sale. Mr. Feniger has conducted a store on Adams street for some years. Miss Lucille Rice will have charge of the store and it will be known as the Central Flower Store.

The Navarre Flower Shop has arranged a very attractive Valentine day window that is drawing a lot of favorable attention. Mr. Navarre states that he expects a good business for this day.

At Henry Miller's greenhouse, crops of carnations are constantly improving in quantity and quality. There should be an adequate supply for Valentine day and St. Patrick's.

William Krueger is cutting some excellent sweet peas these days and his roses are always good stock. He is optimistic over business for the coming year.

The A. E. Warning flower shop on Broadway has been making excellent progress and reports a heavy demand for flowers of all kinds.

A. C. K.

AMERICAN CARNATION SOCIETY'S EXHIBITION, WASHINGTON, D. C., JAN. 26-27.

S. J. Goddard's Prize Basket of 100 Laddie Arranged by Harper Hetherington.

OBITUARY.

John Patrick Mallon.

John Patrick Mallon, head of James Mallon's Sons, one of the oldest retail firms of Brooklyn, N. Y., died suddenly of acute indigestion at his residence, 125 St. Mark's avenue, on February 6. His passing away was, under the attending events, an extremely painful shock to his family and a large circle of friends. On the morning of February 5, he attended the wedding, at St. Augustine's church, of his only daughter, Marie Jeanette, to Alphonse Girard Ring. He was not feeling well in the afternoon, but no serious result was anticipated, a change for the worse taking place in the night.

John P. Mallon was born 60 years ago in a house that stood at the corner of Fulton and Willoughby streets, Brooklyn. His father, James Mallon, who died 14 years ago, had a store at that location, and when they removed about two years ago, the firm had been on that corner for 62 years. At the time of their removal on account of the demolition of the building, Mr. Mallon remarked to the writer: "I feel like being turned out of my home."

Both the deceased and his father had been active in democratic politics and in the days when Hugh McLaughlin was a boss, the old store was a resort for the faithful. Mr. Mallon had been president of the Juanita Democratic Club of Brooklyn and a member of the Association of Old Brooklynites. He was genial and companionable and could give and take jokes. He is survived by his wife, the daughter above mentioned, one son, Harry C. Mallon, who conducts the business now located on Smith street, and one sister, Mrs. M. A. Piggot. His funeral was held at St. Augustine's church on the morning of February 9 with a solemn high mass.

A. F. F.

Thomas Boothe De Forest.

Thomas Boothe De Forest, secretary to the Lord & Burnham Company, greenhouse builders of New York and Irvington-on-Hudson, died at the Dobbs Ferry hospital on February 6, after a month's illness of intestinal disorders.

He was born at Derby, Conn., about 38 years ago. Practically all of his business career had been with the above mentioned company, having served there for about twenty years. Mr. De Forest was well known and popular in the horticultural trades, being a life member of both the Society of American Florists and the New York Florists' Club, and had frequently held important committee appointments in the Club. About eight years ago he married a daughter of W. A. Burnham, who, with three children, survives him, also his father, Henry S. De Forest, well known in the trade; his mother, three sisters and one brother. Funeral services were held at the residence of W. A. Burnham, Irvington-on-Hudson, on February 8.

A. F. F.

Max M. Smith.

Max M. Smith, veteran florist and well-known resident of Portland, Ore., for the last 33 years, died February 1, at his home, 872 Sandy boulevard, following a short illness. Mr. Smith was born in Robinsbury, Germany, August 27, 1866. He came to Portland thirty-three years ago and was engaged in the wholesale florist business for many years. In 1906 he opened a retail store at 150 Third street. Five years ago Mr. Smith moved his florist's shop to the present location, 141½ Sixth street. A year to the day before his death Mr. Smith disposed of his interest in his shop to Thomas C. Luke and retired from active participation in the business. Mr. Smith was active in the Rose City and Laurelhurst clubs and prior to his retirement was a member of the Rotary club. He is survived by his widow and a daughter, Helen E. Smith.

G. A. Sellethin.

G. A. Sellethin, a well-known florist and landscape gardener of Niles, Mich., died there, January 28, age 70 years. He had been in failing health since last November. Upon coming to the United States from Germany in 1881, Mr. Sellethin, for many years made Winona, Minn., his residence. He afterward lived in Milwaukee and Chicago.

For the past five years Mr. Sellethin had been employed by the Michigan Central Railway as florist and landscape gardener, having followed this pursuit previously. He was highly thought of in railroad and floral circles, and was a member of the Masonic and Oddfellow fraternities. Surviving him are his wife, two daughters, Mrs. Carl Becker and Mrs. John Heist, and one son, Albert.

Albany, N. Y.

DECIDED DROP IN BUSINESS.

Since January 1 business with the local florists has dropped markedly. A trolley strike from January 29 to February 8 helped also to depress all classes of business. The wholesale prices of roses and carnations have dropped 59 per cent since the end of January. Daffodils and bulbous stock are coming into the market in quantity.

NOTES.

Two greenhouses owned by George E. Nagengast have been torn down. Mr. Nagengast plans in the spring to build two new houses on a lot at the northwest corner of Washington and Main avenues that he purchased a few years ago. He has built lately on this lot two greenhouses, and the new ones, each 25 feet by 100 feet, will be built alongside them. The houses will be devoted to general stock. A visit to his place a few days ago disclosed as fine and thrifty a lot of primroses, hydrangeas, lilium gigantum, tulips and other Easter stock as one would wish to see. A moth that appeared in greenhouses in this section the past few years is giving Mr. Nagengast and other growers considerable trouble. The insect is kept in subjugation with fumigations of hydrocyanic gas at regular intervals.

At the recent meeting of the Albany County Market Gardeners' Association, George Curran, of West Albany, was chosen president. Others elected to serve with him are: L. H. Myers, Selkirk, vice-president; T. Harvey Holmes, William Noeckel, Water-Emerick, West Albany, treasurer; directors for three years, T. Harvey Holmes, William Noeckel of Watervliet, William Brown and John Lawton, Slingerland, and Thomas H. Holmes, Albany; directors for two years, Louis Selig, Schenectady, and Benjamin Klink, Albany. The members pooled $2,800 to purchase baskets and supplies, and subscribed $110 for the stock of the Grange League federation exchange.

Secretary Schaefer of the Florists' Club, died here on the morning of February 5. Mr. Schaefer was taken to the hospital on February 1, seriously ill with paralysis. His wife and two grown sons survive. Mr. Schaefer had served as secretary of the Florists' Club since January 1, 1920.

On account of the serious illness of the secretary, Louis H. Schaefer, the Florists' Club held only a brief meeting on the night of February 3. Nineteen members were present, and they decided to have a flower show on the night of March 17.

R. D.

Kansas City, Mo.

MARKET LIGHT BUT QUALITY IMPROVED.

Market conditions have changed but very little over last week as stock is still scarce and high, but the quality showed some improvement, especially in the color. Roses were wholesaling a very few at eight cents and some few for 10, 12 and 15 cents, but the large portion ran 20 cents and up. Carnations marked an increase and at the end of the week went as low as six cents wholesale, the lowest for months. Sweet peas were more plentiful and naturally took a big part in the week. Paper White narcissi were plentiful and good, bringing five to six cents. Jonquils, hyacinths and tulips are making their appearance on the market but are none too plentiful, and what few are here sell on sight. Pot plants of cyclamens, cinerarias, primroses and begonias are very good and plentiful, and are moving fast, owing to the scarcity of cut stock. The way they are going will find some growers short at Valentine's and Easter.

NOTES.

On February 5 the Florists' club held its meeting at the Kansas City Wholesale Cut Flower store and was well attended. The principal business of the evening was the discussion of the following resolutions, final action on them being deferred until the next meeting of the club:

PUBLICITY FUND RESOLUTIONS.

To the members of the Florists' Club:

Your committee consisting of the officers and trustees appointed at the December meeting to formulate a plan to raise funds to be used in local and national publicity advertising respectfully submit the following resolutions for your consideration:

1. That a guarantee fund consisting of one-half of one per cent on the gross sales of each contributor be raised by the retail and wholesale florists of Kansas City, Missouri, and Kansas City, Kansas, and the growers of cut flowers and plants who grow and sell their products within these cities, and the growers of cut flowers and plants who ship to or bring their products to this market.

2. That the name of this fund shall be Kansas City Florists' Publicity Fund.

3. That the fund is to be used solely for the purpose of promoting the sale of cut flowers and plants here and vicinity, and a certain part of it is to be set aside for national publicity advertising.

4. That the moneys so guaranteed and collected shall be turned over and deposited to the Florists' publicity fund, and laid out on order of the advertising committee by check only, signed by the treasurer and countersigned by the president of the club.

5. That an advertising committee be appointed who will have in charge the matter of properly using and proportioning the fund collected for local and national advertising purposes.

6. That the advertising committee consist of two growers; three retail florists; and two wholesale florists, who are members of the club in good standing.

7. That this committee be appointed by the president and confirmed by the members, following the adoption of these resolutions, to serve for the first period until the regular meeting of the club in October, 1921, and thereafter at the regular meeting in October of each year to serve for one year or until their successors are duly appointed.

8. That the committee shall make a detailed report to the club at least once in every six months of the moneys collected and expended.

9. That these resolutions are not to be binding unless at least 75 per cent of each class of florists and growers mentioned in paragraph one shall contribute to the fund.

10. That the contributions to this fund be for one year, based on the gross sales of the previous year, and shall be paid to the club in 12 equal monthly payments in advance.

11. That these resolutions can be amended at any regular meeting of the club by a two-thirds vote of the members present who are contributors to the fund, provided such amendment is presented in writing and read at the previous meeting.

E. J. B.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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CANNAS are reported moving slow.

REMEMBER your old sweetheart, send her a floral valentine.

PAPER WHITE narcissus bulbs are producing more flowers than usual this season.

PRESIDENT PETER REINBERG, of the Chicago Forest Preserve Committee, says sparrows in that city were building their nests February 9.

MANAGER GEORGE ASMUS of Schiller's, Chicago, says St. Valentine's day should be thoroughly advertised every year well in advance of the occasion.

J. W. KONING, a Holland bulb dealer, says he and other dealers would be quite willing to contribute as a body to the Society of American Florists' publicity fund in the interest of their specialties. Mr. Koning is a member of the firm of Baartman & Koning, of Sassenheim.

Personal.

Eugene Dailledouze and A. L. Miller, New York, are in Florida.

THE co-operative buying possibilities of the National Flower Growers' Association, and its great saving, has been abundantly demonstrated in the Boston district branch, where fertilizers, carnation wire, and various supplies bought in large quantities has saved the members at least 25 per cent over individual purchases.

Plant Quarantine No. 37.

RHODODENDRON AND AZALEA IMPORTS.

The federal horticultural board held an important conference February 1 at the department of agriculture on the subject of the importation of Rhododendron ponticum and Azalea pontica seedlings to be used as stocks for grafting. It was represented that such seedlings were not available in the United States, and could not be grown from seed to a grafting size in this country within a period of two or probably three years, and that unless such seedlings could be imported, these plants would be absolutely unavailable to the American market for this period. In view of this situation, the board has indicated that it will issue special permits for the importation of seedlings of three years' growth, or under, of these two plants for the period terminating June 1, 1922. It is expected that after that time it will be possible to supply further needs from home grown stock. This action was taken as a result of this conference and is supported by the unanimous request of the Ornamental Growers' Association, representing the principal growers of hardy ornamentals in the United States, and with the distinct understanding, which was agreed to by this society, that this action would not be taken as a precedent for demands of similar entry of seedlings or lining-out stocks of other ornamentals. The entry of these plants under special permit will be surrounded with the same safeguards which apply to other special permits issued under the quarantine.

C. L. MARLATT Chairman,
Federal Horticultural Board.

American Rose Society.

Harry O. May having resigned the treasurership of the society, Charles H. Totty, Madison, N. J., has been appointed to fill the unexpired term.

DEPARTMENT OF REGISTRATION

The following request has been received from the E. G. Hill Company, Richmond, Ind., for registration of a rose, and this has been approved by the Rose Registration committee. Unless objections are received within three weeks from the date of this publication, the registration will become permanent.

The name of the rose is Hill's America and it is in the H. T. class. It is a cross between Rose Premier and Hoosier Beauty. The description of the plant is as follows:

Habit of plant—Strong, large grower. thornless.

Character of foliage—Dark in color, large.

Freedom of growth—Very free.

Flower—Immense.

Color—Rose Pink.

Form—Pointed bud, finely finished, long.

Fragrance and bud—June fragrance.

Freedom of bloom and lasting quality—Extra good.

The rose is somewhat similar to Columbia, but is different in bud, much longer and superior, for the following reasons:

On account of form of bud and color, which is intermediate between Columbia and Rose Premier.

JOHN C. WISTER, SECY.

Billboard Restrictions in Massachusetts.

Billboards and all other forms of outdoor advertising on trees, rocks, fences or poles bordering on highways or within 300 feet of any park, parkway, playground or public building, are expressly prohibited under regulations issued January 1 by the division of the state department of public works. Billboards now located within the commonwealth, in any way conflicting with the new ruling, must be removed on or before July 1, 1921. Where permissible, authority will be granted for the placing of billboards upon payment of a fee of $2.

Floriculture at Cornell University.

The lectures given by practical florists to the regular and short course students in the department of floriculture at Cornell university, Ithaca, N. Y., during the past semester have been especially valuable. The lecturers were E. G. Hill, Richmond, Ind., on "Roses;" John E. Lager, Summit, N. J., on "Orchids;" S. S. Pennock, Philadelphia, Pa., "Wholesaling Flowers and Plants," and H. P. Knoble, Cleveland, O., on "Retailing." The viewpoint of such practical men gives the students an insight into the business of floriculture that they can get in no other way, and the splendid spirit of co-operation shown by the florists in the educational work is appreciated by the college. Farmers week is from February 14-18, when the following lectures and demonstrations will be given by the department of floriculture. There will also be an exhibit of the student's work in arrangement of plant baskets, corsages, bridal and other bouquets, and table decorations, given on February 16 and 17 under the direction of E. A. Slattery, of W. J. Palmer & Son, Buffalo, N. Y. Owing to the fact that Farmers' week so nearly approaches St. Valentine's Day, there will be no meeting of the New York Federation of Horticultural Societies and Floral Clubs, but a cordial invitation is extended to all florists to come to Cornell and enjoy the lectures given not alone by the department of floriculture but by all other departments in the college.

PROGRAMME FOR FARMERS' WEEK.

Tuesday, February 15.

"House Plants and Their Care," Miss L. A. Minns.

"Control of Insects on House Plants," Prof. N. D. Leonard.

"Bulbs," H. A. Pratt.

"Outdoor Roses," Dr. A. C. Beal.

"Planting and Protecting Roses," S. C. Hubbard.

Wednesday, February 16.

"Some Principles of Flower Arrangement," Prof. E. A. White.

"Color as a Factor in Flower Arrangement," Miss L. A. Minns.

"Japanese Flower Arrangement," Miss Kichi Harada, New York.

"Lecture-demonstration on Methods of Flower Arrangement," Max Schling, New York.

Thursday, February 17.

"Garden Material," Miss L. A. Minns.

"California Gardens and their Flowers," Dr. A. C. Beal.

"Diseases of Garden Flowers," Dr. L. M. Massey.

"The Iris," John C. Wister, president American Iris Society, Germantown, Pa.

Friday, February 15.

"Dahlias," E. C. Vick, secretary, American Dahlia Society, New York.

"Asters," Dr. A. C. Beal.

"Rock Garden Plants,—Illustrated," Montague Free, Brooklyn, N. Y.

"Demonstration of Methods of Plant Propagation, Soil Preparation, Methods of Potting and Repotting Plants and Winter Protection of Roses," by members of the staff of the department of floriculture.

Club Meetings Next Week.

Baltimore, Md., February 14, 8 p. m.—Gardeners' and Florists' Club of Baltimore at Royal Arcanum hall. Robt. T. Paterson, secretary, 934 E. Preston street, Baltimore.

Columbus, O., February 14, 8 p. m.—Columbus Florists' Association at the Neil house. E. A. Munk, secretary, 19 S. High street, Columbus.

Helena, Mont., February 19, 8 p. m.—Florists' and Nurserymen's Association of Montana. E. A. Calmettes, secretary, Helena.

Lake Geneva, Wis.—February 19, 8 p. m.—Lake Geneva Gardeners' and Foremen's Association at Horticultural hall. Geo. Bainbridge, secretary, Lake Geneva.

Lancaster, Pa., February 17, 7:30 p. m.—Lancaster County Florists' Association at Chamber of Commerce. A. M. Herr, secretary, Lancaster.

New Orleans, La., February 13, 2 p. m.—Gardeners' Mutual Protective Association at 5001 Rampart street. John Parr, secretary, 4539 N. Rampart street, New Orleans.

New York, February 14, 7:30 p. m.—The New York Florists' Club at Engineering building, 33 W. 39th street. John Young, secretary, 43 W. 18th street, New York.

Philadelphia, February 15, 3:30 p. m.—Pennsylvania Horticultural Society at New Century drawing room. David Rust, secretary, 606 Finance building, Philadelphia.

Portland, Ore., February 15, 8 p. m.—Oregon Floral Society at Masonic temple. F. A. Van Kirk, secretary, 64 E. 60th street, Portland.

Springfield, O., February 14, 7:30 p. m.—Springfield Florists' Club at member's place of business. Arthur Leedle, secretary, Springfield.

St. Louis, Mo., February 14, 8 p. m.—Retail Florists' Association of St. Louis. Oscar Ruff, secretary, 3119 S. Grand avenue, St. Louis.

Tarrytown, N. Y., February 16, 8 p. m.—Tarrytown Horticultural Society at Corporation building. H. W. Neubrand, secretary, Tarrytown.

Toronto, Ont., February 15, 8 p. m.—Gardeners' and Florists' Association at St. George's hall, Elm street. Alex. Simpson, secretary, 87 Grosvenor, Toronto.

Toronto, Ont., February 14, 8 p. m.—Toronto Retail Florists' Club at Dunlop's hall. H. W. James, secretary, 10 Adelaide street, west, Toronto.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

For Sale—Greenhouse 22x24 feet or will sell rafters and glass separate. Glass 16x18 inches. No reasonable offer refused. Address.
MAT. KOSTKA,
5437 W. 25th St., Cicero, Ill.

For Sale—Flower and fruit farm; 12 acres; eight-room house; large barn; 8,000 clumps of peonies. On St. Joseph river and Lincoln highway. For particulars address
Alva Cathcart, Bristol, Ind.

Help Wanted—An experienced gardener to have charge of medium size range, house, lawn, shrubbery and kitchen garden. References required. State nationality, age, experience and number in family. **J. M. Overton,** 901 Stahlman Bldg., Nashville, Tenn.

Situation Wanted

Young man expert designer and salesman desires position in high class flower shop in Chicago. Address

Key 541, care American Florist.

Help Wanted

Salesman for a Toledo, O., retail store. Good wages.

Key 543, care American Florist.

Situation Wanted

Expert salesman and designer.

Key 540, care American Florist.

Managing Salesman

For flower store in the middle west.

State age, wages and experience.

Key 539, care American Florist.

FOR SALE

Three houses. 22,000 feet of glass, practically new, rebulbed this year; hot water heat; 7-room house; 1½ acres land; located at Wilmette, Ill., 14 miles north of Chicago.

FRANK FELKE,
R. F. D. 4, Box 158, ELKHART, IND.

FOR SALE

Used hot water heating boilers in first-class condition ready for immediate shipment.

1 American,	will heat 1500 ft. glass, price....	$ 50
1 Cottage,	will heat 1600 ft. glass, "	60
1 Niagara,	will heat 1800 ft glass, "	70
1 Niagara,	will heat 2500 ft. glass, "	110
1 Spence,	will heat 3000 ft. glass, "	140

Also a number of larger sizes, write or wire us your wants.

ROGERS HEATING COMPANY, Ransomville, New York

FOR SALE.

140 roof bars, 13 ft. 8 in. long, 1½c per foot; 230 ft. purlins, 2c per foot; 2 ventilating machines, $7.00 each; 100 hangers for ventilating pipe, 10c each; 100 rods cables for same, 10c each; 40 purlin clamps; 75 pair galvanized hinges, 15c; 3,000 ft. 1¼ in. pipe; some 1-in. pipe; 1¼-in. globe valves; 2½-in. flower pots. We have some glass, 16 x 24, 16 x 22, 16 x 20, 16 x 18, 16 x 16, 16 x 12, 16 x 10, 14 x 20, 12 x 16 and 10 x 12, all double strength. This material is first-class.

E. HUSTON & CO., Sistersville, W. Va

For Sale

SECOND-HAND PIPE

All sizes from ¾ inch to 10 inch, A-1 condition, good collars and threads. Also lot of 14 inch pipe suitable for culverts. Write Dept. F.

MAX ZEIGLER & BROS., Muncie, Indiana

FOR SALE

Retail store in Chicago at a bargain. Good live man can make a success of this place, which can be had immediately.

Key 525, care American Florist.

For Sale

Good second-hand ice box cheap. Big bargain.

Key XX,
Care American Florist.

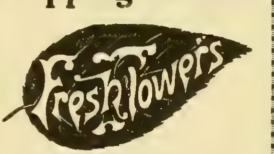
FOR SALE

16 x 24 glass, per box	$6.00
1¼ in. wrought iron pipe, per foot..	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each	2.50
Rafters or sash bars, per foot.......	.02
Shafting (heavy), per foot...........	.10
Shafting (light), per foot	.06
Ventilating arms, each..............	.25
Ventilating hangers, each	.10
Garland iron gutters, per foot.......	.40

PETER REINBERG
30 East Randolph Street, CHICAGO

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¾ x 5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Home-Grown Stock

Greatly Increased Demand

If you have any to offer, or are likely to have any soon, **advertise in these columns now.**

AMERICAN FLORIST CO.
440 South Dearborn Street, CHICAGO

BALL'S WHITE.

ASTER

Queen of Market. The standard early flowering type. White, Rose, Scarlet, Light Blue, Purple, Crimson, Dark Blue, Lavender, Flesh. Each of the above, **trade pkt., 15c; ¼ oz., 30c; oz., $1.00; lb., $12.00. Mixed, trade pkt., 10c; oz., 80c; lb., $10.00.**

The Royal (The Early Flowering Branching type). Sown early inside, and planted out with Queen of the Market, it follows that variety very closely. White, Shell Pink, Rose Pink, Lavender and Purple. **Trade pkt., 25c; ¼ oz., 40c; oz., $1.40.**

For complete list of Asters, see our Spring Florists' Catalogue.

Ball's White

We feel impelled to tell you the high praise that we have received from our customers concerning your White Asters. In addition to its magnificent form, it also has the advantage of being an excellent keeper and one of the best sellers that we have to offer. We take great pleasure in recommending this variety to anyone for either commercial or private growing as it is superior to any White Aster.

Very truly yours,
THE CHICAGO FLOWER GROWERS' ASSOCIATION.

The flowering season comes between the Royal and Late Branching types, filling in between the early and late glut of flowers. It grows to a medium height, with full, distinctively centered blossoms, ideally formed for long distance shipping.

The seed of this Aster is about two-thirds the size of ordinary varieties. It is sold in ¼ ounce packets, containing about 4,000 seeds, at **$3.00 per trade packet.**

VERBENA

		Trade Pkt.	Oz.
Mammoth.	Mixed .....lb., $10.00	$0.15	$0.80
	White. Extra choice.....	.15	.90
	Purple shades	.15	.90
	Pink shades	.20	1.00
Defiance.	Brilliant scarlet, true	.15	.90
Firefly.	Brilliant scarlet, white eye	.25	1.20
Hybrida Gigantea.	A mixture of a new giant strain in which red shades with a large white eye predominate	.25	1.60
Violet with white eye.....		$0.20	$1.20
Auricula-flowered, mixed.....		.15	.80

Vaughan's Best Mixed Verbenas. This is unquestionably the best strain of Verbena seed in existence. It is composed of the best strains and colors of the Mammoth type, the Mayflower, the best European introductions of last year, all grown separately and mixed in the right proportion. **Trade pkt., 25c; ¼ oz., 50c; oz., $2.00; 2 oz., $3.50.**

For Other Flower Seeds See Our "Book for Florists."

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Detroit, Mich.

BUSINESS SLUGGISH.

By unanimous consent business during the past week has been very unsatisfactory and conditions at present hold out no encouragement for improvement soon. With about a hundred thousand wage earners without work and no immediate prospects for the restoration of the auto and other idle industries starting up, we can not reasonably expect flower shops to be active. Then, too, to make matters still more discouraging, the florists occupy the anomalous position of maintaining the highest prices ever before experienced in the history of the trade, while all other stores are actively advertising a reduction of from 25 to 50 and even in some cases, 60 per cent reduction on their merchandise. It was hoped the early days of February would bring some relief from the high prices exacted by the growers and wholesalers, but little in that respect was realized. Carnations and even poor ones brought as high as eighteen dollars a hundred, and roses of medium grade, were as high and even higher than at the so-called "influenza" period a year ago. True, there seems to be no great surplus of cut flowers to date, but the season and local conditions demand immediate adjustment of prices to meet the views and the purchasing power of our prospective buyers.

The club meeting at Hotel Statler Wednesday evening, February 2, brought out a small but representative gathering. Those in attendance embraced the three divisions of the trade —growers, wholesalers and retailers. President John H. Warncke called the members' attention to an abuse by the wholesalers selling to the general public to the detriment of the retailers, who are their support throughout the whole year. This even, at first of little importance, has, it is alleged, grown to proportions that prompted the adoption of a resolution condemning the unfair practice and requesting the three local wholesalers to hereafter desist. It is hoped this implied warning will be sufficient to stop the growing evil.

Visitors: Robert Greenlaw and Martin Reukauf, Philadelphia, Pa.; A. Miller, Chicago, and Julius Dilloff, New York. J. F. S.

Pittsburgh.

MARKET ACTIVE WITH MEDIUM SUPPLY

There has been no marked change noted in market conditions here during the past week, no big increase in supply and no decrease in demand; in fact a happy medium has prevailed that with few exceptions has kept the market pretty well cleaned up all week, with no noticeable surplus at any time. Bulb stock is more plentiful with the result that prices have declined somewhat on roses and carnations, but at that, prices are high enough so that the grower can realize a profit. The supply of roses remains about the same as it has been for several weeks. What looked like it might develop into a glut of carnations last week has turned out this week to be a shortage. The supply of Easter lilies is on the increase, but they are still short of the demand and prices remain firm, which also holds good of calla lilies. There are not nearly so many Paper White narcissi seen. Jonquils and tulips are in heavier supply and meet with a good demand. Freesia has been in oversupply and at times hard to move, but by the week end most of it was cleaned up at good prices. The supply of sweet peas remains about the same, with daily clearances. The quality is good and prices average from $2 to $4 per 100 wholesale. Some of the best lily of the valley seen here in years is coming in daily. Violets have been in better demand than for some time, and with most of the stores featuring them it should not be long until they are as popular as they used to be. The supply of orchids is equal to all demands. Scotch heather has become quite a factor.

NOTES

The Florists' and Gardners' Club held its regular monthly meeting on February 1. Sheridan of the McCallum Co. entertained with some of his experiences in France, Belgium and England. Cornelius Colyn, Jr., of C. Colyn & Sons, Coorhout, Holland, was the guest of the club. After the regular meeting the election of officers for the coming year was held with the following results: John C. Barnett, president; John C. Walley, vice-president; Carl Becherer, secretary and treasurer, and J. J. Costof, assistant secretary. The executive committee will consist of the following: John Rheineman, Augustus Friskorn and Julius W. Ludwig.

The Retail Florists' Association held their regular monthly meeting and dinner February 3. During the absence of President Harper, Vice-President Scheaff was in the chair. An appropriation of $1,500 was made to carry on newspaper advertising for 1921, and it was also voted to incorporate the association.

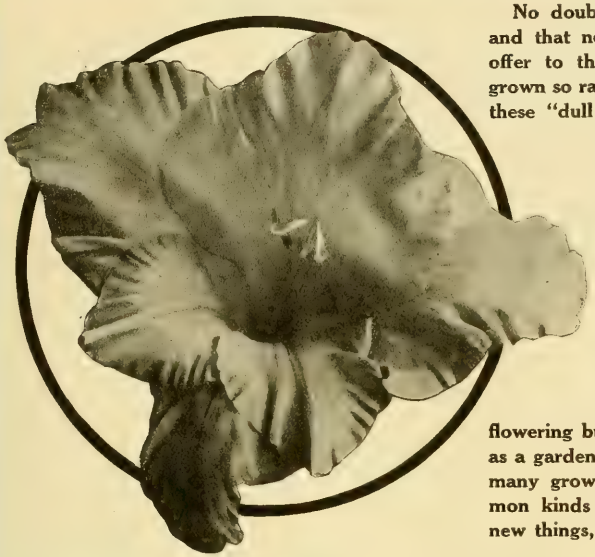
The McCallum Co. have re-leased the building they now occupy at 137 Seventh street for a long term of years and in addition have rented the three story building next door, which will be used for additional work rooms for the decorative department.

The A. W. Smith Flower Stores Co. are again featuring the week-end dollar box.

Visitors: Paul Klingsporn, the Chicago Flower Growers Association, Chicago; Frank Adgate, Warren, O.; Wm. G. Jones, Dubois, Pa.; H. W. Girton, Ridgeway, Pa.; Wm. N. Graham and C. E. Gunton, Bradford, Pa.
E. C. T.

It will pay you to read the letters below from well-known authorities

Mr. Gladiolus Grower:



No doubt you know the Kunderd Gladiolus and that never before have I had a surplus to offer to the trade. These new Gladioli have grown so rapidly in popular favor that even now, these "dull times," I can only spare stock of a limited number of kinds to a few growers. Last year I sold over $53,000.00 worth of bulbs and this year the sales will probably nearly reach this amount if not more, and if not for the "dull times," would have reached $80,000.00 to $100,000.00. All this business has been built up in 10 years and before Gladioli became as popular as now. The Gladiolus is fast becoming by far the most popular of all summer flowering bulbs (or plants), and rightly so, both as a garden ornament and as a cut flower. Too many growers are still growing the more common kinds and not keeping up with the finer new things, and are thus losing the best returns.

Mr. John Zeestraten, East Bridgewater, Mass., in a letter dated January 4, 1921, wrote me as follows:

Dear Sir:

Yours of December 31 received and I thank you for letting me have the 25 Marie Kunderd for $100.00. I am buying this to work up a stock from, and don't care what a bulb costs as long as it is good. I sincerely think your Gladiolus the finest in the world without any exception. And not only that but good money makers for the grower. I grow many varieties originated by you including all your Glorys and have made money on all of them. I have Norton and Mary Fennell which are hard to beat. Purple Glory is a "beaut."

On receipt of above, I wrote Mr. Zeestraten that I would like to use his letter for this advertisement to show other growers what can be done. He replied as follows:

Dear Sir: East Bridgewater, Mass., Jan. 10, 1921.

Yours to hand and you can use anything out of my letter you may see fit. Yes, Mr. Kunderd, I think your Gladiolus wonderful and as a grower know them to be fine money makers. I have sold over 10,000 young bulbs of Norton alone this year, besides its bulblets at $50.00 per quart.

Next year after I have paid for my farm, I am going to get only new varieties from you, and be one of the first to have something new for sale. You are right in buying only the best because a plant or bulb is never expensive when it is good. We always did this way in Holland and found it very profitable, and I am doing the same now. Four years ago I started here without a cent and only a few bulbs and now I own a little place in Mansfield and have a fine 50-acre farm here with good buildings, and almost all paid. I made enough on "Norton," "Orange Glory" and "Mary Fennell" to pay over one-half of this place. So you see what Kunderd's varieties have done for me. I am sure I will make good in a few years on the "Marie Kunderd." I must not forget "Lilywhite." Last spring I bought bulblets of it from Mr. Meader for $150.00. This fall I sold a fine lot of young bulbs from it, but have a nice lot of young stock left for myself.

Respectfully yours,
(Signed) John Zeestraten.

Many of our best growers have built up in this way. Some growers make the mistake not to buy new kinds of bulbs or plants when scarce, because while yet scarce the prices are high. The large quantity which can be grown from a new variety in a few years makes the first cost comparatively insignificant. The increase in stock is always far more rapid than the decrease in price for years, and if you wait till the price is cheap, you find you have something which is too cheap by then to grow profitably. A peony plant will double in quantity each year, an iris will increase four times a year and a not very rapidly increasing gladiolus would under favorable conditions multiply by ten each year. Now take your pencil and a piece of paper and see what this means for a period of five or ten years.

A prominent firm of bulb growers in Florida wrote me December 29 last:

"Your wonderful introductions need no praise from us—they are in a class by themselves. We have tried many varieties of other growers, and have gone as far West as California, thinking perhaps that bulbs from there would do well in our climate, but most of these have found their way into our Mixture."

Another grower from Ann Arbor, Mich., January 4 (this year) in a letter, writes:

"You certainly have marvellous varieties and I should like to see you take down the bars and flood the whole world with their beauty, making them accessible to the poorest, who really need them most, as well as to the more wealthy. Personally, I should like nothing better than to run the most of my business into your varieties."

More than a dozen testimonials like the above come in my mail weekly. Now Mr. Grower, would it not be good business for you to grow gladioli that bring such praise and such demand? There is always a surplus of common kinds, but never enough to meet the demand for good varieties. If you are a grower, you need this stock and if you are a beginner, you cannot afford to start without it. Take advantage of this opportunity, as I do not expect to offer a surplus to the trade next season. Write me a list of what you can use and I will make you an attractive inducement on wholesale lots.

A. E. KUNDERD

The Originator of the Ruffled Gladiolus and many others of the World's Finest Varieties.

Box 37, Goshen, Ind., U. S. A.

LARGE-FLOWERING CANNAS

IN THE BETTER VARIETIES

Fine 2 or 3 eye, plump, dormant roots, true to name

King Humbert

Most popular of all. Bronze leaf orange scarlet flower.

Per 100 $5.50 — Per 1000 $50.00

Wintzers Colossal

Bright scarlet flowers with green foliage, an extra fine variety.

Per 100 $5.50 — Per 1000 $50.00

The President

The best Canna of recent introduction. Has all the good qualities of Firebird, together with perfectly healthy foliage. Immense trusses of large red flowers.

Per Doz. $3.00 — Per 100 $20.00

Hungaria

Large trusses of beautiful rose pink flowers, one of best pink varieties.

Per 100 $5.50 — Per 1000 $50.00

General List of Cannas

	Doz.	100	1000
AUSTRIA. Lemon chrome, spotted red, green foliage, 5 feet	$0.60	$3.75	$32.50
A. BOUVIER. Rich velvety red, green foliage, 5 feet	.60	3.75	32.50
BEAUTE POITEVINE. Crimson, green foliage, 4 feet	.65	4.00	35.00
CHAS. HENDERSON. Deep crimson, green foliage, 4½ feet	.60	3.75	32.50
CRIMSON BEDDER. Intense crimson, green foliage, 3½ feet	.65	4.00	35.00
DAVID HARUM. Red, dark bronze foliage, 3½ feet	.65	4.00	35.00
DUKE OF MARLBOROUGH. Crimson maroon, green foliage, 4 feet	.65	4.00	35.00
EGANDALE. Currant red, bronze foliage, 4 feet	.65	4 00	35.00
FIREBIRD. Scarlet red, green foliage, 4 feet	1.25	9.00	80.00
FLORENCE VAUGHAN. Yellow spotted red, green foliage, 5 feet	.60	3.75	32.50
GUSTAV GUMPPER. The ideal yellow variety, green foliage, 3½ feet	.75	4.50	40.00
GLADIATOR. Deep yellow, dotted red, green foliage, 4½ feet	.65	4.00	35.00
GLADIOFLORA. Crimson with irregular edge of gold	.65	4.00	35.00
HUNGARIA. Rich geranium pink, green foliage, 3½ feet	.85	5.50	50.00
KING HUMBERT. Scarlet, bronze foliage, 4½ feet	.85	5.50	50.00
KATE F. DEEMER. Oriole yellow, turkey red at base, 4 feet	.65	4.00	35.00
LOUISIANA. Bright scarlet, green foliage, 7 feet	.60	3.75	32.50
METEOR. Scarlet, green foliage, 4½ feet	$0.75	$5.00	$45.00
MONT BLANC. Almost white, green foliage, 3½ feet	.70	4.50	40.00
MME. CROZY. Scarlet with orange yellow border, green foliage, 3 feet	.65	4.00	35.00
PENNSYLVANIA. Vermilion scarlet, green foliage, 6 feet	.60	3.75	32.50
PILLAR OF FIRE. Brilliant red, green foliage, 6 feet	.65	4.00	35.00
PANAMA. Rich orange, red bordered with a broad edge of golden yellow, green foliage, 5 feet	.65	4.00	35.00
QUEEN CHARLOTTE. Rich pomegranate, red bordered with golden yellow, green foliage, 3½ feet	.65	4.00	35.00
ROSEA GIGANTEA. Rich rose pink, green foliage, 3½ feet	.85	6.00	55.00
RICHARD WALLACE. Light yellow, green foliage, 4½ feet	.60	3.75	32.50
SOUV. D'A. CROZY. Crimson, with gold band, green foliage, 4 feet	.65	4.00	35.00
THE PRESIDENT. The best canna of recent introduction, immense trusses of large red flowers	3.00	20.00	.....
VENUS. Rose pink, green foliage, 4 feet	.65	4.00	35.00
WINTZER'S COLOSSAL. Bright scarlet, green foliage, 5 feet	.85	5.50	50.00
WYOMING. Orange chrome, bronze foliage, 6½ feet	.65	4.00	35.00
YELLOW KING HUMBERT. Golden yellow, spotted red, green foliage, 4½ feet	.85	5.50	50.00

A. HENDERSON & CO., 166 N. Wabash Ave., CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Mention the American Florist when writing

Boston.

FALLING OFF IN BUSINESS

Business this week has been very dull, especially so on cut flower trade. All the retail stores in town report a considerable falling off of business compared with a year ago. The prices on stock of all kinds are only fifty per cent of what they were last year. Bulbs are now arriving in large quantities which also force prices down to the lowest mark seen since the chrysanthemum season. Roses are now coming on crop again with very little demand for fancy stock. The medium grades clean up fairly well and the fancy varieties are moved with difficulty. Sweet peas move slowly, the very best at $3 a hundred. Pansies are still rather scarce and hold to their prices fairly well. Orchids are more plentiful, very fine trianae are arriving, also laelias, cypripediums and oncidium. Carnations have been coming greatly in excess of the demand. Top price on the fancy ones is $6 a hundred.

NOTES

The Gardeners' and Florists' Club held their annual banquet and ball on February 3, at Horticultural hall. There were about 400 present. W. H. Judd introduced A. C. Burrage, who delivered a short address. Thomas Roland and W. W. Craig also spoke.

The Florist Association held their monthly meeting on February 1, at the City club. The meeting was opened by President B. Letson. The principal speaker was H. E. Pinkham, Lynn.

Louis Cohen of the New England Florists' Supply Co. was tendered a reception by 25 of his friends on February 3. He is to be married soon to Miss Freidman of Roxbury. E. F. S.

VIOLET CORSAGE

A Special for Valentine's.

A large ready-to-wear corsage of double violets and leaves, tied with violet cord, stem wrapped with foil—looks real, will sell on sight. Packed one to a box.

Price, each..... $0.50
Half dozen for..... 2.75
One dozen for..... 5.00

LOTS OF OTHER NOVELTIES

Get our complete price list. It's free.

Geo. H. Angermueller Co.,

1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing

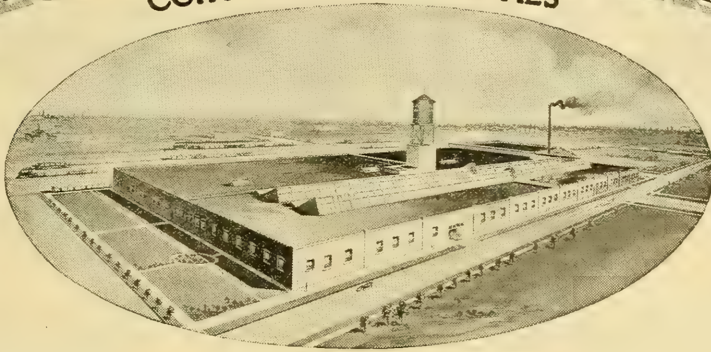
CHICAGO CARTON COMPANY
CORONA FLOWER BOXES

Representatives:

M. E. CHAPIN
516 Fifth Avenue
New York City

T. A. DIXON CO.
1526 Blake St.
Denver, Colorado

T. S. FINCH
601 Elm St.
Dallas, Texas



Home Office
and Factory
4433 Ogden Ave.
CHICAGO

Telephone
Lawndale 906

For Violets and Corsages

Size		Per 100
7 x 4 x 4	2-inch Top	$ 5.00
10 x 6 x 5½	2-inch Top	6.00
12 x 8 x 5½	2-inch Top	7.65
14 x 10 x 8	2-inch Top	12.60

For Cut Flowers

18 x 5 x 3	2-inch Top	$ 6.10
20 x 4 x 3	2-inch Top	6.05
21 x 5 x 3	2-inch Top	7.25
24 x 5 x 3½	2-inch Top	7.70
24 x 8 x 4	2-inch Top	10.80
28 x 8 x 4	2-inch Top	12.10
28 x 8 x 5	2-inch Top	13.05
30 x 5 x 3½	2-inch Top	[illegible]
36 x 8 x 5	**2-inch Top**	**16.20**

The sizes given here are carried in stock, in the popular MIST-GRAY and GREEN colors.

5% DISCOUNT
CASH WITH ORDER

The prices quoted herewith are f. o. b. Chicago.

When printing is wanted there will be a charge of $9.00 per color for printing 500, $12.00 per color for printing 1000.

Border printing and embossing will be charged for as time work in accordance with the amount of work involved.

For Sprays, Designs and Cut Flowers

Size		Per 100
16 x 16 x 8	Telescope	$29.25
20 x 20 x 8	Telescope	38.95
21 x 5 x 3	Telescope	7.25
24 x 5 x 3½	Telescope	8.90
24 x 24 x 10	Telescope	55.75
30 x 10 x 5	Telescope	22.00
30 x 12 x 6	Telescope	30.25
32 x 32 x 8	Telescope	63.75
36 x 10 x 5	Telescope	25.20
36 x 12 x 6	Telescope	36.35
36 x 14 x 8	Telescope	46.55

Burpee's Asters

Asters are growing in popularity with the American people every year and good, full-centered flowers on long stems bring prices which guarantee profits. Burpee's Aster seed is grown in those sections of the United States which produce the finest seed. Our stocks are true to type; every care is exercised to keep them free from off-colors and yellow centers. They will produce the largest and finest flowers on the longest stems.

QUEEN OF THE MARKET ASTERS

The earliest of all cutting Asters. Universally planted for first crop.

		¼ oz.	oz.	¼ lb.
1680	Crimson	40c	$1.15	$3.70
1581	Lavender	40c	1.20	3.85
1682	Shell-Pink	45c	1.35	4.45
1683	Rose-Pink	45c	1.35	4.45
1684	Purple	40c	1.15	3.70
1686	Dark Blue	40c	1.20	3.85
1687	White	40c	1.20	3.85
1688	Light Blue	45c	1.35	4.45

KING ASTERS

A fine mid-season type with full double flowers made up of long narrow petals.

		¼ oz.	oz.	¼ lb.
1615	Crimson	50c	$1.45	$4.90
1615a	Lavender	50c	1.45	4.90
1616	Pink	50c	1.45	4.90
1617	Rose	50c	1.45	4.90
1618	White	50c	1.45	4.90
1619	Violet	50c	1.55	5.20

EARLY BRANCHING ROYAL ASTERS

The first flowers appear just as Queen of the Market has finished blooming. Of straight, upright growth, 2 feet high.

		¼ oz.	oz.	¼ lb.
1636	Lavender	50c	$1.45	$4.90
1637	Shell-Pink	50c	1.45	4.90
1638	Purple	45c	1.35	4.60
1639	White	50c	1.50	5.05
1641	Rose-Pink	50c	1.50	5.05

CREGO'S GIANT ASTERS

Large flowers with loose, elegantly curled petals, filling the season between the Royal Asters and American Branching.

		¼ oz.	oz.	¼ lb.
1606	Shell-Pink	40c	$1.20	$4.00
1608	Purple	40c	1.15	3.70
1609	Lavender	40c	1.20	3.85
1610	Rose-Pink	40c	1.20	4.00
1611	Crimson	40c	1.20	4.90
1612	White	40c	1.20	4.00

AMERICAN LATE BRANCHING

Extensively used to fill in the gap before the Chrysanthemums come into the market. Flowers of large size and fully double.

		¼ oz.	oz.	¼ lb.
1571	Azure-Blue	40c	$1.15	$3.70
1575	Lavender	40c	1.15	3.70
1579	Shell-Pink	40c	1.20	4.00
1581	Purple	40c	1.10	3.50
1584	Rose-Pink	40c	1.15	3.70
1586	White	40c	1.15	3.70

BURPEE'S BEAUTY ASTERS

The latest of all asters. Of strong growth, blooming after the American Late Branching.

		⅛ oz.	¼ oz.	oz.
1629	September Beauty	45c	85c	$2.70
1632	Lavender Beauty	45c	85c	2.70
1633	American Beauty	30c	55c	1.75
1634	Purple Beauty	40c	75c	2.40

W. Atlee Burpee Co.,
Seed Growers Philadelphia.

We will have a nice cut of

Roses All Through February

Our Roses Are the Finest in This Market

Buy Direct from the Grower

You always get fresh flowers and a more even run of stock.

PRICE LIST—Subject to Market Changes

In Effect February 15.

RUSSELL	Per 100
Fancy Long	$25.00 to $30.00
Good Length	20.00
Medium	16.00
Short	8.00 to 12.00

COLUMBIA	
Fancy Long	$25.00 to $30.00
Good Length	20.00
Medium	16.00
Short	10.00 to 12.00

PREMIER	
Fancy Long	$25.00 to $30.00
Good Length	20.00
Medium	16.00
Short	10.00 to 12.00

HOOSIER BEAUTY	Per 100
Long	$25.00
Medium	$16.00 to 20.00
Short	8.00 to 10.00

OPHELIA	
Long	$20.00
Medium	$12.00 to 16.00
Short	8.00 to 10.00

SUNBURST	
Long	$20.00
Medium	$12.00 to 16.00
Short	8.00

WHITE KILLARNEY	
Long	$16.00 to $20.00
Medium	12.00
Short	8.00 to 10.00

ASSORTED ROSES
—OUR SELECTION—

Including some **Russell, Columbia and Premier.** In lots of 200 or more, $10.00 to $15.00.

Fancy Ferns, per 1,000	$4.50 to $5.00
Adiantum, per 100	1.50
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per 100	3.00

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays.

Chicago.

STOCK IS MORE PLENTIFUL.

Stock is more plentiful at this writing but has been cleaning up nicely right along at good prices. American Beauty roses are in strong demand and command good figures. Mrs. Chas. Russell, Columbia and Premier are having a good call and so are Milady, Butterfly, Victor, Montrose, Golden Rule, Sunburst, Ward, Ophelia. Double White Kilarney, White Killarney, Cecile Brunner and Nesbit. Roses have held their own surprisingly well considering the increased supply, and while prices have weakened considerably at times, it was only for a short period, and while they have not been equal to the high ones the early part of last month, they are more reasonable and will probably be lower from now on. Orchids and lily of the valley had a good call the past few days, owing to the heavy demand for wedding work just before Lent. Sweet peas are moving nicely and violets are being disposed of as fast as they arrive. Carnations are in larger supply and have dropped considerably in price the past week. Freesia, Paper White narcissi, jonquils and tuilps are in better supply and more reasonable in price. Lily of the Valley appear to be cleaning up regularly and the same holds true for callas. Mignonette, daisies, pansies, calendulas, Roman hyacinths, heather and euphorbia, are to be had, together with all other miscellaneous seasonable stock. The out-of-town demand has been very good the past week and the city buying has been heavier. Blooming plants play an important part in the window displays of many of the retail stores, especially tulips, jonquils, cyclamens and primroses. Some of the stores are making attractive window displays for Valentine's day and those who have not already arranged for their supply of stock for this occasion should do so immediately.

VALENTINE WINDOW DISPLAYS.

The retail florists are making a strong bid for the Valentine business this year by making very effective and attractive window displays, some of which are already completed while others merely are in the course of construction. Special heart-shaped baskets, boxes and vases occupy a prominent part in the arrangements with a touch of originality here and there to break the monotony. The Society of American Florists' window poster is prominently placed in some part of the window and has attracted a great deal of attention ment. The Valentine kiddie vase is a sure seller and so are the special

The Meyer Florists' threads are the longest and strongest in the world and are used by the leading retailers and growers throughout the world. Be sure and get the Meyer brand and you will always get the best. Manufactured by the John C. Meyer Thread Works, Lowell, Mass.

Mention the American Florist when writing

Let Your Valentine Orders
Say It With Budlong Flowers

They will satisfy the most critical buyers.

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Excellent Roses

SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red GOOD CROP

Including the finest Mrs. C. W. Ward on this market, bar none

JONQUILS, TULIPS, HYACINTHS, VALLEY, FREESIA

Daisies, Calendulas, Violets, Lilies, Paper Whites, Pansies, Sweet Peas, Stevia and all other seasonable Cut Flowers.

Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

Mention the American Florist when writing

heart-shaped vases placed on the market for the first time this season. Mangel has a fine window in the Palmer House and so has the Alpha Floral Co. and M. Poletsos on East Adams street. Fleischman will be on deck before the end of the week and so will the Bohannon Floral Co., A. Lange, George Wienhoeber, Central Floral Co., and others. Schiller is making an extensive display at both stores and many others are doing the same. The day is being boomed stronger than ever.

NOTES

A large representation of the consignors of Kennicott Bros. Co. attended a meeting of the stockholders and directors, February 5, to select their officers for the ensuing year, get a report of its business condition and

Quality Cut Flowers

You always secure the best when you place your orders with us. Try us on Roses, Carnations, Tulips, Violets, Sweet Peas, Freesias, Valley, Jonquils, Paper Whites, Stevia, Lilies, Calendulas, etc. Complete line of Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

ROSES & CARNATIONS

In All the Leading Varieties

WIETOR BROS., 30 East Randolph St., L. D. Phone Randolph 2081. **Chicago**

to discuss the policy of the firm for the new year. From the figures presented, an increase in sales of $112,919.74 was shown over the previous year. January of 1921 has shown a 20.2 per cent increase for the same period last year, including 15.4 per cent increase of city purchases and the shipping trade was increased 4.8 per cent. H. B. Kennicott, president; J. E. Pollworth, secretary; B. F. Ellis, treasurer and office manager, were elected. Joseph Kohout was elected chairman of the governing board for all the consignors and R. J. Windler and Edward Assa, as representatives of the interest of the grower stockholders, with J. E. Pollworth as secretary and manager. H. B. Kennicott, who succeeded his father, has the satisfaction of seeing the business increase 315 per cent in four years. Market rents, expensive city deliveries and methods of commission accounting brought on considerable comment for the growers' consideration.

Bassett & Washburn have renewed their lease on their store at 178 North Wabash avenue for three years, starting May 1. Mr. Washburn is recovering from a touch of the grip. Miss Netchert of the office force is on the sick list.

Allie Zech, of Zech & Mann, returned February 6 from a business and pleasure trip to New Orleans, La., where all the florists report business as good. He attended the races and witnessed the funeral service of a French naval officer while there.

Tom Rogers is back on the job at the Weiland-Risch Co. after being confined to the Post Graduate hospital for a week.

A. L. Randall, wife and daughter, Grace, have returned from a pleasant visit at Palm Beach, Fla.

A. Henderson & Co. are showing a fine line of cyclamen plants.

OUR DUTY

EVERY ROSE that is grown, EVERY CARNATION that is produced, has a definite value.

OUR DUTY is to sell these highly perishable products within the shortest time at such variation of prices as are created by the inflexible law of Supply and Demand. ROSES and CARNATIONS must be sold each day of the year so as to equal in the end a general average sales price to allow for the grower a reasonable margin of profit above the cost of production.

OUR DUTY is to make SALES PRICES so inviting to stimulate the RETAIL DEALER to BUY MORE — to satisfy the grower to PRODUCE MORE and facilitate such distribution at a maximum of satisfaction.

"WHY OF COURSE."

FOUNDED BY FLINT KENNICOTT 1st

Kennicott Bros. Co.

174 N. Wabash Ave.
CHICAGO

"Principal location in the market"

H. B. KENNICOTT, President
J. E. POLLWORTH, Secretary and Manager

Roses AND Carnations

Choice stock in all the leading commercial varieties.

Buy Direct from the Grower — **CURRENT PRICE LIST** — Subject to Change Without Notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$40.00
Fancy	35.00
Select	$20.00 to 30.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
COLUMBIA	
Specials	$40.00
Fancy	35.00
Select	$20.00 to 30.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
SUNBURST, OPHELIA	
Special	$25.00
Select	$18.00 to $20.00
Medium	12.00 to 15.00
Short	10.00
Killarney Brilliant.. Specials	$20.00
Killarney Select	$12.00 to 15.00
White Killarney Medium	10.00
Short	8.00

	Per 100
PREMIER	
Specials	$40.00
Fancy	35.00
Select	$20.00 to 30.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
ROSES, OUR SELECTION	$10.00
Carnations	$ 8.00 to 10.00
Sweet Peas	3.00 to 4.00
Violets	1.50 to 2.00
Jonquils	8.00 to 10.00
Tulips	8.00 to 12.00
Adiantum	2.00
Asparagus, per bunch.....50 to 75c	
Boxwood, per bunch.....35c	
Ferns, per 1,000.....$4.50	
Galax, bronze and green, per 1,000. 2.00	
Leucothoe Sprays	1.00
Smilax, per dozen strings..... 4.00	

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone Randolph 631 **CHICAGO**

Heavy Supply Cut Flowers

FOR VALENTINE'S DAY

Everything you need of the finest quality obtainable in this market.

NOTICE---For Your Accommodation we shall be open on Sunday, February 13, with a full line of stock for quick shipment on your telegraph or telephone orders.

N. J. Wietor and Peter Reinberg are back from a trip to Florida. Mr. Reinberg smiled when asked about being groomed for mayor. Some of the strongest republicans would vote for him notwithstanding the fact that he is one of the leading local democrats.

Poehlmann Bros. Co. is filling a large number of orders for orchids, of which they have an exceptionally heavy and fine supply. Valentine day orders are numerous and the demand promises to be greater than in previous years.

A. T. Pyfer & Co.'s lease on its present establishment at 164 North Wabash avenue, has a trifle more than two years to run, so they are not worrying about moving or an increase in rental the first of May.

Mangel, the Palmer House florist, is always on the lookout for a chance to beautify his already magnificent store. His window displays are backed with silk draperies, giving the entire showing a harmonious blending of colors.

The J. A. Budlong Co. is pleased with the amount of business that it did during 1920 when the total sales showed a wonderful increase over those of 1919.

The Chicago Flower Growers' Association is pleased with business this week and are expecting a heavy late demand for Valentine's day.

The Van Buren Floral Co. had a big decoration for the opening of the new Canton Tea room last week at Van Buren and Wabash avenue.

The American Bulb Co. reports good business in all its specialties, including cannas.

Allan Humason is back from a southern business trip.

CUT FLOWERS

FOR VALENTINE'S DAY

Late orders will be given immediate attention. Stock is more plentiful with us so place your order here.

Roses, Carnations, Sweet Peas, Tulips, Freesias, Paper White Narcissus, Jonquils, Valley, Lilies, Callas, Stevia, Mignonette, Daisies, Pansies, Romans, and a complete line of Greens

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Ronsley, 17 East Jackson boulevard, has secured a 15-year lease on the store and basement at 320 South Wabash avenue at the annual rental of approximately $13,500. He has built up a good trade at his present location and was forced to secure larger quarters which he expects to occupy about May 1. The new store will probably give him more square feet of floor space than anyone else in the loop and will be fitted out in keeping with its surroundings.

A. L. Vaughan & Co. report the early demand for Valentine day as very encouraging. Stock is in good supply here but is cleaning up nicely each day.

Vaughan's Seed Store is mailing their retail catalogue this week.

Visitors: Martin Reukauf, representing H. Bayersdorfer & Co., Philadelphia, Pa.; Robert Greenlaw, representing S. S. Pennock Co., Philadelphia, Pa.

Chicago Florists' Club.

On account of the close proximity of St. Valentine's day, an adjourned meeting of the Chicago Florists' Club took the place of the regular meeting, the principal features of which were an exhibition of novelties and a dance at the Hotel Randolph, February 3. There was a good attendance, and some excellent displays of cut flowers were made. The dance was a big success, reflecting great credit on the good-of-the-club committee. Especially noteworthy in the floral display was a fine display of cattleyas, from Poehlmann Bros. Co.

President Kohout occupied the chair at the short business session when F. R. Kilner, 508 S. Dearborn street, and A. F. Thal, Lakeside building, were elected to membership. James Morton of the garden committee, submitted a report stating that there appeared to be no need of his committee this year. In view of the fact that this work is now being carried on by the National Garden Bureau, of which Leonard H. Vaughan, a member of the Club, is chairman, a resolution was adopted, discontinuing the committee.

Chairman M. C. Wright of the committee on President Kohout's inaugural address, submitted the following report: "This committee approves President Kohout's desire to bring the local trade organizations closer together so that they may accomplish their various objects with greater harmony and economy. The committee recommends that the trustees of the Florists' Club be requested to confer with the executives of the other trade bodies, and outline a plan of reorganization, such plan of reorganization then to be submitted to the members of the Florists' Club for their approval."

The out-of-town visitors included James S. Wilson, Des Moines, Iowa; George Blackman and wife, Evansville, Ind.; Messrs. Rieman and Elder, Indianapolis, Ind.; Frank Kuehne and wife, Lake Forest.

John Michelsen, of the E. C. Amling Co., entertained the members with an interesting account of his recent California trip.

EXHIBITION REPORT

Judges George Asmus and Michael Fink reported on novelties as follows: "We find a very fine collection of seasonable novelties from the Poehlmann Bros. Co., several of which are original and were given honorable mention. The A. L. Randall Co. also exhibited several St. Valentine novelties."

Judges James S. Wilson, Albert Erickson and James Morton presented the following on the exhibits of cut flowers and plants:

"Poehlmann Bros. Co. exceptionally fine vases of C. W. Ward, Matchless and Nebraska carnations, lily of the valley, extensive exhibits of Cattleya Trianae, showing thirty different shades of color in 100 blooms, one plant seedling cattleya six years old, also seedling six weeks old, so small a glass had to be used to see it, and one vase Joy's seedling carnation, scoring 89 points, highly commended.

"Richmond Greenhouse Co., Richmond, Ind., one vase each Laddie, Topsy (crimson) and yellow seedling carnations.

"John Eitel & Sons, Greencastle, Ind., one vase Leona carnations, salmon sport of Enchantress Supreme. Flowers in such condition it could not be judged; looks promising.

"Hartje & Elder, Indianapolis, Ind., seedling carnation No. 16, scored 91 points. Club certificate recommended.

"R. J. Windler, honorable mention for well grown sprays of white buddleia exhibited by the Kennicott Bros. Co."

GRAND RAPIDS, MICH.—Articles of incorporation have been filed by Henry Smith, Floyd Heisel and F. L. Robinson, for the Henry Smith Floral Co. It is stated the capital is $200,000.

MT. CLEMENS, MICH.—Eight greenhouses, owned by Arthur von Beversley, were recently purchased by Herman Klagge. They have a frontage of 233 feet and he is planning to restock them.

LEXINGTON, KY.—Tobacco growers of this state at a meeting held here recently voted to cut out the 1921 tobacco crop and suspend all sales of the 1920 crop until May 1. Thirty-five counties approved the proposal to eliminate the 1921 crop, while three were against it.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones: Central 3283, Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES
COLUMBIA
RUSSELL
White Killarney
Butterfly
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS
Valley Cattleyas

CARNATIONS
Paper White Narcissus
Single VIOLETS Double
Sweet Peas
Calendulas
Tulips Jonquils
Freesia

GREENS
Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

Columbus, O.

ACTIVE BUYING IN ALL LINES.

A better feeling in florists' circles in Columbus has developed recently. Buying is more active, although orders are still smaller than was the case during the same period last year. But on the other hand, there is a larger number of orders, and as a result, the volume of business done by the florists will average up very satisfactorily. Parties are still numerous and that is a source of demand for corsages and loose flowers. There has been a goodly number of funerals also, and all florists have benefited as a result. The public is showing a disposition to buy more generally and the slump is now believed to be over and things are on the upward grade. Roses and carnations are the best features in the local trade. Some demand for violets and spring flowers is reported. Roses are of excellent quality and sell from $4 to $8 per dozen. The price of carnations is unchanged. Violets, both single and double, are selling briskly and the supply is better. Jonquils, freesias, narcissi, both yellow and white, sweet peas and Roman hyacinths, are selling quite well. Pot plants are still in good demand and the trade appears to be increasing as the spring approaches. Florists are preparing for St. Valentine's day,which is the signal for a good demand. As it comes on Monday trade is expected to appear on the preceding Saturday.

The authorized capital of the Rocky River Greenhouse Co., of Cleveland, O., has been increased from $25,000 to $75,000 by papers recently filed with the secretary of state.

A most interesting annual meeting of the Ohio Horticultural Society was held last week at the Ohio State university in connection with Farmers' week. A number of talks were made and officers for the coming year were elected as follows: C. A. Bingham, Cleveland, president; W. D. Kampf, Coolville, vice-president; R. B. Cruickshank, Ohio State university, secretary; Paul Thayer, Wooster, treasurer, and Frame C. Brown, Westerville, member of the executive committee.

J. W. L.

Milwaukee, Wis.

STOCK PLENTIFUL

While stock was plentiful the forepart of last week, things took a change after Wednesday, ending, however, in a satisfactory manner. As the days grow longer, the supply increases, and there will be no shortage for some time to come, except probably for the flower holidays.

NOTES

The meeting of the Florists' club on February 3 was well attended, President F. Gutermuth presiding. Alfred Locker who attended the convention of the National Flower Growers' Association, in Washington, gave information of the proceedings. William R. Schroeder brought up the matter of the higher assesed value on his greenhouses claiming an increase of 50 per cent. It will be taken up at the next meeting. The president then appointed the following committees for 1921: State Fair—H. V. Hunkel, August F. Kellner and H. R. Welke; entertainment—Walter Halliday, Paul C. Menger and C. E. Dettman.

The Retail Florists' Association was organized at a meeting held January 25, at the Blatz hotel. The following officers were elected: Harold Baumgarten, president; C. Dettman, vice-president; A. Leidiger, secretary and Miss Mary Skinner, treasurer.

The funeral of Mrs. Henry Uihlein on February 2, created quite a demand for numerous large and beautiful floral offerings. J. M. Fox & Co. furnished the casket blanket which consisted of orchids, lily of the valley and double violets.

Robert C. Zepnick, prominent south side retailer, gained considerable prominence in the Sunday press February 6, as president of the Bay View Advancement Association, being accompanied with his photograph.

The directors of the Publicity Association held a meeting on February 1, at which time plans and appropriations for the month of February were made.

The Courteen Seed Co.'s loss by water and fire on January 25, was considerable.

C. Kamp has been confined to his home for several days due to an accident.

C. C. Pollworth returned from his eastern trip February 4. E. O.

Indianapolis, Ind.

JANUARY BUSINESS GOOD.

From the standpoint of both retailers and growers, the situation in Indianapolis is good. Reports from both branches show that January was an exceptionally good month, and that February is starting off well. Growers have been well satisfied with the weather, there having been plenty of sunshine during the past few weeks that has aided growing. The flowers being grown are selling well, particularly roses and carnations. Pot plants are having a good call and cut flowers have had a steady demand. Cuttings are being sold, according to growers, in a greater quantity than during December and the early part of January.

NOTES.

A protest has been registered by the State Florists' Association of Indiana against a bill now in the legislature to change the state flower from a carnation to a tulip. The state association bases its protest on the fact that the tulip would be available for use only a short period in the year, while carnations can be purchased at any time and for any occasion. The state or-

The Florists' Supply House of America

Washington's Birthday Novelties

CHERRIES, per gross, $1.50

Paper Novelty with cap for flowers, $15.00 per 100

Corsage Ribbons and Shields

HORTY RIBBON

Beautiful luster. All colors.

1 inch..... 7½c per yard 4 inch.....20c per yard
2 inch.....12½c per yard 6 inch.....25c per yard

BOUQUET HOLDERS

All colors. 3 inch..... ...$4.50 per doz.
For Bridal work. 6 inch, $1.75 each; 8 inch, $2.50 each.

CHIFFON SHIELDS

Per doz.....$2.75 Per 100.....$22.00

CELLULOID SHIELDS

Per 100.....$5.00

PINS

Fancy, 013.....5 inch, $1.50 012.....3½ inch, $1.25

VIOLET HEADS

3 inch, $3.00; 3½ inch, $3.50; 4 inch, $4.00; 5 inch, $5.00 per 1000.

SILVER DEPOSIT HEADS

Per gross.....$7.50

Let us send you our new illustrated Catalogue, a postal card will bring it.

H. BAYERSDORFER & CO., 1129-33 Arch Street, PHILADELPHIA, PA.

Branch Factory, 709 First Avenue, New York City. Telephone Vanderbilt 4976.

WILD SMILAX-That's Us

$7.50 Per Case, F. O. B. Chicago

THE E. F. WINTERSON CO., Central 6004 L. D. Phone: 166 No. Wabash Ave., Chicago, Ill.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Mention the American Florist when writing

ganization also went on record as favoring the bill advocating more money for the state educational institutions, because it will give Purdue University sufficient funds to install a course in floriculture.

Baur & Steinkamp have issued their new catalogue and report that sales of the new red, Edna, the white, Harvester, and the yellow, Maine Sunshine, cuttings are picking up perceptibly. The company also is introducing two new chrysanthemums, Thanksgiving Pink and Glorious, another pink bloom.

Ed J. Baur attended the meeting of the American Carnation Society at Washington, recently. John Hartje and Walter Bertermann also attended the meeting.

The last will and testament of the late John G. Heinl, a Terre Haute florist, was filed recently for probate in the office of Probate Commissioner Miller. The will names Mary M. Heinl as executrix, and Fred L. Heinl as administrator of the estate.

C. F. Coffey, who was a visitor recently, says the gradual resumption of industrial activity in Kokomo, Ind., is helping business.

Retail florists of this city will soon launch a co-operative advertising campaign to boost business for St. Valentine's day.

Visitors: L. E. Hitz, Madison; H. D. Brown and Lawrenz Greene, of Purdue University; Harry White, North Manchester; Lynn Barnaby, Columbus; W. H. Cassairt and Edwin Morner, Shelbyville; Glenn E. Moore and J. G. Turner, Rushville.

E. B.

Seligman & Stein

FLORISTS' SPECIALTIES

116 W. 28th St., New York

IMPORTERS—MANUFACTURERS

Mention the American Florist when writing

Tonner

CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

Mention the American Florist when writing

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue

CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.

CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 679 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

ARTIFICIAL VALLEY ARTIFICIAL FLOWERS

Write for prices

Grossberg-Tyler-Finnerman Co.

Manufacturers and Importers

30 E. Randolph Street, CHICAGO

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Wire Hanging Baskets

Price List, 1920. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST.

	Dozen
Roses, Beauty	4.00@ 12.00
	Per 100
" Mrs. Chas. Russell	10.00@ 40.00
" Butterfly	10.00@ 30.00
" Columbia	10.00@ 40.00
" Dunlop	10.00@ 40.00
" Premier	10.00@ 40.00
" Hoosier Beauty	10.00@ 40.00
" Killarney Brilliant	6.00@ 20.00
" White Killarney	6.00@ 20.00
" Mrs. Geo. Shawyer	6.00@ 25.00
" Milady	6.00@ 30.00
" Mrs. Aaron Ward	6.00@ 20.00
" Sunburst	6.00@ 20.00
" Ophelia	6.00@ 20.00
" Dble. W. Killarney	6.00@ 20.00
" Cecile Brunner	4.00
" Our Selection	12.00
Calendulas	3.00@ 6.00
Jonquils	8.00@ 10.00
Paper Whites	6.00@ 8.00
Violets	1.00@ 1.50
Mignonette	6.00@ 8.00
Sweet Peas	2.00@ 4.00
Cattleyas, per doz.	12.00@ 18.00
Cypripediums, per doz.	4.00
Valley	6.00@ 8.00
Carnations	8.00@ 12.00
Lilies, per 100	15.00@ 20.00
Adiantum	1.50@ 2.00
Ferns, per 1,000	4.50 to 5.00
Galax, per 1,000	2.00
Leucothoe	1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch
Mexican Ivy	1.00
Southern Wild Smilax, case	7.50
Boxwood, 35c per lb., case	9.00

ZECH & MANN

WHOLESALE FLORISTS

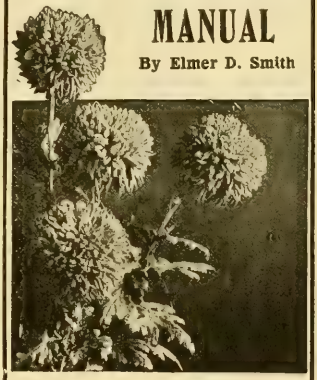
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order

American Florist Co.

440 S. Dearborn St., Chicago

Raedlein Basket Co.

713 Milwaukee Avenue

CHICAGO, - - ILLINOIS

Write for Catalog and Prices.

Mention the American Florist when writing

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., CHICAGO

Mention the American Florist when writing

Mignonette

Exceptionally well grown stock, very heavy spikes. Some of our growers specialize in this item and they are cutting very freely at this time.

We always have good **Mignonette** on hand.

Our **GARDENIAS** show very good quality. This is the time of the season to handle them. They are inexpensive and the flowers are perfect.

Can ship on receipt of your telegram.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Mention the American Florist when writing

EDWARD REID

CHOICE ROSES, All Grades.

CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

PRICES LOWER WITH LARGER SUPPLY.

There is no question but that business is growing. This is proven by the fact that there are at least one-third more flowers in the market now than for the same period a year ago, and there is no surplus, although of course there is considerable shrinkage in values. Carnations averaged last year for the first week in February, $16 per hundred, and this year they will not return half this amount. This difference is due partly to the general readjustments of the times and also to the greater supply of these flowers which is easily twice that of a year ago. Roses are increasing in quantity, the special Columbia, Premier, Pilgrim, Hadley and Russell being exceptionally fine. There are more of the short to medium sizes but not enough. The public are tiring of the high prices for the special stock, and prices have to be shaded more in these grades than for the medium to short sizes which bring more in proportion. American Beauty roses are going well, long stemmed stock being scarce. There are quantities of carnations, but they do not grade up as well as one would care to see, although there is quite a lot of good stock, prices being 25 per cent below those of a week ago. They have been sold as low as $35 a thousand for a very fair grade. The next quantity item in the list is the Daffodil Golden Spur, which all growers appear to have gotten in at the same time. Last week they sold at $10 to $12 per hundred, but while still a novelty they were started down the slide and sold as low as $45 a thousand. The quality was never better. It is surprising the quantity the market has taken the past week. Freesia appears to be hard to move and there seems to be an extra lot of it about. Very good mignonette is seen, but it is a bit sluggish. Calendulas sell up fairly well. Lily of the valley and cattleyas are both just a little in excess of the demand. They will have their innings next week for Valentine's day. Snapdragon is coming in slowly, but it will soon be a factor. Sweet peas are a quantity stock, but there is a demand that takes them all at about last week's prices. The quality is fine. Asparagus is scarce, and while there is any local greenhouse stock, the southern shipments are handicapped but the past week all grades have sold up close at top figures and there was not enough to go around. A wholesaler in speaking on the advent of the Daffodil Golden Spur said there was no occasion for the sudden and heavy decline of the past week. It came on about January 25, opening at $1.50 per dozen, then on January 31 dropped to $10 per hundred, which price it held for one day, and then fell to $8 and with one grower underselling the other forcing stock on the market for which there was already a good demand until the price dropped to below five cents. He declared that if they had all been in the hands of one firm the price would have been eight cents and there would have been just as many sold. The wholesaler further stated that the only men who would make any money out of bulbous stock this year were the foreign growers who got exorbitant prices for their products.

February 7.—The market opened with a brisk demand and there was a good supply of all classes of stock, at last week's closing prices.

READJUSTMENTS.

There is no question but the public are beginning to object to the high prices particularly of the choicer roses. Specials have been forced down

Wholesale Flower Markets

BOSTON, FEB. 9.	Per 100
Roses, American Beauty	8.00@100.00
" Russell	6.00@ 25.00
" Dunlop	6.00@ 25.00
" Pilgrim	6.00@ 25.00
" Crusader	6.00@ 25.00
" White Killarney	6.00@ 20.00
" Ward	6.00@ 20.00
" Maryland	6.00@ 15.00
" Hoosier Beauty	6.00@ 20.00
" Columbia	6.00@ 25.00
" Hadley	6.00@ 30.00
" Ophelia	6.00@ 25.00
" Premier	6.00@ 25.00
Adiantum	2.00
Asparagus bchs, per bch	.50@ 1.00
Asparagus Strings, doz	12.00
B. Buttons	1.50@ 2.50
Bouvardia, pink and red, doz. sprays	1.50@ 2.00
Calendulas	4.00@ 6.00
Carnations	6.00@ 8.00
Carnation Laddie	10.00
Cattleyas, per doz	12.00
Lily of the Valley	16.00
Longiflorum Lilies	20.00
Pansies	3.00@ 4.00
Paper White Narcissus	4.00@ 5.00
Smilax, per doz	4.00@ 6.00
Snapdragons, doz	2.00@ 3.00
Mignonette, doz	.75@ 1.25
Sweet Peas	2.00@ 4.00
Callas	3.00@ 4.00
Heliotrope, per bch	1.00@ 1.50
English Daisies	1.00
Jonquils	6.00@ 8.00
Freesias	6.00@ 8.00
Violets	1.50
Cypripediums	4.00
Stevia, per bch	.75
Marguerites	3.00@ 4.00
Acacia, per bunch	3.00@ 5.00
Heather, per bch	1.50@ 7.50
Tulips	8.00

BUFFALO, FEB. 9.	Per 100
Rose, Killarney	8.00@ 12.00
" White Killarney	10.00@ 15.00
" Dbl. Wht. Killarney	10.00@ 20.00
" Richmond	8.00@ 15.00
" Maryland	10.00@ 20.00
" Sunburst	8.00@ 20.00
" Ward	6.00@ 8.00
" Columbia	12.00@ 30.00
" Ophelia	8.00@ 25.00
" Russell	10.00@ 20.00
" Premier	12.00@ 25.00
" Cecile Brunner	4.00@ 6.00
Calendulas	3.00@ 6.00
Calla Lilies	15.00@ 25.00
Carnations	4.00@ 8.00
Easter Lilies	15.00@ 20.00
Freesias	6.00@ 8.00
Mignonette	6.00@ 10.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	6.00@ 10.00
Golden Spur Narcissi	5.00@ 7.00
Paper White Narcissi	5.00@ 6.00
Soleil D'Or Narcissi	6.00@ 8.00
Sweet Peas	2.00@ 4.00
Violets	1.25@ 1.50
White Tulips	6.00@ 8.00
Yellow Tulips	6.00@ 8.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

Berger Bros.

The Choice of the Market in EASTER LILIES, ROSES and All Popular Flowers.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

Mention the American Florist when writing

CINCINNATI, FEB. 9.	Per 100
Roses, Premier	10.00@ 30.00
" Russell	10.00@ 30.00
" Columbia	10.00@ 30.00
" Butterfly	10.00@ 30.00
" White Killarney	10.00@ 30.00
" Pink Killarney	10.00@ 30.00
" Sunburst	10.00@ 30.00
" Mrs. Aaron Ward	10.00@ 30.00
" Ophelia	10.00@ 30.00
" Baby Doll	4.00@ 6.00
Carnations	6.00@ 8.00
Easter Lilies	15.00@ 20.00
Ferns, per 1,000	3.50
Galax, per 1,000	1.50
Leucothoe, per 1,000	5.00@ 6.00
Plumosus (south) per bch	.25
Smilax, per string	.15@ .25
Snapdragons	10.00@ 15.00
Violets	1.00@ 1.50
Primulas, bunch	.50
Jonquils	6.00@ 8.00
Romans	6.00@ 8.00

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.
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Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers.
116-118 Seventh Street,
PITTSBURGH, - PA.
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GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506.
444-446 Milwaukee Street,
MILWAUKEE, WIS.

from $35 to $20 per hundred in the past two weeks, only very choice stock commanding $25, with extra length Hadleys and Russells at $35 per hundred. Stock is likely to increase rapidly in the next month and there will have to be numerous price reactions to keep it moving. Plants will also have to reach a lower level. All interests will of course get all they can or all they think they can, which is different. Plants and flowers are worth what they will bring and in many instances quite a little more if the salesman, be he grower or wholesaler, has the backbone to hold out for it.

NOTES.

Frank Ross, who returned last week from Porto Rico, reports Robert Craig to be in good health and spirits. His palm nursery looks very promising. He has three acres of fine soil, so near San Juan that he has advantage of city water when necessary. Several thousands of arecas and other palms are already set out as are also dracenas and aspidistras.

M. J. Callahan is getting bravely over his recent disastrous fire, business going on as usual in the store and greenhouse, which were only smoke-stained. Repairs to the dwelling are well under way and in another month the rooms will be ready for occupancy.

The Leo Neissen Co. are featuring Valentine's day, having a poster in every window on both 12th and Race Sts. Business is reported good both in and out-of-town. Extra fine mignonette, gardenias and cattleyas are features of their stock.

The Joseph Heacock Co. are much pleased with the new rose Pilgrim; it has all the earmarks of a variety that is profitable alike to both grower and retailer.

George Cook, who helped build ships for the Emergency Fleet corporation, is now with the Philadelphia Wholesale Florists' Exchange.

Easter rambler roses are seen in splendid form with the Robert Craig Co., Norwood. Hydrangeas are also showing up well.

Wholesale Flower Markets

PHILADELPHIA, FEB. 9.	Per 100
Roses, Beauty, special	75.00@100.00
" fancy	20.00@ 50.00
" Mrs. Chas. Russell	20.00@ 50.00
" Killarney	6.00@ 12.00
" Hadley	25.00@ 60.00
" Sunburst	20.00@ 30.00
" Wards	8.00@ 20.00
" Ophelia	12.00@ 25.00
" Columbia	15.00@ 40.00
" Premier	15.00@ 35.00
Adiantum	1.50@ 2.00
Asparagus, bunches	.50
Asparagus Strings	.75@ 1.00
Calendulas	5.00@ 8.00
Carnations	6.00@ 10.00
Cattleyas	.75@ 1.00
Easter Lilies	20.00@ 25.00
Lily of the Valley	8.00@ 12.00
Smilax	.35
Snapdragons, per doz.	1.50@ 2.00
Mignonette	6.00@ 8.00
Violets	.75@ 1.00
Callas	20.00@ 35.00
Sweet Peas	1.50@ 4.00
Freesia	4.00@ 6.00
Golden Spur Daffodils	4.00@ 6.00

PITTSBURGH, FEB. 9.	Per 100
Roses, Beauty, spl., per doz.	12.00
" " fcy., per doz.	9.00
" " ex., per doz.	7.50
" No. 1, per doz.	5.00
" Killarney	8.00@ 20.00
" Maryland	8.00@ 20.00
" Sunburst	8.00@ 20.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	15.00@ 40.00
" Columbia	12.00@ 35.00
" Ophelia	10.00@ 25.00
" Hilda	8.00@ 20.00
" Premier	15.00@ 40.00
" Madam Butterfly	12.00@ 30.00
Carnations	8.00@ 10.00
Cattleyas, each	1.50
Cypripedium, per doz.	6.00
Easter Lilies	25.00
Ferns, per 1,000	4.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.60
Calendulas	3.00@ 4.00
Sweet Peas	2.00@ 4.00
Narcissus Paper Whites	6.00
" Yellow	10.00
Violets	1.00@ 1.50
Baby Primroses	1.50
Smilax, per doz. strings	4.00
Jonquils	10.00
Valley	8.00@ 10.00
Pussy Willow	6.00
Tulips	6.00@ 10.00
Freesias	8.00@ 10.00
Iris	15.00
Heather	1.00@ 9.00

Berger Bros. are strong with all kinds of bulbous stock. High grade carnations and choice sweet peas are also features.

Wesley Clark, who left the S. S. Pennock Co., to engage in war work, came back to his old position last week. K.

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.
CLEVELAND DETROIT
CINCINNATI SAN JUAN, P. R.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

ST. LOUIS, FEB. 9.	Per 100
Roses, Premier	8.00@ 35.00
" Columbia	8.00@ 25.00
" Ophelia	8.00@ 25.00
" Killarney	4.00@ 12.50
" White Killarney	6.00@ 15.00
" Russell	8.00@ 35.00
" Ward	5.00@ 10.00
" Sunburst	5.00@ 15.00
Calendulas	3.00@ 8.00
Carnation Laddies	15.00@ 20.00
Ferns, per 1,000	4.00
Valley	10.00@ 12.50
Boxwood, per lb., .35; 50 lbs., per lb.	.25
Narcissus	6.00
Yellow Narcissus	6.00@ 8.00
Mignonette	10.00
Sweet Peas	1.00@ 4.00
Smilax, per string	.20
Leucothoe	.75
Galax, green, per 1,000	1.50
" bronze, per 1,000	1.50
Carnations, short	5.00@ 6.00
Carnations, fancy	8.00@ 10.00
Stevia, per bunch	.60@ .75
Violets	.50@ 1.00
Freesias	6.00@ 10.00
Callas	10.00@ 25.00
Jonquils	10.00

MILWAUKEE, FEB. 9.	Per 100
Roses, Kill'n'y, W. Kill'n'y	8.00@ 20.00
" Ward	10.00@ 18.00
" Premier	12.00@ 35.00
" Ophelia	10.00@ 25.00
" Columbia	12.00@ 35.00
" Hoosier Beauty	10.00@ 25.00
Lilies, per doz.	2.00@ 2.50
Carnations	6.00@ 10.00
Orchids, per doz.	12.00@ 15.00
Stevia	4.00@ 5.00
Sweet Peas	3.00@ 4.00
Violets	1.50@ 2.50
Paper Whites	5.00@ 8.00
Narcissus, Yellow	5.00@ 8.00
Calendulas	6.00@ 8.00
Rubrums	10.00@ 18.00
Freesias	4.00@ 6.00
Tulips	6.00@ 8.00
Callas, per doz.	3.00

New York.

STEADY SUPPLY WITH LOWER PRICES.

There was no great change in the cut-flower situation during the past week, but there was a general weakening in prices. The supply of bulbous stock kept increasing and while meeting a fair demand, it did to a certain extent, crowd the other stocks. There was no scarcity of any stock and all that the buyers had to do was to choose that which was the most suitable for their line of customers. It cannot be said that up to this writing, any quantity of good, fresh stock has sold cheap, but as freshness in cut flowers is soon lost, the left-overs must, to put it in an old-fashioned way, take "pot luck." The comparatively light supply of American Beauty roses that has been arriving this winter has kept up the prices on the best of them and it is unlikely that there will be any noteworthy change while the season lasts. Columbia has had a great vogue and is most in evidence in this market, but there has of late seemed to be a reaction in favor of Ophelia and Premier.

February 7.—With clear and mild weather the supply of stock is increasing, with prices on the decline. The usual Monday morning trade is fairly active, but the outlook is for a quiet week.

NOTES.

In his book, "Russia in the Shadows," recently published by the George H. Doran Company, H. G. Wells writes that "there are perhaps a dozen shops still open in Petrograd. There is a government crockery shop, where I bought a plate or so as a souvenir, for 700 or 800 rubles each, and there are a few flower shops. It is a wonderful fact, I think, that in this city, in which most of the shrinking population is already nearly starving, and hardly any one possesses a second suit of clothes or more than a single change of worn and patched linen, flowers cean be and are still bought and sold. For 5,000 rubles, which is about six shillings eightpence at the current rate of exchange, one can get a very pleasing bunch of big chrysanthemums."

The committee on arangements for the ball of the Greek-American Florists' Association as well as the officers, are working hard to make the affair a great success. An orchestra of 50 pieces has been engaged, and preceding the dance, there will be a high grade vaudeville entertainment. James T. Caparell is president of the association; George Hanges, vice-president; James Soteriades, treasurer; S. D. Sakus, secretary, and G. Cotsonas, assistant secretary.

A number of leading growers of New York and New Jersey that ship to this market, attended a meeting February 11, which was held at the Engineering building, 29 West 39th street. The purpose of the meeting was to discuss the organization of all growers in connection with the forming of the Allied Florists' Trade Association of New York.

Frederick Donaho, formerly in the retail business in this city, died on February 2, age 70 years. He was the father of the late William H. Donaho, who was well known in the trade of this city and Boston.

Edward Brenner, a popular wholesaler of the 18th street market, was married to Miss Ida Black of Rockaway Park, on Februray 6. The ceremony took place in the Rockaway Park temple.

The trade has been grieved to learn of the sudden passing away of John Mallon, one of the best known florists of Brooklyn, and Thomas B. DeForest, of the Lord & Burnham Co.

DON'T MISS THE
Fourteenth Annual Ball
OF THE
Greek-American Florists' Ass'n
AT THE
Hotel Commodore
New York
On Wednesday Evening
March 2, 1921

Mention the American Florist when writing

W. L. DOYLE A. E. BOOTH
Doyle & Booth
WHOLESALE FLORISTS
Consignments Solicited
Telephone: Watkins 9408
121 West 28th St, NEW YORK
Mention the American Florist when writing

Traveling Wholesale Florist
INC.
31 and 43 W. 18th St., NEW YORK
Telephone 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.
Mention the American Florist when writing

Arthur Herrington, who will superintend the spring flower show, is now a frequent visitor to Secretary Young's office and they agree that it is going to be a great show.

William Spillett, formerly employed by Thomas Young, Jr., at his Bound Brook, N. J., range, is now in charge of the Clement Moore estate, Hackensack, N. J.

Harry Charles, who, on account of a fire in the building, had to remove for a time to another store, is now re-established at the old stand.

The new firm of Doyle & Booth, 121 West 28th street, have made a good start and are getting a good share of business.

From the number of St. Valentine's day posters one sees, there should be a good business if advertising helps.

A. F. F.

Minneapolis, Minn.

STOCK SELLING WELL.

It cannot be said that business is as good as at the same time last year, but the demand has been sufficient to dispose of the supply on hand. Considerable bulb stock is coming in. Hyacinths, jonquils and tulips are arriving in quantity and with February 14 near at hand, a record-breaking day is expected. With extensive advertising, the florist can make Valentine's day one of the best in the year.

Julius and Lenhart Vasatka have purchased the retail store and greenhouse owned by Thomas H. Hall, who had been in the trade for fifteen years. A successful future is hoped for the Vasatka brothers, in their new venture.

E. J. L.

HENTZ & NASH INC.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St. N.Y.

C. Lecakes & Bro.
Wholesale Dealers in
Evergreens and Florists' Supplies
Ferns, Galax, Laurel, Moss and Leucothoe Sprays, Our Specialty
35 West 18th St., New York
Telephone Watkins 2315

HARRY CHARLES
Wholesale Florist
VIOLETS
104 West 28th St., NEW YORK CITY
Phone Watkins 2260. Consignments Solicited.

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WHOLESALE FLORIST
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S. H. RUSSIN
Importer and Manufacturer of
Baskets, Novelties and Florists' Supplies
Opposite the New Flower Market
55 West 19th St., NEW YORK
Telephone Watkins 4443.

Geo. J. Polykranas
WHOLESALE FLORIST in
"The World's Largest Flower Market"
43 West 18th St., New York
Telephone: 2264 Watkins

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins
NEW YORK CITY

Dolansky-McDonald Co.
Wholesale Florists, 31-43 W. 18th St., New York
Orchids a Specialty. Novelties of All Kinds.
Consignments Solicited. Reports Daily Checks Weekly
Telephone Chelsea 8282.

William Mackie
WHOLESALE FLORIST
81 and 43 W. 18th St., NEW YORK
Carnations and Sweet Peas of Fine Quality.
Telephone: 759 Watkins
Mention the American Florist when writing

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
31 and 43 W. 18th St., NEW YORK
Telephones: Watkins 300 and 301
Mention the American Florist when writing

M. C. FORD
81 and 43 W. 18th St., NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
81 and 43 W. 19th St., NEW YORK
Prompt and careful attention to your interests. Consignments Solicited.
Mention the American Florist when writing

J. K. ALLEN
Wholesale Florist
In the New Market,
31 and 43 W. 18th St., NEW YORK
Established 1887
All consignments receive our special attention.

Wholesale Flower Markets

	NEW YORK, FEB. 9.	Per 100
Roses,	Beauty	10.00@125.00
"	Mdm. Butterfly	8.00@ 30.00
"	Pilgrim	8.00@ 25.00
"	Crusader	10.00@ 50.00
"	Hadley	8.00@ 50.00
"	Dunlop	10.00@ 30.00
"	Dbl. Wht. Killarney	8.00@ 25.00
"	Columbia	8.00@ 25.00
"	White Killarney	6.00@ 20.00
"	Aaron Ward	8.00@ 25.00
"	Ophelia	8.00@ 25.00
"	Mrs. Chas. Rusell	10.00@ 35.00
"	Premier	10.00@ 35.00
"	Sunburst	8.00@ 20.00
Adiantum Croweanum and Hybridum		1.50@ 2.00
Asp. Plumosus, per bch		.25@ 1.00
Bouvardia, doz.		.50@ .75
Carnation Laddie		8.00@ 10.00
Carnations		5.00@ 6.00
Cattleyas		25.00@ 75.00
Gardenias, per doz		1.00@ 4.00
Lilies, white		10.00@ 20.00
L. Rubrum		5.00@ 15.00
Lily of the Valley		2.00@ 5.00
Lilac, per bch		1.50@ 2.50
Acacias, cut, per bch		3.00@ 4.00
Narcissus, Paper White, doz.		.25@ .40
Narcissus, Majors and Spurs, per doz.		.25@ .60
Callas, per doz		1.50@ 4.00
Smilax, doz. strings		2.00@ 2.50
Snapdragons, per doz.		2.00@ 3.00
Violets		.35@ .75
Stevia, 5 bchs		1.00
Dasies, yellow		3.00@ 4.00
Iris, per doz		3.00@ 4.00
Tulips, per doz		.25@ .75
Tulips, Darwin, per doz		1.50@ 2.00
Mignonette, per doz		.75@ 1.50
Wallflowers, per doz		.50@ .75
Buddliea, per dozen		1.50
Freesia, per doz		.35@ .50

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments Solicited.

HERMAN WEISS
121 W. 28th St., NEW YORK
'Mums, Snapdragons, Roses, Carnations, Bouvardias, Pompons and Orchids.
As Well As All Other Flowers in Season.
Member
New York Wholesale Florists' Protective Ass'n.

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
31 and 43 W 18th St., New York

Telephones 4423 4424 Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE {2335 2336} WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK
Mention the American Florist when writing

CARNATIONS LILIES VIOLETS
For prompt and satisfactory results consign your cut to
Sullivan Bros. & Co.
WHOLESALE FLORISTS
112 W. 28th St., NEW YORK
Novelties Roses All Seasonable Flowers

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

CHICAGO — **The Homes of Flowers** — **CHICAGO**

Alpha Floral Company
Northwest Corner Wabash Ave. and Adams St.

Our Motto: Satisfaction, Quality and Service.

Members of the F. T. D.

Johnson & Chroni's Florists
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Miami's Largest Florist

The Exotic Gardens

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Prompt Deliveries to All Points in Southern Florida

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EYRES

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Delivered in Albany and vicinity on telegraphic order.

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Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

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EUCLID AVENUE

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324 Fulton St. cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

BOHANNON FLORAL CO.

75 East Monroe Street, CHICAGO

Member of F. T. D.

Buffalo, N. Y.

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440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

Members of Florists' Telegraph Delivery.

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BROOKLYN'S LARGEST FLORIST

ELEVEN STORES

Main Store— Lewis Ave. Cor. Hancock St.

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Member of Florists' Telegraph Delivery.

Albany, N. Y.

Danker

FLORIST

The Best Service

MEMBER

Toronto, Can.

Canada's Best Known and Most Reliable Florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

(Members F. T. D.)

Bees Ltd
Bold Street
LIVERPOOL

Steamers arriving at or leaving any port can be served at a few hours' notice.

(Members F. T. D.)

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Houghton Gorney Flower Shop

UNDER THE PARK STREET CHURCH

Centrally located. Each order receives my personal attention. Best facilities for shipping

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BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City

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Louise Flower Shop

Connecticut Ave. at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842

Member of Florists' Telegraph Delivery.

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Member of Florists' Telegraph Delivery.

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Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders
We have the Best Facilities in the City
Established 1857

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The FLORIST
2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"
Get in touch with
MATTHEWSON'S, SHEBOYGAN, WISCONSIN.
Member of Florists' Telegraph Delivery.

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Flowers Delivered Anywhere. Phone, 1952 Bedford

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—FLORIST—
710 Nostrand Avenue
Cor. Prospect Place, BROOKLYN, N. Y.
Brooklyn Representative of National Floral Corporation.

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The Apollo Flower Shop
4 East 11th Street
We Carry the Largest Stock of Cut Flowers in the City. We Please the People.
Home Phone: Main 3652 Bell Phone: Main 1084

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Oldest Florist South
121 BARONNE STREET
Member of Florists' Telegraph Delivery.

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H. N. BRUNS
3040 West Madison St., Chicago
Telegraph, Telephone and Mail Orders Given Prompt and Careful Attention

Chicago

Congress Flower Shop
CONGRESS HOTEL
520 South Michigan Ave.

FROM NEW YORK EXCEPT AS NOTED.

February 15.

FROM BOSTON, Booral, Cunard-Anchor Line (London).
FROM GALVESTON, Huronian, I. M. M. Lines (Liverpool).
FROM PORTLAND, Vennonia, Cunard-Anchor Line (London).
FROM BOSTON, Caledonian, I. M. M. Lines (Manchester).
Bolmen, Swedish-American Line (Sweden-Finland).
Chicago, French Line (Havre).

February 16.

Adriatic, I. M. M. Lines (Southampton).

February 17.

FROM PORTLAND, Turcoman, I. M. M. Lines (Avonmouth).
FROM BALTIMORE, Soestdyk, Holland-America Line (Rotterdam).
France, French Line (Havre).
Valacia, Cunard-Anchor Line (London).

February 18.

FROM BALTIMORE, Kenbane Head, I. M. M. Lines (Ireland).

February 19.

FROM BALTIMORE, Irishman, I. M. M. Lines (Hamburg-Bremen).
FROM NEW ORLEANS, Montoso, Porto Rico Line (San Juan).
FROM NORFOLK, Soestdyk, Holland-America Line (Rotterdam).
FROM NEW ORLEANS, Maartensdyk, Holland-America Line (Rotterdam).
Columbia, Cunard-Anchor Line (Glasgow).
Eastern Sea, I. M. M. Lines (Glasgow).
Finland, I. M. M. Lines (Antwerp).
Mesaba, I. M. M. Lines (London).
New Amsterdam, Holland-America Line (Rotterdam).
Welshman, I. M. M. Lines (Liverpool).

Chicago.

A. Lange
77-79 E. Madison Street
Member of Florists' Telegraph Delivery.

NEWARK, N. J.
Philips Bros.
988 BROAD STREET
Members of Florists' Telegraph Delivery.

Wittbold
CHICAGO
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Member of Florists' Telegraph Delivery.

C. Frauenfelder FLORIST
3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

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(Not Incorporated)
National Florist
FLORAL ARTIST
423-425 Richmond Terrace
(V. M. C.)

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.

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AVENUE STATE BANK BLDG.
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Member of Florists' Telegraph Delivery.

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Largest Retail Florists in Westchester County.
Members F.T.D. Established 1908.

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Incorporated

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GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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For St. Louis

WIRE

Grimm & Gorly

Mention the American Florist when writing

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1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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FREY & FREY

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—H. N. Bruns, 3040 W. Madison St.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exch. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Greenville, S. C.—Rodgers Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Dard's, 44th and Madison Ave.
New York—David, Clarke's Sons.
New York—Evans.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Olympia Florist.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

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Members of Florists' Telegraph Delivery.

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The Largest Grower of Cut Flowers in the South

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Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.
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W. J. Barnes FLORIST, K.C.MO.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

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will take care of all telegraph orders.

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Quality Flowers Members
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Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
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St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

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Hession

Madison Ave. and 76 St.
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Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

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Schling Service Nothing Better

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FRESH CUT FLOWERS DAILY.
Orders from Other Cities filled with promptness

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A.W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America. Established 1874. Incorporated 1909.

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David Clarke's Sons

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Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus.

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New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing

New York. Telephone Lenox 3822

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FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

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Members of Florists' Telegraph Delivery.

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Cut Flower Merchants
We solicit telegraphic orders. Regular trade discount.
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341 Madison Ave.
Opp Hotel Biltmore
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The Leading Florist for nearly Half a Century

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The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
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261 South State Street
Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.

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Best Flowers
Best Service

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Fleischman

Chicago's Leading Florist
Railway Exchange Bldg.

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John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

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"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
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Members of Florists' Telegraph Delivery

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FLORIST
900 Fourteenth Street

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LITTLEFIELD, Florist
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Mention the American Florist when writing

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The Metairie Ridge Nursery Co.
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Every order receives prompt and careful attention.

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Exceptional Service

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Conservatories in Riverdale.
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Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery.

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WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street

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MEMBER Florists' Telegraph Delivery
Joy's

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Cincinnati, O.
HARDESTY & CO.
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EXPERTS TO ARRANGE THEM.

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We Solicit Telegraph Orders.
Regular Trade Discount.

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Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

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—FLOWERS—

Mail and Telegraph orders carefully filled.

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D. E. CILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

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A. Newell

FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

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AUGUST R. BAUMER,

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Member of Florists' Telegraph Delivery.

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Wholesale and Retail Florists of Grand Rapids.

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Central Floral Co.

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DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

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Finest floral studio in Northwest.
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THE F. WALKER CO.

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WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

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250,000 Square Feet of Modern Glass.

First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho.

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Samuel Murray,

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Rodgers Flower Shop

Ottaray Hotel, GREENVILLE, S. C.

Member of Florists' Telegraph Delivery.

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark.

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"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

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"Up-to-the-Minute" Service and Execution.

Every Flower in Season

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N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

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FLOWERS

F. E. Evans, over 20 years experience in the retail florist business in New York City.

CHARLES L. SCHMIDT

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Night and day service in all Central Pennsylvania.

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel. Next annual meeting will be held at St. Louis, June 20-21, 1921.

J. C. VAUGHAN, Chicago, has returned from the east.

JOHN LEWIS CHILDS, Floral Park, N. Y., is leaving this week for California.

CLEVELAND, O.—C. E. Kendel says the business in poultry and poultry supplies grows better every year.

GRASS and clover seed tariff hearings, paragraph 595, will be held at Washington, D. C., February 12.

SOME seedmen are quoting well below contract prices for the garden seed business of public institutions.

BURPEE'S catalogue offers 10 per cent discount (in vegetable and flower seeds) on orders placed in January and February.

MILWAUKEE, WIS.—In the big elevator fire here, January 25, the nearby establishment of the Courteen Seed Co. was damaged some $5,000.

I. W. SCOTT & Co., Pittsburgh, Pa., are well located on two streets and have their extensive premises in fine shape for the spring business.

NEWARK, N. J.—J. J. Wilson, of the J. J. Wilson Seed Co., reports early orders from private estates along the coast better than for two seasons past.

VISITED NEW YORK: L. W. Wheeler, of the Pieters-Wheeler Seed Co., Gilroy, Calif.; C. R. Kimberlin, of the Kimberlin Seed Co., San Jose, Calif.

MOORESTOWN, N. J.—Francis C. Stokes, of the Stokes Seed Farms Co., is reported to have given the seed business a vacation while he is honeymooning.

NORFOLK, VA.—Edgar S. Bryan, formerly with the D. Landreth Seed Co., Bristol, Pa., is now on the sales force of the Williams Seed Co., covering the southern states.

GRAND RAPIDS, MICH.—Henry J. Cheney has been appointed chairman of a committee for standardizing the prices of seeds and fertilizers purchased through farm bureau organizations.

CHINESE narcissus bulb cost will be increased, as the American legation at Pekin advises that a sur-tax of 10 per cent of duty will be applied to all goods entering or leaving China on or after March 12.

LOUISVILLE, KY.—Wood, Stubbs & Co. say mail orders are more numerous than last year, but smaller in money value, due to declining prices. They feel gratified over the outlook and think that, as a whole, conditions are very satisfactory.

Southern Trade.

H. G. Hastings, of the H. G. Hastings Co., Atlanta, Ga., writes February 1, as follows: "We have just completed our records for January, and we find that we have received only a few less than 5,000 more seed orders than for January, 1920, which we consider a very fine showing under all the circumstances. The orders show a lower average per order than a year ago, but this is due to the fact that one year ago orders for field seeds of various kinds were active, while this year the orders for field seed items are conspicuous by their absence. As the field seed items, however, are low margin goods we do not consider ourselves hurt very much by the lack of them, as we had not bought field seeds in any considerable quantity with the expectation of selling this year."

The Late Wm. J. Fosgate.
(See Obituary, Issue of January 29, Page 99.)

Grasses and Clover Seeds.

There was little or no change from the previous week in the tone of the seed markets during the week ending January 29. Some declines took place, particularly in red clover, and not many seed prices could be considered as being firm. Most seedsmen are willing to shade their prices in order to make a sale. The local demand for red and alsike clover has been good in many cities but carload buyers at distant points are still deferring their purchases until prices settle and an outlet for the seed is seen.

Arrivals of 750,000 lbs. of red clover seed from France were reported at New York during the week. French and German exporters continue to lower their prices in order to stimulate trade with this country. Because of the present exchange rate, these European countries can obtain considerably more for seed exported to the United States than for that sold at home. A report dated January 5 from Hamburg, Germany, states that the market on red clover was somewhat stronger because of reported American purchases. Red clover was then quoted at $15 to $19 per 100 lbs. but since has declined several dollars, probably because of the falling off in orders received from this country.

An Italian correspondent wrote on January 12 that the farmers in Italy were still holding their red clover and alfalfa seed. Comparatively few of them are selling at prices similar to those being paid to growers in the United States. Unless prices to growers decline in Italy soon, little export business to this country is expected by the Italian exporters.

Alfalfa prices are steady in most cities and in a few are quoted about 50c per 100 lbs. higher than a week ago. Approximately 20,000 lbs. were exported to Germany.

Prices for grass seeds were fairly well maintained. During the week about 160,000 lbs. of timothy, 50,000 lbs. of Kentucky bluegrass, and 30,000 lbs. of meadow fescue were exported from Baltimore and 35,000 lbs. of redtop from New York. During the calendar year 1920 timothy exports amounted to 13,522,134 lbs., according to figures recently compiled by the **Department of Commerce.**

Wing Receivership.

Darius J. Burnham of Mechanicsburg, O., has been appointed receiver for the Wing Seed Co., of that city, upon the application of Charles B. Wing, president and general manager. The liabilities of the concern are estimated at $200,000. The application for the receiver was filed after the Central Bank of Mechanicsburg had taken judgment on a claim for $14,937.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA
Company, Inc.

Western Seed & Irrigation Co.
WHOLESALE SEED GROWERS
SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.
Write for Special Contract and Spot Prices.
Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.

—THE—

J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

California Seed Crops.

The L. D. Waller Seed Co., Guadalupe, advised as follows last month:

"Apparently mother nature is trying to compensate for our scanty rainfall during the past three seasons. The wind-up of our harvest has been interrupted by three inches of rain to date, which is twice the amount received up to this time last year. Let us hope this difference is maintained for the balance of our rainy season. Needless to say these early rains have greatly delayed delivery of a few items which were harvested late in the season.

"Sweet pea planting for the crop of 1921 is nearly completed, and certain varieties of flower seeds will soon follow. We are planning on a normal acreage of all seed crops, contract orders are coming in rapidly, and all signs indicate a healthy condition of the flower seed business."

Catalogues Received.

Jerome B. Rice Seed Co., Cambridge, N. Y., seeds; James Vick's Sons, Rochester, N. Y., garden and flower seeds; Barteldes Seed Co., Lawrence, Kan., seeds; Everette R. Peacock Co., Chicago, seeds; Geo. T. Tait & Sons, Norfolk, Va., seeds; Williams Seed Co., Norfolk, Va., seeds; H. Bayersdorfer & Co., Philadelphia, Pa., Valentine and Easter novelties; Huntsville Wholesale Nurseries, Huntsville, Ala., nursery stock (surplus list); L. E. Williams, Exeter, N. H., nursery stock; Sonderegger Nurseries & Seed House, Beatrice, Neb., nursery stock and seeds; Chautauqua Flowerfield Co., Bemus Point, N. Y., gladiolus and other bulbs; State Nursery & Seed Co., Helena, Mont., seeds, plants and bulbs; Coles Seed Store, Pella, Ia., seeds, plants and bulbs.

Hurst & Son, London, Eng., trade list seeds; Kelway & Son, Langport, Eng., wholesale seeds.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover, at principal points of distribution, January 29, 1921, as given by the Government Market Reporter of February 5, 1921:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$7.75	$26.50	$13.50	$20.00
Baltimore	7.45	26.00	13.50	21.00
Richmond	9.20	29.00	16.00	23.30
Buffalo	7.60	26.75	14.75	21.00
Toledo	6.75	28.50	16.00	19.75
Louisville	8.00	26.50	14.00	23.00
Chicago	7.00	26.25	12.25	20.00
Minneapolis	7.00	27.00	14.00	20.25
St. Louis	7.15	27.00	13.00	20.50
Kansas City	7.00	25.00	14.00	20.00
Denver	8.50	30.00	17.50	22.75
Salt Lake City	7.00	28.00	15.00	19.00
Seattle	9.00	33.00	21.00	23.00
Average for the United States same date 1920	$15.00	$29.70	$21.25	$59.40

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: Cambridge, New York

R. C. McGILL & CO.
WHOLESALE SEED GROWERS
SPECIALTIES IN VARIETY
ONION-CARROT-BEET-RADISH-PARSNIP
CONTRACT PRICES MAILED ON REQUEST
SAN FRANCISCO CABLE ADDRESS "McGILL-SEED" SAN FRANCISCO CALIFORNIA

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

Return Envelopes
Catalogue Envelopes
Seed Packets
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

LAWN SEED MIXTURES
FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds
Correspondence Solicited.
WHOLESALE SEED GROWERS

Lily of the Valley Pips
EXTRA FINE STRAIN EXHIBITION Size GERMAN "LUBECK" PIPS
Just Arrived.
Price in cases, 1000, 500 or 250 each, on application.
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Seeds Which Succeed
Bloomsdale Farm BRISTOL, PA.

An experience of half a century in producing high grade
GARDEN SEEDS
at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.
S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

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Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
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The Premier British Wholesale and Exporting Seed House.

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Specialties:

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Japanese Bulbs, Plants and Seeds

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Sweet Pea, Nasturtium and Flower Seeds

GUADALUPE, CALIFORNIA

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

R. & M. GODINEAU

Seed Growers

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.

Growing Crops Given Personal Attention.

Before Placing Orders for SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

SEEDS

Flower, Vegetable and Farm

Send your inquiries to

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS SEED
GREENHOUSE GROWN

1000 seeds	$ 4.00	10,000 seeds	$36.00
5000 seeds	19.00	25,000 seeds	85.00

ASPARAGUS SPRENGERI SEED

1000 seeds	$1.50	10,000 seeds	$12.50
5000 seeds	6.75	25,000 seeds	28.75

ASTER, QUEEN OF THE MARKET

	Tr. pkt.	Oz.		Tr. pkt.	Oz.
Blush Pink	$0.25	$1.00	Rose Pink	$0.25	$1.00
Crimson	.25	1.00	White	.25	1.00
Dark Blue	.25	1.00	Mixed	.20	.75
Light Blue	.25	1.00			

ASTER, EARLY ROYAL BRANCHING

	Tr. Pkt.	Oz.
Lavender	$0.40	$2.25
Purple	.40	2.25
Rose Pink	.40	2.25
Shell Pink	.40	2.25
White	.40	2.25
Mixed	.40	2.00

PETUNIA

	Tr. Pkt.	Oz.
Grandiflora fringed	$0.50	....
California Giants	.50	....
Monstrosa (Michell's)	1.00	....
Dwarf Inimitable	.50	$1.50
Rosy Morn	.50	2.00
Double Fringed Mixed, Per 500 seeds, $1.25; $2.00 per 1000 seeds.		

PHLOX DRUMMONDII

	Tr. Pkt.	Oz.
Dwarf Cecily	$0.50	$1.75
Fireball	.40	2.00
Snowball	.40	2.00
Choice Mixed	.40	2.00

SALVIA

	Tr. Pkt.	Oz.
America or Globe of Fire	$0.50	$4.00
Bonfire	.40	2.50
Zurich	.50	4.00
Splendens	.25	1.50

VERBENAS

	Tr. Pkt.	Oz.
Mammoth Fancy Blue	.30	1.75
Mammoth Fancy Pink	.30	1.75
Mammoth Fancy Scarlet	.30	1.75
Mammoth Fancy Striped	.30	1.75
Mammoth Fancy White	.30	1.75
Mammoth Fancy Mixed	.30	1.25

VINCA

	Tr. Pkt.	Oz.
Alba	$0.15	$0.75
Alba Pura	.15	.75
Rosea	.15	.75
Mixed	.15	.60

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List—It's Free.

HENRY F. MICHELL CO., 518-516 Market St., Philadelphia, Pa.

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NOORDWYK, HOLLAND

Hyacinths, Tulips, Iris, Daffodils, Crocus, Etc.

Novelties and Seedlings a Specialty!

KELWAY'S SEED CATALOGUE FOR 1921

has been posted. Get your copy and keep it for reference. All inquiries will receive prompt attention.

KELWAY & SON, Wholesale Seed Growers, Langport, England

Lily of the Valley For Easter

NEW STOCK READY FROM COLD STORAGE.

Bruns' Celebrated Chicago Market Brand

$35.00 ..... per 1000 | $10.00 ..... per 250
20.00 ..... per 500 | 5.00 ..... per 100

Florists' Money Maker Brand

$30.00 ..... per 1000 | $8.00 ..... per 250
16.00 ..... per 500 | 4.00 ..... per 100

I carry over 2,500,000 of the finest **Valley Pips** in storage and my facilities enable me to make shipments the same day or not later than the day following receipt of order.

If it's **VALLEY**, I can supply it. Tell me what you want.

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Lily Bulbs

New Crop. Write for Prices.

GIGANTEUM from Chicago, Denver, Toronto and New York. **HARDY VARIETIES** and **FORMOSUM** from New York.

For Immediate Shipment.

T. R. BEGONIA Bulbs; **BAMBOO STAKES**, green and natural; **RAFFIA**, natural and colored; **VALLEY PIPS**, Dutch and German type; **Rosa Multiflora JAPONICA** Seeds and Stocks.

For Fall Shipment, 1921.

FRENCH BULBS, DUTCH BULBS, LILY BULBS, VALLEY PIPS, MANETTI STOCKS, PALM SEEDS.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

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Canary Seed—"Mel-O-Dee" Brand

Composed of proper proportions of Canary, Millet, Sweet Rape and Poppy Seed. Price: 13c per package; $4.68 per case of 36 packages.

Wholesalers Get 25% Off These Prices.

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THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

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Chrysanthemum Novelties My Specialty

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New Colors in Gladiolus

Are you acquainted with my Gladiolus Primulinus varieties? Nothing is more elegant and beautiful than my Gladiolus Primulinus, with their artistically arranged flowers and their oriental colors. And nothing is more bright and brilliant than my Gladiolus Chautauqua Red.

Catalogue, including Iris and Peonies, free on request.

The Chautauqua Flower Fields
C. Zeestraten, Prop.
BEMUS POINT, NEW YORK

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

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SPECIALTY

Easter Potted Plants

To Trade Only.

A. L. MILLER, Jamaica, N. Y.

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GENISTAS

(Sure Thing For Early Easter.)

Extra fine specimen plants, 7-in. pots, 25 in. to 30 in. tall, 20 in. to 30 in. spread, $3.00 to $3.50 each.

WM. K. HARRIS,
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ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

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Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France

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470 GREENWICH ST.
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DUTCH BULBS

Standard Bulb Company
BENTON HARBOR, MICH.
Ask prices.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Dooley, Cook County, Ill., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

TOMATO shippers are urged to do better grading.

AT Corpus Christi, Tex., thrip is beginning to work in some of the onion fields.

ABOUT seven cars weekly of tomatoes and green beans are moving from Ft. Lauderdale section, Florida.

LETTUCE acreage in Beaufort county, South Carolina, has increased about 20 per cent, movement possibly 800 cars.

BROCCOLI shipments from central California are beginning, movement locally estimated at 400 cars of the black variety.

WISCONSIN holdings of cabbage are said to aggregate 500 to 700 cars. Thousands of tons went to waste in the fields.

THE acreage of beets and carrots in Hidalgo county, Texas, is reported three times that of last year, spinach acreage increased 50 per cent.

CARL PLOWATY known as the "onion king," says that pungent vegetable has a "powerful kick." Perhaps so have the neighbors of him who overindulges in it.

CHICAGO.—The tercentenary of the planting of the first potato in the United States will be held next December, according to Dr. Berthold Laufer, curator of anthropology at Field Museum here.

STRAWBERRY acreage in Columbus county, North Carolina, is reported increased 10 per cent, the plantings looking well with little or no commercial fertilizer. Present plantings are for the spring of 1922 crop. The crop in Pender county is also reported satisfactory and acreage increased 10 per cent.

Tomato Sources and Shipments.

Nearly 63 per cent of the carloads of tomatoes received for consumption at the New York, Philadelphia, Washington, Pittsburgh, Cincinnati, Chicago, Minneapolis, St. Paul, St. Louis and Kansas City markets came from the four early shipping states of Florida, Mississippi, Texas and California during the past four years, according to information compiled by the United States bureau of markets. Approximately 6,750 cars of tomatoes were received for consumption in 1919, as compared with 6,600 in 1918, with 7,350 in 1917, and with 8,150 cars in 1916, making a total of about 28,900 for the four-year period, and a yearly average of about 7,200 cars. This amount represents about 49 per cent of the total quantity of tomatoes reported shipped to all markets each year.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound. $1.00

American Florist Co.

440 S. Dearborn St. Chicago

CYCLAMEN

We must have room and offer for one week.
2,500 2¼ in. **Cyclamen,** at $10.00 per 100; $90.00 per 1000.
3,000 3 in. **Cyclamen,** at $20.00 and $25.00 per 100.
1,000 4 in. **Cyclamen,** at $40.00 per 100.
Ask for our prices of **Easter Greeting Pelargoniums** and **Ferns.**

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD, Delaware County, PA.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

CANNAS

Good strong plump roots, 2 to 3 eyes, **Souv. de Ant. Crozy, Indiana,** 3c; **Yellow King Humbert, Wintzer's Colossal,** 4c. Will exchange for Geraniums or R. Carnations.

W. W. COLES, Kokomo, Ind.

50,000 Dracaena Indivisa

From 2 inch pots, ready for 3 or 4 inch pots, at $4.00 per 100. From 2 inch pots good strong average sized plants at $3.00 per 100.

GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud.
Good short jointed plants from 2 inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Alonzo J. Bryan

WHOLESALE FLORIST

Grower of

GERANIUMS, FUCHSIAS, HELIOTROPES, CANNAS

and all kinds of **Bedding Plants** by the hundreds of thousands. Correspondence solicited.

WASHINGTON, - NEW JERSEY

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Mention the American Florist when writing

Ageratum Frazerii

We feel confident in offering **Ageratum "Fraseri"** to our customers that we are offering what will be one of the most valuable acquisitions to the bedding plant line in recent years, that it is a blue, a decided blue, that will be continually in bloom. In our trial grounds last summer **"Fraserii"** attracted more attention than any other bedding plant. It only grew about 8 to 10 inches high and was covered the entire summer with what can easily be classed as immense truss of flowers, as many of them were over 2½ inches across, while the individual flower would be ⅞ of an inch in diameter. The plant spread about 12 to 15 inches across. It can very easily be used with alternantheras as a border plant.

Being an early bloomer and dwarf, compact grower, it makes an excellent pot plant.

2-inch, $1.00 per doz.; $ 6.00 per 100.
3-inch, 1.50 per doz.; 10.00 per 100.

R. Vincent, Jr. & Sons Co.

White Marsh, Md.

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SEASONABLE STOCK

Ready for Delivery

	Per 100
Asparagus Sprengeri, 2¼-in.	$ 5.00
Flowering Begonias, wonderful young stock—	
Argentea Guttata, Otto Hacker, Pride of New Castle	10.00
Carolina Lucerna	15.00
Gloire de Chatelaine	6.00
Metallica and Mrs. M. A. Patten	8.00
Begonia Metallica, heavy 5-in., $4.00 per dozen	30.00
Cyperus Alternifolius, 2½-in.	8.00
Fern Dish Ferns, 2½-in. grand stock, Pteris Adiantoides, Cretica Alba Lineata, Magnifica, Wimsettii and Wilsoni	5.00
Cyrtomium Rochfordianum	7.00
Boston Ferns, 5-in. pot plants, $40.00 per 100; 6-in., $60.00 per 100; 8-in., heavy, $1.50 each.	
Genistas, a grand block of 5-in. pot stock	40.00
Palms, Kentia Belmoreana, 2½-in. stock, $12.00 per 100; $100.00 per 1,000; 3-in. pots	20.00
Roses, special grade for pots, long tops, well ripened, 2-yr. field grown. Excelsa and White Dorothy	35.00
Tausendschon	45.00
Baby Rambler, 2-yr. field grown, No. 1 grade, lighter than our XX grade, but good for 5-in. pots	40.00

The Storrs & Harrison Co., Painesville, Ohio

DWARF PEARL TUBEROSE.

CALADIUMS

The kind with real sound center shoots.

	100	1000
5- 7 inch	$ 4.50	$ 40.00
7- 9 inch	7.50	70.00
9-11 inch	14.00	125 00

GLADIOLUS

Grown on our own farms from our own Planting Stocks. Machine Graded; True to Name.

	1000
America, First	$27.00
America, Medium	22.00
Chicago White, First	35.00
Chicago White, Medium	30.00
Halley, First	40.00
Halley, Medium	35.00
Mrs. F. King, First	25.00
Mrs. F. King, Medium	20.00
Mrs. F. Pendleton, First	50.00
Mrs. F. Pendleton, Medium	45.00
Niagara, First	45.00
Niagara, Medium	40.00

GLADIOLUS (Continued)

	1000
Mad Monneret, First	$30.00
Mad. Monneret, Medium	25.00
Schwaben, First	60.00
Schwaben, Medium	55.00
Peace, First	45.00
Florist Mixed, First	25.00
Rainbow Mixed, First	40.00
Standard Mixed, First	22.00
Standard Mixed, Medium	19.00

Write for special prices on PLANTING STOCK in Black Bulblets and first two sizes of White Bulblets.

TUBEROSES

Well Cured; Free From Rot.

	100	1000
Dwarf Excelsior Pearl, 2nd size, 3-4 in	$2.75	$25.00
Dwarf Excelsior Pearl, 1st size, 4-6 in	4.00	35.00
Variegated Leaved, single	3.75	32.50
Albino, early single white	3.75	32.50
Armstrong's Ever-Bl'm'g	3.75	32.50
Mexican	3.00	25.00

Spring Book For Florists Ready.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

The E. G. Hill Co., *Wholesale Florists*

Richmond, Indiana

GRAFTED PREMIER

Ready on or Before March 1.

Probably the most profitable item that a grower can plant; comes back the quickest after a crop of any cut flower variety.

Fine quality grafts, $250.00 per 1000.

OWN ROOT ROSES

Mme. Butterfly, strong 2¼ inch, $200.00 per 1000.

No variety more popular than this enchanting and wonderful combination of color; selling in great quantity this season.

Columbia, unsurpassed among roses, $125.00 per 1000.

Rose Premier, rival of Russell and American Beauty, $175.00 per 1000.

Frank Dunlop, $125.00 per 1000.

If our Trade List has not reached you, write for it; if not quoted above, let us know your wants. Please mention this paper.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Watonna, Minn., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June, 1921.

THE JANUARY issue of Parks and Recreation, the quarterly publication of the American Association of Park Superintendents, is out with many important articles for park men. Emmett P. Griffin, East St. Louis, Ill., is secretary of the association.

Connecticut Nurserymen's Association.

The annual meeting of the Connecticut Nurserymen's Association is scheduled to take place February 10 at the City Club, Hartford, with an interesting programme.

Ohio Nurserymen's Association

The annual meeting of the Ohio Nurserymen's Association was held at the New Southern hotel, Columbus, February 3. President W. F. Bohlender's address and the reports of the other officers were followed by a number of interesting papers and addresses, including: "How May We Interest Farmers in Growing Nursery Stock?" by J. H. Dayton; "Nursery-grown Christmas Trees Versus Forest-grown Trees," by H. S. Day; "Through What Medium Will the Nursery Product Reach the Consumer in the Future?" by W. B. Cole, Painesville; "What Is the Outlook for Orcharding At the Present Time?' by T. B. West, Perry; "How Can We Guard Against Overproduction At the Present Time?" by M. L. Carr, Yellow Springs; "What is the Best and Cheapest Material a Nurseryman Can Grow for Bailing Purposes?" "Does the Sudan Grass Solve the Problem?" by Hary Kyle; "Does It Pay to Handle a Long List of Varieties?" by J. S. Burton, Casstown; "How to Get the Best Co-operation with Your Foreman," by H. Bowden; "How is the Best Way to Handle Credits in the Nursery Business?" by J. Jenkins, Winona; "Will Prices in the Future Justify Paying Wages for Skilled Labor in Our Line as in Other Lines?" by A. R. Pickett, Clyde; "Where is the Future Supply of Our Norway Maple to Come From? Is There Any Successful Way of Producing Them in This Country " by Clarence Siebenthaler; "Shall a Good Price Standard be Maintained in this Country or shall we get Right Back to the old Methods of Throat-cutting as soon as Supply is Increased," by T. J. Dinsmore, and "What Percentage of a Normal Supply of Stock will there be on the Market the Coming Spring?" by the members.

Raspberry Anthracnose Control.

Growers planning to start a new raspberry or blackberry patch should set out only such plants as are free from anthracnose and only on such ground as was not devoted to the growing of raspberries or blackberries during the past three or five years, advises H. C. Severin, professor of entomology at the state college and state entomologist, Brookings, S. D. Spraying with Bordeaux mixture, 4-4-50, will control the disease to some extent. Several thorough applications are necessary, however, the first just after the canes begin to grow, the second as soon as the leaves are well developed and when the shoots are about six inches high, and a third just before the blossoms appear.

Woods Go West.

L. C. Everard, of the national forest service, writes in part in Munsey's Magazine: "It is only a little more than a century and a half since the primeval forests around Pittsburgh hid the savage redskin in his ambush; now the Pittsburgher who wants to build a home goes a thousand miles to find the trees. The American frontier has traveled westward at a dizzy speed, largely because of abundance of fertile soil and of wood and water. In wake of the advancing frontier have marched the clearings in the forest. Investigation of the lumber and timber situation just made by the forest service, in accordance with senate resolution, revealed that three-fifths of the original saw-timber supply of the United States is gone. About half the remainder is in the three states that border the Pacific. A good deal of the other half is in the south; and southern pine operators cannot see more than enough for about 15 years' operations.

"Legislation is needed which will permit rapid enlargement of national forests. With these measures should be combined a study of forest taxation and insurance, a survey and classification of our forest resources and a great increase in facilities for forest research. Of prime importance, also, are establishment of state and municipal forests, and state legislation providing for fire-prevention, reforestation on private lands and regulation of methods of cutting."

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

SNOW QUEEN CANNA

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for

SWASTIKA BRAND CANNAS.

The CONARD & JONES CO. WEST GROVE PENN'A.

Robert Pyle, Pres. Asst. Wintzer, Vice-Pres.

Peach Trees

Fine Trees. Standard Varieties.

50,000 Trees, Straight and Well Rooted

W. T. MITCHELL & SON, Beverly, Ohio

2-yr. Ibolium Privet.

Ibolium Privet

The New HARDY HEDGE

Resembles California. HARDY AS IBOTA.

Dormant Summer Cuttings, $15.00 per 100

All larger grades sold.

Box-Barberry

Summer Frame Cuttings, $25.00 per 1000

For Lining Out.

10 samples postpaid for 50c.

SURPLUS

Am. Hemlock, Pin Oak, Gingko, Red Maple Japan Iris.

ELM CITY NURSERY CO.,

Woodmont Nurseries, Inc.

NEW HAVEN, CONN.

Buy Box-Barberry and Ibolium Privet of the Introducers.

Mention the American Florist when writing

Hill's Choice Stock

STOCK FOR LINING OUT

Ornamental Evergreens and Deciduous Tree and shrub seedlings, Rooted Cuttings, Grafts, etc., in large assortment of rare, choice and standard varieties for lining out. Annual output, 2,000,000 plants.

LANDSCAPE EVERGREENS

New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

THE D. HILL NURSERY CO., Inc., Box 404, Dundee, Ill

EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

New Seed——Just Received

Ampelopsis Veitchii

Trade Pkt.....10c Oz.....40c Lb.....$4.00

Clematis Paniculata

Trade Pkt.....10c Oz.....40c Lb.....$3.00

CHICAGO **Vaughan's Seed Store** NEW YORK

Ready Reference Section

15 CENTS, NET, PER LINE

AGERATUMS.

Ageratum Fraserii. An early bloomer and dwarf compact grower, 2-in., $1.00 per doz., $6.00 per 100; 3-in., $1.50 per doz., $10.00 per 100. R. Vincent, Jr. & Son's Co., White Marsh, Md.

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii. A large stock of one and two year in all grades. Two year transplanted are heavy for grades. Some three year, with heavy tops and roots. Light stocks for lining out very cheap. CHAS. BLACK, Hightstown, N. J.

ASPARAGUS.

Asparagus plumosus, 2-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

ASTERS

Asters. Burpee's. Our stocks are true to type and will produce the largest and finest flowers on the longest stems. For varieties and prices see display advertisement elsewhere in this issue. W. Atlee Burpee Co., Philadelphia, Pa.

BARBERRY.

Box-Barberry, well rooted summer cuttings $25.00 per 1,000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BEGONIAS.

BEGONIAS.
In Bud and Bloom.

Patten (New Dark Pink Chatelaine) 2¼-inch pots, $8.00 per 100; $75.00 per 1,000. 3-inch $15.00 per 100. Strong 4-inch pots, $25.00 per 100. Chatelaine, 2¼-inch, $7.00 per 100; $65.00 per 1,000; 3-inch pots, $12.00 per 100; 3½-inch pots, $20.00 per 100. New Pride of Newcastle. Dark Red, Luminosa color, 2¼-inch $14.00 per 100; $130.00 per 1,000.

Begonia Rex.	100
2¼-inch	$15.00
3½-inch	35.00
4 -inch	75.00

Metallica, Thurstonii, 2¼-inch pots, $12.00 per 100. Caroline Lucerne, 2¼-inch pots, $16.00 per 100.

Ask for Price List of Canna Roots and Gladioli Bulbs.

ROMAN J. IRWIN
43 West 18th St., New York

Begonias. Tuberous rooted. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Begonias. Prima Donna, 4-in., extra strong, ready for 5-in., to make room, $25.00 per 100. JOPLIN GREENHOUSE CO., 2002 Bird St., Joplin, Mo.

Begonias, Metallica, Otto Hacker and Pres. Carnot, $10 per 100. The Storrs & Harrison Co., Painesville, O.

BOXWOOD.

300,000 Boxwood edging. Suffruticosa, 5 to 6 and 6 to 7-in. Strong bushy plants. Old boxwood hedges. Write for prices. Specialty: moving boxwood hedges and trees without disturbing the roots. ROBERT H. BENDER, Chestnut Hill, Philadelphia, Pa.

BULBS.

Bulbs. Gladiolus. All bulbs are first class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

R. A. VAN DER SCHOOT
Hillegom, Holland
Extensive own cultures of bulbs and plants. Prices on application.

CALLAS.

Callas, Godfrey, 3-in., $8.00 per 100. THE PARK FLORAL CO., Denver, Colo.

CANNAS.

Cannas. Large-flowering in the better varieties. Fine 2 to 3-eye, plump, dormant roots, true to name. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Cannas. Good strong, plump roots, 2 to 3 eyes. For varieties and prices see advertisement elsewhere in this issue. W. W Coles, Kokomo, Ind.

CARNATIONS.

Ready Now!
New Varieties:

	100	1000
Harvester, splendid white and a free bloomer	15.00	120.00
Edna, wonderful red and sure to please	15.00	120.00

Send for Complete Description.

PINK	100	1000
Laddie	$12.00	$ 90.00
Ruth Baur	10.00	90.00
Enchantress Supreme	6.00	45.00
Morning Glow	7.00	65.00
Mrs. C. W. Ward	5.00	35.00
Alice	4.00	35.00
Pink Enchantress	5.00	35.00
Rose-pink Enchantress	4.00	35.00
Miss Theo	5.00	45.00
Rosalia	6.00	50.00
Cottage Maid	5.00	45.00
Rosette	4.00	35.00
RED	100	1000
Ethel Fisher	$10.00	$ 90.00
Nebraska	5.00	45.00
Belle Washburn	5.00	45.00
Aviator	5.00	35.00
Herald	5.00	40.00
Beacon	5.00	40.00
Thenanthos	4.00	35.00
WHITE	100	1000
White Benora	$ 7.00	$ 65.00
Crystal White	5.00	45.00
White Enchantress	4.00	35.00
White Wonder	5.00	45.00
Matchless	4.00	35.00
White Perfection	4.50	40.00

Send Your Order To-Day. Get the Best that Money will Buy.

M. C. GUNTERBERG.
Wholesale Florist
8 East Randolph St., Chicago, Ill.

CARNATIONS
Choice Rooted Cuttings
$5.00 per 100; $40.00 per 1,000.
Our cuttings are all made from flowering side shoots.
BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago.

CARNATIONS.

ROOTED CARNATION CUTTINGS

	100	1,000
Aviator	$4.00	$35.00
Enchantress	4.00	35.00
White Enchantress	4.00	35.00
R. P. Enchantress	4.00	35.00
C. W. Ward	4.00	35.00
Matchless	4.00	35.00
Alice	4.00	35.00
Thenanthos	4.00	35.00

PETER REINBERG
Wholesale Florist
30 East Randolph St., Chicago

ROOTED CARNATION CUTTINGS
Recognized as the leading quality by growers everywhere. Place your order with us and get the best.

	100	1000
Enchantress	$4.00	$35.00
White Enchantress	4.00	35.00
Matchless	4.00	35.00
Mrs. C. W. Ward	4.00	35.00
Rosette	4.00	35.00

WIETOR BROS.
Wholesale Florists.
30 E. Randolph St. Chicago.

CARNATIONS, STRONG ROOTED CUTTINGS

	100	1000
Enchantress Supreme	$5.00	$45.00
C. W. Ward	5.00	45.00
White Enchantress	4.50	40.00
Aviator	4.50	40.00
Matchless	4.00	35.00

CHAS. N. MILLER & BRO.
Morton Grove, Illinois.

CARNATIONS—NOW READY
STRONG ROOTED CUTTINGS

	100	1000
Mrs. C. W. Ward	$5.00	$45.00
Enchantress Supreme	5.00	45.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Matchless	4.00	35.00

J. A. BUDLONG CO.
184 North Wabash Ave., Chicago, Ill.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

ROOTED CHRYSANTHEMUM CUTTINGS
Now Ready

	100	1000
White Chadwick	$5.00	
Golden Chadwick	5.00	
Seidewitz	3.00	$25.00
Nagoya	3.00	25.00
Dr. Enguehard	3.00	25.00
White and Yellow Razer	3.00	25.00
Buckbee	3.00	25.00
Ready March 1		
Golden Glow	3.00	25.00
Golden Queen	3.00	25.00
Early Rose	3.00	25.00
Oconto	3.00	25.00
Chieftain	3.00	25.00
Pompons		
Buckingham		20.00
Golden Wedding		20.00
Godfrey		20.00
Yellow Baby		20.00
Golden Climax		20.00
Lillian Dotty		20.00

Ready March 1
Elegant new Pompon, Hamilton Lewis, $5.00 per 100. Recognized as one of the best in Chicago wholesale cut flower market.

PETER REINBERG,
Wholesale Florist,
30 East Randolph St., Chicago, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

CHRYSANTHEMUMS.

CHRYSANTHEMUMS, ROOTED CUTTINGS.
Clean, healthy stock free from midge.
Standard Varieties.

Golden Glow, Early Frost, Charles Razer, Seidewitz and all other standard varieties, $3.50 per 100; $30.00 per 1,000.

Pompons—Hardy Early Flowering, Single varieties. Anemones, $3.50 per 100; $30.00 per 1,000.

Choice Commercial Varieties.

White Chadwick	White Turner
Pink Chadwick	Yellow Turner
Yellow Chadwick	White Mistletoe
Bronze Chadwick	Golden Mistletoe
Sun Glow	December Gem
Glen View	Odessa
Wells' Late Pink	C. H. Totty

Price on all above, $5.00 per 100; $45.00 per 1,000.

Hamburg Late White, $4.00 per 100; $35.00 per 1,000. Hamburg Late Pink, $8.00 per 100; $75.00 per 1,000.

Ask for Price List of Carnation Cuttings.

ROMAN J. IRWIN
43 West 18th St., New York

CHRYSANTHEMUM PLANTS.
In 2-inch pots.

Our celebrated early white pompons will be ready to ship February 15. This variety commences to bloom October 1, and will continue three months producing quantities of double white pompons, which are fine for either cut flowers or potted plants.

$ 6.00 per 100
50.00 per 1000

BASSETT & WASHBURN
178 N.Wabash Ave. Chicago.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIAS.

Cinerarias, Columbian mixture. Strong, well-grown plants, 3-in., $10.00 per 100. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

Cinerarias. Fine strain of good colors, 4-inch., $25.00 per 100. THE PARK FLORAL CO., Denver, Colo.

COLEUS.

COLEUS ROOTED CUTTINGS.

$1.50 per 100; $14.00 per 1,000, by express. If postpaid, special delivery and insured, at customer's risk, add 15c per 100; 75c per 1,000. Golden Bedder, Verschaffeltii, Queen Victoria, Firebrand, Beckwith Gem, Trailing Queen and others.

American Beauty and Brilliancy, $2.50 per 100; $20.00 per 1,000.

Ask for Price List on All Bedding Plants.

ROMAN J. IRWIN
43 West 18th St., New York

Coleus. Best bedding kinds, 2-inch pots, $3.00 per hundred. Cash. JOSEPH BANCROFT & SONS, Cedar Falls, Iowa.

CYCLAMEN.

Cyclamen. The kind you have been looking for. Strong, well grown named varieties in separate colors in the following:

	Per 100
From 2½-in. pots	$12.00
From 3 -in. pots	20.00
From 4 -in. pots	40.00
From 5 -in. pots	75.00

Write for discounts on large orders.

We pay special attention to boxing and packing and the using of paper pots should insure safe arrival at destination. The stopping of express cars at our plant enables us to make direct shipments without unnecessary rough handling, which will be appreciated by our customers. Plants are moving fast and we advise ordering at once.

J. W. DAVIS COMPANY
Terre Haute, Indiana.

Cyclamen. Extra heavy plants, well in bloom. 5% off for cash with order.

4-inch	$0.30	each
5-inch	.50	each
6-inch	.75	each

Packing charges included.

DAVIS FLORAL COMPANY
Davenport, Iowa

Cyclamen, assorted. All leading varieties. German strain. 2-in., $8.00 per 100; $75.00 per 1,000. Ready for delivery about March 1. Cash with order. MATTHEWSON'S, Sheboygan, Wis.

CYCLAMEN.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias. Best cut flower varieties; get our list before placing your order. LYNDHURST FARM, INC., R. F. D. No. 2, Hammonton, N. J.

DAISIES.

DAISIES, Mrs. Sanders and Single White, 2¼-inch, $6.00 per 100; $50.00 per 1,000. Boston Yellow, 2¼-inch, $8.00 per 100; $75.00 per 1,000. Blue, 2-inch, $6.00 per 100; $50.00 per 1,000.

Ask for Price List on Ferns, Cyclamen Seedlings, Etc.

ROMAN J. IRWIN
43 West 18th St., New York

LOOK! MARGUERITES RIGHT FOR EASTER

Extra strong, single and double white and yellow (Boston), 3-inch pots ready for 4-inch, $8 per 100; extra strong 4½-inch, ready for 6-inch, $20 per 100; strong 2¼-inch, right for panning up, $5 per 100. Cash. GREENPORT FLOWER STORE, 329 Front St., Greenport, N. Y.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

DRACAENAS.

Dracaena Indivisa. 2-in., ready for 3 or 4-in., $4 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

Ferns. Boston, Roosevelt and Harrisii, 2¼-in., $7.00 per 100; $65.00 per 1,000. Macawii, 2¼-in., $12.00 per 100; $100.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Ferns. Table and fern dish. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Ferns, Macawii. Fine plants from bed, ready for 4-inch at 30c each and ready for 5-inch at 50c each. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

Ferns, 6-in., $1.00; 8-in., $1.50 and $2.00 each. Birds-nest, 5-in., $1.50; 6-in., $2.50 each. Wm. K. Harris, 55th and Springfield Ave., West Philadelphia, Pa.

FERNS.

Ferns, Verona. Elegant plants, 4-inch, 25c each; 5-inch, 50c each; extra strong, 6-inch, $1.00 each. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

Ferns. Pot grown and in good shape. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Boston Ferns, good strong, bushy stock, 5-in., at 50c. Add 5 per cent for packing. DAVIS FLORAL CO., Davenport, Ia.

Ferns, Smithii (Lace Type). A special lot of these. 5-inch, 75c each. Cash with order. MATTHEWSON'S, Sheboygan, Wis.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Dagger Ferns, $1.50 per 1000. This is nice stock. Cash please. H. BLAUVELT, Pittsfield, Mass.

Hardy Ferns. Ill. descriptive list mailed. L. MOSBÆK, Ferndale, Askov, Minn.

GALAX.

Green and bronze galax leaves, $1.65, postage prepaid. F. H. HILL, Highland, Macon Co., N. C.

GERANIUMS.

Geraniums. Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums. Good retail colors, well branched. Strong 3-in, ready for 4-in., $10.00 per 100. JOPLIN GREENHOUSE CO., Joplin, Mo.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GLADIOLI.

GLADIOLI

Jack London, Anna Eberius, Thomas T. Kent, Mrs. H. E. Bothin. The four greatest and most perfect gladioli in existence They have won the greatest admiration wherever shown and will soon be grown by the million. Our new catalogue showing some of our varieties in natural colors and describing many of our other new creations is free on request. Write for it today.

RICHARD DIENER CO., INC.
Kentfield, California.

Gladiolus primulinus with artistically arranged flowers and beautiful oriental colors. Catalogue free upon request. The Chautauqua Flower Fields, Bemus Point, N. Y.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

Lily of the Valley, new crop. London Market strain. 1,000 pips, $33.00; case (2,500 pips), $80.00. Vaughan's Seed Store, Chicago and New York.

LYCOPODIUM.

Four-pound sample package of my high-grade dyed and prepared Lycopodium will be sent postpaid anywhere in the United States upon receipt of $1.00. JOHN PERMAN, Catawba, Wis.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

PETUNIAS.

PETUNIAS.

Dieners' Ruffled Monsters, single. The largest and most beautiful ruffled varieties of Petunias in existence. Ruffled Monster seed in separate colors, pink, red, variegated, white, red with black center, pale lilac, and all colors mixed.

The following somewhat smaller than the Ruffled Monsters, colors, flesh, pink frilled, (Pearl of Kentfield), purple or blue, and white frilled (dwarf). Price, per package, 50c. Catalogues will be sent free on request. Write for it today.

Mr. W. I. Ferguson, Smiths Falls, Ontario, under date of Dec. 2nd, 1919, writes us the following in regard to our petunias:

"Last year I purchased petunia seed from you. I think every seed germinated and the blooms were the finest ever seen in this part of Canada. Only about 8% of the plants could be classed as common. I want more of the same quality each year."

Mr. Rudolph Nagel, Lancaster, Pa., under date of Dec. 14th, 1919, writes us:

"I had, last year, just a few of your petunias, but I am sure I could have sold thousands of them. They surely came up to your claim and way ahead of my expectation."

RICHARD DIENER CO., INC.,
Kentfield, California.

PANSIES.

Pansy Seedlings. Giant Trimardeau mixed; large flowering and choice colors. Prepaid by mail, special delivery, $4.00 per 1,000; $17.00 per 5,000. F. DANLEY, Macomb, Ill.

PRIMULAS.

Primula Malacoides Townsendii, 3-in., $15.00 per 100. Ready to put in 4-in. Primula Obconica Giganteum. Our own strain that cannot be surpassed. 3-in., $15.00 per 100. THE PARK FLORAL CO., Denver, Colo.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2¼-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIVET.

Privet, Ibolium privet, hardy hybrid; cross between California and Ibota privet. 2 years, 2-3 ft., $2.50 each; 1 year, 1-2 ft., $1.00 each; summer frame cuttings, 50c each. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

PUSSY WILLOWS

Pussy Willows, nicely covered, 5c; shorts, 2c. Cash please. H. BLAUVELT, FLORIST, Pittsfield, Mass.

ROSES.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Russell Bench Plants.....	$16.00	$150.00
Milady Bench Plants.....	15.00	140.00
Killarney Bench Plants.....	12.00	115.00
Ophelia Bench Plants.....	12.00	115.00
Sunburst Bench Plants.....	12.00	115.00
American Beauty	20.00	190.00

M. C. GUNTERBERG,
Wholesale Florist
8 East Randloph St. Chicago, Ill.

ROSE PLANTS.

	100	1000
2000 White Killarney, 3-in..	$10.00	$ 90.00
3500 Pink Killarney, 3-in...	9.00	80.00
1100 Ophelia, 3-in.....	9.00	80.00
7500 Columbia, 3-in.	14.00	125.00
5000 Russell, 3-in.	14.00	125.00
9000 Richmond, 2½-in.	7.00	60.00

WIETOR BROS.,
Wholesale Florists,
30 E. Randolph St., Chicago.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

Roses. Dorothy Perkins and Excelsa, 2-year field-grown, extra long tops, staked and ripened, $35 per 100. The Storrs & Harrison Co., Painesville, O.

ROSES

Roses. Pilgrim, Crusader and Mrs. John Cook. For further particulars write A. N. Pierson, Inc., Cromwell, Conn.

Roses. Grafted and own root. For varieties and prices see display advertisement elsewhere in this issue. The E. G. Hill Co., Richmond, Ind.

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10	20 in.	$4.95	$54.45	$412.50	50	12 in.	$1.45	$16.50	$126 50
20	18 in.	3.65	39.60	322.30	60	10 in.	1.00	10.90	85 25
30	16 in.	2.60	28.60	220.00	70	8 in.	.85	8.80	67.10
40	14 in.	2.10	23.65	187.00					

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

FLORISTS' HAIL ASSOCIATION.

Next annual meeting will be held at Washington, D. C., Aug., 1921. OFFICERS: E. G. HILL, Richmond, Ind., President; J. F. AMMANN, Edwardsville, Ill., Vice-President; JOHN G. ESLER, Saddle River, N. J., Secretary; JAMES HEACOCK, Wyncote, Pa., Treasurer.

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Next annual meeting and exhibition, Boston, Mass., 1921. LEE R. BONNEWITZ, Van Wert, O., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Early Annuals.

During the warm days of June the carnations deteriorate very rapidly and there is often a great need for some flower to take their place, and an early bench of asters is a great boon at such a time, especially for those who have a good call for funeral work. Seed planted during February and grown in pots or flats until after Easter can be then transplanted to the benches in which the Easter crops are grown and they will be in bloom at the time when most desired. A good strain of early flowering varieties, either Comet or Victoria, should be selected and with good care a paying crop is assured. A sowing of candytuft by March 1 will also produce plants that can be benched after Easter in the same manner and a good cut for Memorial day be had. The strains of White Giant candytuft now offered make splendid spikes for the filling in of sprays at that great flower day. There are many annuals that can be grown for early spring blooming that are greatly appreciated by the trade, among which might be mentioned calendulas, nasturtiums, scabiosa, sweet sultans and bachelor's buttons.

Dahlias.

The forcing of early dahlias has been practiced successfully by growers the last few years, and roots started at this time will produce flowers for Memorial day and during June. A good, deep bench, in a house not too warm, should be selected, and while the plants are great feeders in the open ground, it is better not to have the soil too rich in the houses, for the plants grow very tall inside, and with a rich soil make a strong, rampant growth, which will not bloom as early. They can be fed when the buds begin to form by giving them a mulch of half-decayed manure, which will materially assist the flowering and will also provide a covering that will prevent evaporation. They will require but little attention except that long, strong stakes will be necessary to keep the plants growing erect, to which they should be firmly tied, and then disbudded to produce the better blooms. Any varieties of which it is desired to increase the stock can be planted in the house and the young growths made into cuttings, which root easily at this time.

Cannas.

One of the most decorative beds for summer, especially if it is of large size, is a bed of blooming cannas, for they are very showy and will bloom throughout the summer until frost cuts them down, and the varieties have been greatly improved during the last decade. To make the best showing the plants should be started early enough to have good, strong stock at bedding-out time in May and June. The plants should be started by March 1 and now is the time to procure stock of varieties of which the grower is short or which he has not on hand. The clumps when removed from the winter storage should have all the old soil shaken off, the dried-up stalk and roots cut away. They are then cut up into small pieces and if the stock is plentiful two or three eyes can be left to each piece, but where stock is short they are cut up to single eyes, although with single eyes many weak plants will be produced. Often the clumps have started into growth and where this has happened the eyes should be sorted, those already started being planted together and the dormant eyes by themselves. Have boxes all ready and place an inch of soil on the bottom and then place the divisions on this closely together and cover with light, sifted soil and then water thoroughly. Keep the varieties separate and properly labeled, each box to contain but one variety and the name plainly marked on the box, for labels are often lost or misplaced. Place the boxes in a warm location—where hot water heating is used they can be placed on the return

pipes. In two or three weeks the plants will have made sufficient roots to be placed in 3½ or 4-inch pots, when they can be grown on in a house with a temperature of 50° to 60°. In planting cannas outside it should always be remembered that they are very tender and should not be set out until all danger of late frost is past.

Marguerites.

As the warm days of spring approach the marguerite plants will bloom profusely and those in pots will have, to a great extent, exhausted the plant food in the soil, so as to keep up the size of the flower and length of stem watering with liquid manure will be necessary. Liquid cow manure can be safely used in frequent waterings with no danger of any injury if the plants are in a healthy condition. The flowers should be cut daily and placed in water; they will keep much longer than if allowed to remain on the plants, where they quickly fade if not picked when the warm spring days come on. This should be prevented, for it not only gives the plant an untidy appearance but takes the strength of the plants and the following flowers are often much shorter in stem. A few well bloomed plants are very decorative at Easter, especially in churches, where they make a splendid showing. Propagation for next year's stock should now be carried on; the cuttings root easily and there are plenty to be obtained at this time. As soon as rooted they should be grown on in good soil, and to secure the best results another year given the best of culture.

Spiraeas.

The spiræas are always a very useful plant at Easter, but they are classed among the cheaper plants at that time, so should be grown in such a way that they do not occupy valuable space any more than necessary. They should be brought into a cool house by the middle of January and until the foliage begins to grow can be placed along the edge of the walks if room is not available, but they must not be left standing in this location too long for when the leaves begin to unfold they quickly draw toward the light and a plant growing to one side of the pot will be the result. So as soon as growth starts they should be placed on the bench in full light. They can be grown quite close together for some time, but when the foliage begins to touch that of the plant beside it they should be spaced out and given room enough for the plants to grow shapely. Spiræas require a large quantity of water during their entire culture, especially those that are potted in as small a pot as possible, which is the general custom with all growers. To make the large specimens, two or three clumps are planted in the same pot when started. These will make large plants for church decorations at Easter. If the plants are grown in a house which is to be fumigated by tobacco smoke they should either be removed from the house or well covered with papers; the foliage quickly burns when subjected to tobacco smoke and the plants are blemished.

Back to Hog Raising.

When you get tired of selecting the members of Mr. Harding's Cabinet for him you might devote a little time to deciding what you will plant in your garden this Spring. Harding won't mind.—Southern Democrat, Oneonta.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Flower Shop on the Stage.

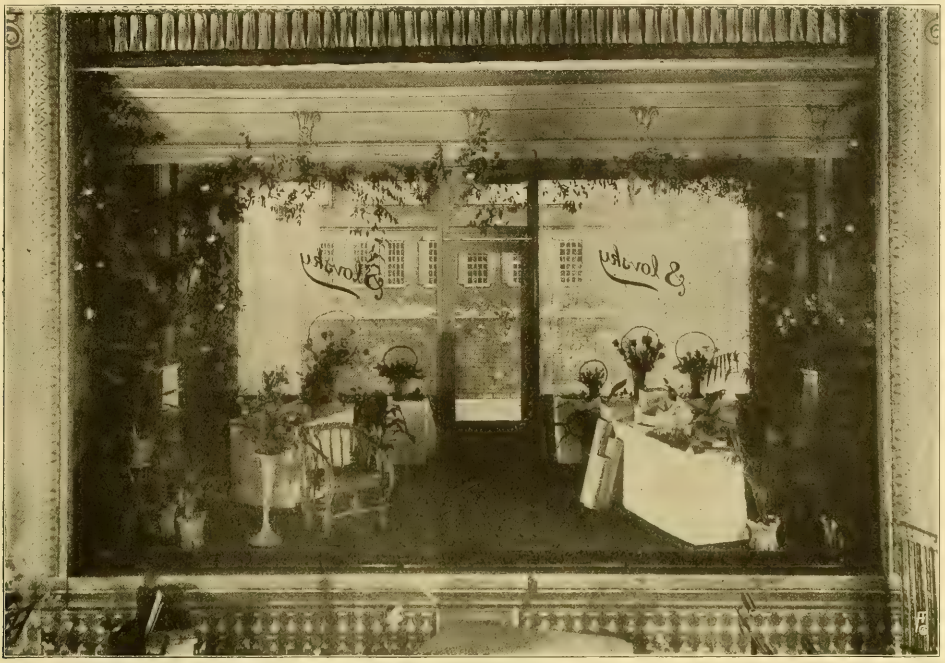
The F. Walker Co. of Louisville, Ky., had a very unique setting of a flower shop on the stage of a motion picture house recently. The display was used in connection with a sketch, entitled "The Sign of the Rose," and produced by George Baban.

Washington's Birthday.

While there is not much to the anniversary of the birthday of the father of his country in a floral way, it gives an opportunity to call attention to the store and its products which should not be overlooked. The story of the hatchet and cherry tree appears to be inseparable with the day and can be played for all it is worth. Twigs from the woods or real cherry branches, when decorated with leaves and cherries, have quite a natural look and can be used to good effect on the outside of cut flower boxes. Miniature trees from the woods that will look well in a six-inch pot when decorated with leaves and cherries are quite saleable. The pot is to be decked with crepe or other covering, and tied with a narrow tri-color ribbon. A miniature hatchet is also a good addition.

Corsages are always in demand on this day as when the theaters and movies do a record business. These, made of red and white carnations and violets and tied with tri-color ribbon, are in keeping with the day. Many other flowers will answer as well. There are many home entertainments and dinners at this time, at some of which the decorations are quite elaborate. Where there is no central chandelier, a good sized cherry tree well decorated with leaves and cherries, makes an appropriate center. Tall, slender vases of red and white carnations, or roses, rising from a plateau of violets, are suitable half centers. If the table is round, a wreath just inside the plate line may be made on a form or built up on the table with smilax and sweet peas, or carnations. Any of the flowering plants can be given a holiday touch with tri-color ribbon, small flags, hatchets and small branches of cherries.

CALENDULAS IN STONEWARE VASE.



FLOWER SHOP ON THE STAGE.

The window should be made attractive, the central feature should be a plaster bust of Washington, decorated with a good sized flag. There are many ways in which this can be arranged, all attractive. If the bust is carefully taken care of, wrapped and put away, it can be used a number of times. All other specialties, corsages, plants, boxes of cut flowers and decorated empty boxes nicely arranged in connection with the central feature, will present quite a handsome window.

The Lenten Season.

Lent starts in early this year and while its strict observance calls a halt on all large social functions, there are a number of every-day events that call for the use of flowers with such frequency as to keep the wheels of the flower shop machinery moving satisfactorily. Flowers are becoming much more plentiful, some, such as sweet peas, carnations, violets, daffodils and other staples, can now be had in quantity, and at prices that will show a good profit on a quick turnover. The progressive retailer always strives to keep things moving. If anything like a lull sets in and business slows up a bit, he immediately gets busy with a rearrangement of his store interior and window, selects stock to be featured and puts it to the front in quantity; arranged as attractively as possible. Daffodils in pots, pans and cut, make a good stock to push at this season. These, combined with pussy willow sprays on the growing plants, and well decorated pots, are springlike and salable. There is a light weight but pliable, parchment like paper that comes in a number of shades that makes a very good cover. Cut in squares, set the pot on a saucer in the middle of the sheet and draw the paper up around the pot and tie with a tape or light tasselled cord the color of the flower. The edges of the paper will be irregular, and should extend three to four inches above the pot, or even higher with some plants. An inside sheet of a color the same as the flower will give a good decorative effect. The outside sheet should be white in most instances. A window full of these with a price card, is pretty sure to start something. The cut daffodils in small vase baskets, or in shallow bowls, or in dozens in cornucopias of waxed or white paper, are very inviting. A little direct mail advertising calling attention to a sale of spring flowers will be worth while.

Sweet peas are another quantity flower that can be moved in much the same way. There are grades to suit every purse, and they can be put up and handled in many different ways. The long-stemmed stock arrange beautifully in tall, slender vases, and in rose bowls for table centerpieces. Several bunches look beautiful in a cut-flower box together. A drive on carnations, in bunches of one dozen or 25, will interest many, particularly when they can be offered at prices much below those prevailing but a short time ago.

A publicity plan that is a bit expensive but nearly always productive of good results, is to send to good customers or prospects, a small sample box holding a bunch of peas or a half dozen daffodils or some other flower that is to be featured. These, of course, must be without blemish and each box should contain the leaflet referring to the spring flower sale or display. These are just leaders or drives to stir things up and the staples, roses, orchids, violets and other standard items of stock are to be in good supply for those who will be wanting something more expensive. Small tables in the store, decorated and calling attention to every-day events, such as a "birthday table," "when the stork comes," "anniversary remembrances," will be found interesting to visitors and will call to mind an occasion in the near future, when they will want some such floral tokens. Such features can be run for a week once a month, as the store's interior should be changed constantly. The same display tables can be used to feature fern dishes, flower bowls, vases, baskets of cut flowers, decorated plants and many other stocks to which it is desired to call special attention. Articles displayed in this manner at each table with an explanatory card with prices will effect many sales that would not have been made if the stock had to be asked for.

Next Week in the Flower Shop.

The most continuous and profitable work of the retail florist is the demand for flowers for funerals. Many shops make this work their specialty, and I do not refer here to the "crepe pullers," who are in a class by themselves, but to a certain type of store, where no attempt at display or featuring of plants and flowers is made, in fact very little perishable stock of any kind is carried, the necessary material being purchased after the order is secured. Certain people are not educated to the use of flowers, and only buy them for funeral occasions. Such are the patrons of these stores.

The legitimate, enterprising and up-to-date retailer, who caters to all branches of the business, with a good

stock to meet his every-day requirements, works up a family trade and confidence that insures other orders. their funeral work as well. Some retailers in order to increase such trade, obtain membership in a number of societies, hoping through the prominence gained to be able to influence a certain amount of business. Some who would not pull door bells, issue small illustrated and well worded booklets. The designs and sprays described are such as they make to advantage and find most profitable, and graded prices are given. These booklets are mailed to fresh additions to the death announcements as they appear in the morning and afternoon papers. When the deceased is seen to be a member of a union, lodge or society, or where the invitation is to his late fellow-employes here is an opportunity for business that is thought by some to be worth looking up and which may be solicited without overstepping the bounds of propriety. Frequently a flower committee is appointed who are glad to have suggestions and be relieved of the work, and quite often good orders are secured in this way.

THE YEAR BOOK.

In the year book should be kept a record of all kinds of anniversary occasions. Particularly those of the store's own customers. Weddings, birthdays, store openings, school class days, and anniversaries of death, when flowers are frequently sent to the cemeteries, are some of the important days. Much work for every week in the year may be obtained by a close follow-up system, which sees that a few days before the annual date, an anniversary circular is mailed together with a letter, announcing the flowers sent for the event, birthday, etc., could be duplicated and given the firm's best attention. Much business can be picked up in this way that would otherwise be overlooked or possibly be given elsewhere.

Roses are now getting more plentiful and when they can be purchased to advantage, a special sale of the short to medium grades will make a good impression. Sweet peas are now at their best and should be recommended for all kinds of table decoration. Their exquisite form, coloring and fragrance, makes them one of the most popular of cut flowers. In their various grades, they are priced to suit all purses and there should be a good stock on hand at all times. It is also daffodil time and the comparatively low price at which they can be sold should insure the stock being turned frequently.

It is well to keep trace of all customers, particularly those that are missed for a while. Some slight misunderstanding may be keeping them away, and if so, it should be explained and corrected as soon as possible. A small but choice box of sweet peas or other popular flower, with compliments of the store, is sure to be well received and answered with a personal call or note of thanks.

A basket or two of growing foliage and flowering plants are sure to be admired and give a decorative effect to the store. It will soon be time to keep these to the front as Easter is not many weeks away. Frequently they are taken when cut flowers are thought too dear or on account of their lasting qualities.

Are you keeping the Florists' Telegraph Delivery service to the front? It will repay handsomely all the featuring you can possibly give it. It is like the rolling snowball which grows in size as it is pushed along. Many possible customers who pass your store daily would, with a knowledge of this service, come in and purchase. See to it that they are educated and enlightened. Do not slight such a good business opportunity by waiting for the other fellow to send you his orders, get busy and go after them yourself.

Keep your store window brilliantly lighted and remaining on duty until 11 p. m., always display something in it that will be of interest to the passer by. Or at times with the top lights out try a spotlight on a picture frame or a choice basket or wreath. These will be sure to attract attention.

A Lost Opportunity.

Washington is a city of refinement, and its magnificent public buildings, monuments, broad boulevards, and parks system cannot but have an uplifting effect in educating the citizens to a love for the beautiful. The success of its numerous and well managed flower shops show that there is an exceptional demand for flowers both from the residents and the large transient population many of them people of wealth who crowded the city during the social season.

The recent exhibition of the American Carnation Society, at the national capital, was a wonderful display, splendid in variety and exceptionally fine in quality. Nothing better or perhaps as good has been seen in the past decade. There have been times in the past few years when it was said the carnation was losing its prestige and popularity; some even going so far as to wonder whether it would ever come back; it came back all right and is here to stay. Beautiful as the flowers were, however, it was but a growers' exhibition of their best products from all parts of the country. New and old varieties were brought together for comparison. There was no attempt at decorative display, the flowers being bunched together as called for by the schedule, 50 to 100 in large fibre vases, and placed in single rows in the middle of the display tables. The judges made their awards and for the balance of the day and evening they were open for inspection. All the next day they stood as originally placed, in fine condition, but in splendid isolation. The growers were

NEW CACTUS-FLOWERED ZINNIA.

in convention, but neither the public or the flower lovers of Washington had been invited, and this opportunity to exalt the carnation and show the perfection to which it has attained was lost. With this wealth of flowers there was a splendid opening the second day to exploit the carnation and exhibit its decorative possibilities in artistically arranged baskets, vases, and table decorations. There is no doubt but the local florists would have been glad to lend their assistance in the tasty arrangement of flowers, given them by the growers' committee for this purpose. A most attractive exhibit was a basket containing 100 Laddie grown by S. J. Goddard, beautifully arranged by Harper Hetherington, and also an artistic vase basket, exhibited by Strout's, Inc. All such arranged exhibits could have had the name of the grower and also the decorator on them. Had such a one-day exhibition been well featured in the papers for a week before, together with some photographs and stories of the flower, it would have resulted in a splendid attendance and great publicity for the carnation as well as the flower business in the nation's capital.

K.

Has Our Publicity Campaign Helped

TO SELL MORE FLOWERS?

This was a query we would get very early in the stages of our advertising. Then came the period when our campaign sunk in a bit and was followed by retailers doing more advertising on their own initiative and by encouragement from our national campaign. The co-operative advertising in many of the cities then followed, which has kept increasing in some centres due to the efficient manner in which they are receiving local subscriptions and where all are paying in like proportions, which of course, is the healthful way. We also note a tendency in localities were the plan is not equitable to fall off in the co-operative advertising as well as in retail florists' personal advertising, due to the enthusiasm being on the wane caused by the relaxation of the co-operative advertising, which of course is the natural trend of action, one depending on the other. Have you noticed in the districts where advertising is being carried on, the inceased demand made for flowers, also the contrary condition where advertising is not put forward? Success will come only by continued and persistent advertising.

Now, a new query comes to me every now and then, which is a healthful sign and should ordinarily be a regular thing, namely: What has become of national advertising in the magazines? How many have missed it lately and why has it not appeared the past few months? Well, the answer is simple. Your publicity committee cannot function unless they have the money to carry on, and they prefer to wait until the funds are available and in the treasurer's exchequer before they can contract for magazine advertising. We will soon feel the need of its continuance, and when we do we will have to use twice the effort to get back where we were a year ago. Phillip Brooks once said: "Be courageous. Be independent. Only remember where the true courage and independence came from." How well this reminds us of our national campaign. Let's see: Be courageous—we were, particularly when we entered into a campaign when the majority felt it was not the proper time. Be independent—we took a decided stand, and went ahead. Only remember where the true courage and independence came from. In the midst of co-operative and other forms of publicity do not forget your national campaign which gave the support and lent enthusiasm for still greater advertising among florists than ever before. Support your fund and keep the ball rolling so that all will benefit as well as yourself.

HENRY PENN, Chairman.
National Publicity Campaign.

NEW SWEET PEA FLAMINGO.

In Mulberry Bend.

No Fifth Avenue wedding, when an American beauty married an English earl, ever brought out a bigger or more patient crowd, or a greater display of flowers than were seen recently in the Mulberry Bend neighborhood. The occasion was the commencement exercises at Columbus school, Mulberry and Bayard streets, when 130 children of Italian, Chinese and possibly a few American families received their diplomas. It was estimated that the floral tributes represented an outlay of more than $2,000; certainly it looked as if every florist's shop below Fourteenth street had been stripped to make the commencement a festive one.

While the exercises proceeded on the fourth floor, relatives of the diploma recipients waited below in the hall and outside in the street, their arms blue from the biting winds, but their faces bright with anticipation of the surprise in store for Salvatore or Serafina, or little Mary Foy, when they walked straight into the red and white bouquets that made the wintry street bloom like a June garden. Mulberry Bend never saw anything quite like it before. Neighbors hung out of the windows and parents made it a special holiday with a family celebration which, in many instances, continued through the evening.

Cactus Candy.

Lousiana has a new product. It is cactus candy. The cactus is peeled, dipped in hot syrup or molasses and coated with powdered sugar. Many cane syrups and other similar products are common in every home in the south, so the confection is easily made. Sugar mills are also taking it up as a side product to be turned out during the slack seasons of the year.—Popular Science Monthly.

WITH THE GROWERS

The Joy Floral Co., Nashville, Tenn.

The Joy Floral Co.'s gardens are about three miles from the city's center. As one nears the plant he sees a fine range of greenhouses of imposing appearance, and gives one the realization of the success which the Joys—father, son and grandson, have accomplished. The entire tract comprises 90 acres. Thomas H. Joy, who is married, with one son, has a pretty home. On the other side of the lot are the cottages of the employees, of whom there are 40.

CARNATION MAINE SUNSHINE AT STROUT'S, INC., BIDDEFORD, ME.

The rose range consists of five new houses, 31 by 500 feet, and an imposing lot filled with strong, vigorous roses. The rose houses are of steel construction. The range was completed late last summer. All the new roses are grown here, Columbia, Kaiserin, Milady, Mme. Butterfly, Premier, Russell and Cecile Brunner. These houses have been continuously in bloom since they were put in and now a number of the benches have been topped for Easter. The benches are four feet wide and there are six to a house. A concrete walk will be constructed between the greenhouses, so the extra dirt and fertilizer can be moved. The daily cut is 3,000 roses. This enables the firm to suply their Chattanooga and Atlanta stores also. The roses are of the very best grown, in size, color and foliage. Some have stems three and four feet long. In the 14 houses there are 88,000 rose plants. There is a total of 325,000 square feet of glass.

Carnations occupy no little space, different houses being filled with red, pink and some with white varieties. They have a beautiful white seedling which the young men have named for their grandfather, "Thomas S. Joy," who founded the business but who has now retired. The other houses are filled with all kinds of plants needful for every purpose, and available at different seasons of the year. One large house is devoted entirely to Easter lilies, timed to come on just at the Easter season. A perfect riot of color was in the house, where 2,000 cyclamen plants were ready for the Valentine trade. In other houses were hydrangeas, baby ramblers, bulbous stock. Lorraine Begonias and sweet peas, which are now on sale, with a great demand. We must not overlook a perfect forest of hanging baskets, prepared for the spring market.

Recently the American National bank consolidating with the Cumberland Valley National bank and moving into a splendid new building, had an opening. The Joy Floral Co. furnished them with any number of handsome, floral baskets, decorated birch boxes and 6,000 carnations, which were presented to visitors. Another concern was furnished with 5,000 carnations and a large quantity of roses, at their opening.

The Joy Floral Co. does all their own propagating, having a long house devoted to the purpose. Mr. Smith, an experienced grower, has this matter in charge, while Mr. Johnson has taken care of the rose growing and Mr. Lish has supervision of the potting of plants. One of the most important features, and up to date in every particular is the heating apparatus, a veritable industry in itself. Large buildings in the middle of all the glass houses have a perfect network of pipes, pulleys, valves, machines and pumps, all necessary to the business. Last summer the plant was equipped with new boilers, with a greater heating capacity. A vacuum pump that works automatically, pumps their water from a never-failing well into a reservoir, from which it is conveyed to the pipes. It generally takes 125 carloads of coal to run the plant through the winter, but this winter being so mild, they needed only 80 carloads.

Ten acres are reserved annually for out-of-door flowers, and sweet peas, jonquils, peonies, iris and other out-of-door plants are then in profusion.

Too much cannot be said of the young men who are handling this wonderful enterprise, Messrs. Thomas H. Joy and Harold Joy. The former has charge of the store and all branches, and the younger, Harold has supervision of the growing end of the business with 40 capable men to assist him. The venerable grandfather, hale and vigorous, despite an advanced age, no longer worries with the details of the plant, but leaves it to the younger members to run, while he enjoys a well-earned respite from cares.

Carnation Handicaps.

Charles S. Strout, Biddeford, Me., in a talk before the Florist Club of Philadelphia at its January meeting, pointed out some of the difficulties which handicap the carnation, which flower, he stated, needs a friend at this time. The main trouble is that, as a flower, it is held to be greatly inferior to the rose, when as a matter of fact, it costs equally as much in expense and care to produce. In Christmas price lists sent out by high class retailers, the prices of red carnations were so high as to be prohibitive, for the reason they did not want to keep in stock or handle them. City florists should remember that with four-fifths of the grower-retailers over the country, the carnation is their quantity flower, their standby for funeral sprays and loose cut flowers.

There are several groups of carnations. Some are great producers of medium sized flowers, fine for local trade, but not good shippers. Certain varieties were croppers and late bloomers, and others were good until the middle of January, and then burst their calyx so badly as to be unprofitable. Five to 10 years ago, an average price the season through of two and one-half to three cents was profitable and satisfactory. Then skilled greenhouse men commanded $2 per day, and coal at the boiler was $4 to $5 a ton. Now, with labor $6 per day, and coal $11 a ton, it is necessary to get an average return of $6 per hundred.

Recently, in the New York market, he had seen improved methods of packing and shipping carnations, that, to him, looked very practical. Shallow pasteboard boxes containing 150 flowers, nicely packed in layers, with

CARNATION WHITE DELIGHT AT STROUT'S, INC., BIDDEFORD, ME.

paper between the rows, the stems overlapping in the center from each end and tied down with a tape over a paper pad which held all firmly in place. A number of these boxes came packed in a wooden case. All had carried very well and were sold by the box at prices that averaged 20 per cent more than the average bunched stock, over which they had the preference with all discriminating buyers.

In describing his varieties on exhibition: Roslyn, a flaked pink sport of Matchless, and as good a producer, much the same in everything but color, improves to a deeper shade as the season advances. Lady Norcliffe, salmon pink, an English variety, was fine to be grown for local consumption. Thirty-five flowers to the square foot of bench space was its record with him. Snow White was a medium sized flower, very fragrant and spicy. It bore last year 41 2-3 flowers to the square foot. Peerless Pink, a large flowered type, a bright cerise, did well until the middle of January, when it burst so badly that he then threw it out and followed with snapdragons. White Delight is a steady producer, wonderful keeper and free to root. Its record is 31 to 33 flowers to the square foot. Improved Pink Ward showed no streakedness that so often mars the original variety. This and Crystal White are the parents of his fine yellow, Maine Sunshine.

Mr. Strout urged that all carnation men should mark the date of the American Carnation Society convention and exhibition in Washington, January 26 and 27, and arrange their affairs so as to be able to attend and bring some of their best flowers with them. K.

CHRYSANTHEMUM SEEDLINGS.

New York Spring Show.

MARCH 14-20.

With the various promises of support in the way of interesting exhibits taking material form, all doubt is removed as to the success of the Spring show as far as the larger exhibits are concerned. In addition to the big exhibits already reported, our committee is pleased to announce an exhibit by W. R. Coe, Oyster Bay, of what will most assuredly be regarded as the most comprehensive collection of camelias ever staged in this country, or perhaps in any other. Plants in tubs, in profusion of bloom, will be exhibited, and it is expected the number of varieties will be large, as the collection now possessed by Mr. Coe includes 57 varieties. The collection of cut camelia blooms staged by him at the last exhibition was most interesting and attracted a large amount of attention. It was especially pleasing to the older among the public, inasmuch as they saw the blooms which, years ago, took the place of the orchids and gardenias of today, and the procuration of which was always a matter of concern to the florists of days gone by. Another exhibit expected to attract considerable attention will be one composed of cut material from the greenhouse of Joseph Widener of Elkins, Philadelphia, Pa.

The plan of the show, as laid out months ago, is now practically complete. Competition in the largest group class is likely to be very keen, entries already received assuring this. All the other group classes are well filled, and this year there is an increase in the entries for the class covering the 500 feet group of flowering plants arranged for effect, orchids excluded, but suitable accessories allowed. It was difficult in previous years to secure two entries, but this year there are three. The prizes in this class amount to $1,000. It has been necessary this season to allot much more space than customarily for the competitive exhibits, and the committee is greatly elated over this condition. It seems more than likely that the final show in the Grand Central palace will be the largest and best ever staged on its floors. The committee is most earnest in the request made for small exhibits. Very many florists, and private growers as well, could stage a vase or two of some flower or other. Subjects such as antirrhinums, wallflowers, iris, myosotis, or stocks, for instance, are interesting to everybody, and the more they are seen, the better for the florist's business.

The official catalogue of the exhibition is well under way—it really should be called a handbook, for it is full of valuable information on horticultural matters, and is preserved as a book of reference. Available space in the trade section is growing less almost daily. Exhibitors in this section evidently appreciate fully the advantages presented by a class exhibition of this kind, which brings prospective customer and nurseryman or merchant into personal contact, resulting to the good of each. The window poster cards and the large billboard three sheets are ready, and many of the former are already displayed in florists' windows. The management will be grateful for the courtesy of proffered assistance in window display of the poster, and will forward cards to all who can find a place for them in their establishments.

ADDITIONAL EXHIBITORS.

Additional exhibitors not previously reported are: Burlington Willow Ware Shop, Burlington, Ia.; Flowerfield Co., Bemus Point, N. Y.; W. H. Lutton Co., New York; Associated Motors Co., New York, and S. A. Dawson, New York.

JOHN YOUNG, Sec'y.

Turkey Awake.

Mohammed VI, Sultan of Turkey, plans to establish a model farm and agricultural school, and is considering the use of American equipment throughout. Through the Constantinople office of the Guaranty Trust Co., of New York, he has sent to this country for specifications and price lists covering up-to-date machinery and implements for use in agriculture and forestry.

Rare Old Garden Books.

In a list of old horticultural books recently offered we find the following American publications: The American Rose Culturist, New York, 1852; The Flower Garden, or Book of Flowers, by Joseph Breck, New York, 1862; The New England Fruit Book, Etc., by Robt. Manning, Salem, Mass., 1844.

New York Cut Flower Growers' Ass'n.

At an enthusiastic meeting of cut flower growers held in the Engineering building, New York, on the afternoon of February 11, an organization was perfected and the name New York Cut Flower Growers' Associaton adopted. After some discussion it was unanimously agreed to pay in a six months assessment on the basis of $2 per 1,000 square feet of ground space covered by glass, and that this sum be expended by the executive committee for local advertising, as soon as possible, when the conditions prevailing in the market seemed favorable.

The growers, at this meeting, calling themselves the New York Cut Flower Growers' Association, for the work of the Allied Florists' Trade Association of New York, elected officers as follows: F. R. Pierson, president; F. H. Traendly, vice-president; and A. M. Henshaw, secretary and treasurer. The directors elected were: Eugene Dailledouze, C. H. Totty, Wm. H. Duckham, F. B. Abrams and H. O. May.

Growers representing 2,747,000 square feet of glass were present or represented as follows: F. B. Abrams, Ed. R. Asmus, W. G. Badgley, Bedford Flower Co., Briarcliff Greenhouses, L. Chevalley, L. B. Coddington, Crestwood Greenhouses, F. S. Dean, Duckham-Pierson Co., Jos. Fasanella, E. W. Fengar. Chas. Fish, A. M. Henshaw, Springfield Floral Co., H. Hentz, S. Kahn, Le Cluse & Le Cluse, J. A. Manda Co., M. Matherson, H. O. May, F. L. Moore, H. L. Patthey, Geo. Peters & Sons, F. R. Pierson, Richmond Floral Co., Reimels, Wm. A. Rodman, Anthony Ruzicka, W. H. Siebrecht, Robert Simson, Wm. H. Stone, C. H. Totty, F. H. Traendly, Wm. Vert and John Wallenborn.

A. F. F.

San Francisco, Calif.

TRADE RETURNS TO NORMAL.

After two weeks of rather light business trade has again returned to normal and business may be said to be quite active. It is not expected that the Lenten season will have any bad effect on business here, for in former years the demand for stock during this season has always been brisk. The shipping trade has been excellent throughout the season and at the present writing is still strong. Roses still continue to be in short supply with not enough stock arriving to fill all orders. Russell is not plentiful and stock is still held at very high figures. The limited supply coming into the market is however, of the best quality. Ophelia is also scarce with prices firm. Very little Columbia is to be had. All red varieties are in more generous supply this week, but stock cleans up quickly. Cecile Brunners still continue to be in short supply. A few Irish Fireflowers are to be had. Violets are now very plentiful owing to the warm weather. Princess of Wales is in over supply but shipping demand keeps the stock of the Giant violet cleaned up every day. Carnations are a little more plentiful the past few weeks. Prices are being well maintained for all standard varieties with Laddie bringing its usual high figures. Sweet peas continue to arrive in increasing numbers and nearly all colors are now available. Daffodils are coming into the market in large quantities. The large supply has caused a sharp drop in prices. Paper Whites are cheap and plentiful. Tulips are arriving more freely and are popular as a spring flower. Roman hyacinths are also in ample supply. Dutch hyacinths are beginning to put in appearance and are being sold in made-up pans of various sizes. Cut ericas, principally Melanthera, is one of the most popular flowers this season and is being handled in large quantities by all the stores. Gardenias are in short supply. Cattleyas are now at the peak of the season and are in heavy supply. The demand for them is very strong. There is a large cut of cypripediums in variety which find much favor in the stores. A few white chrysanthemums can still be found at the various establishments. The flowering bulbous stock, such as Dutch hyacinths and tulips are now to the fore and are the most in demand at present. Very good azaleas can also be had. Cinerarias are coming in freely and add greatly to the appearance of the shops. Bostons move well as do all other nephrolepis. Acacia Mollissima and Baileyana is in large supply and is largely used for decorative purposes. The demand for all green goods is excellent. Both asparagus and adiantums are scarce with not enough stock to go around. Freesias are in heavy supply but the demand is so strong that the daily cut is quickly disposed of. Colored freesias can be had in limited quantities. Lily of the valley is another scarce item. Lilium Rubrum in pots made their first appearance during the week.

Newell C. Osborn, Hartford, Conn
Vice-President American Carnation Society.

NOTES.

The regular monthly meeting of the Retail Florists' Association was held February 2. J. Kilroy, of the membership committee reported that practically every flower store in the city now remains closed all day Sunday. B. M. Joseph made a plea for the Far East Relief fund and the members responded generously. In the future the regular monthly meeting of the Retail Florists' Association will be held on the first Wednesday of each month at Native Sons' Hall, 414 Mason street.

A feature of the last meeting of the Retail Florists Association was the vase of Kenneth S. Murray's new pink rose. This is a sport of Columbia, the color being a flesh pink. Mr. Murray says it is a more robust grower than Columbia. The flowers were of the largest size and the stem and foliage all that could be desired in a commercial rose. It was accorded much praise by the leading retailers, who said the color made it a decided acquestion.

The first annual banquet of the Retail Florists' Association was held February 5. It was the largest gathering of the trade ever held here, 285 being in attendance. Ferrari Bros. contributed over 400 cattleyas for the tables. Angelo J. Rossi told of the aims of the association and of what had already been accomplished. Albert O. Stein, president, concluded with a short talk.

The Thomas Floral Co. has purchased the Conservatory Flower Shop. Michael Thomas will manage both stores, and has sold his interest in the Thomas Bros. store on Polk street in order to devote his attention to the two other establishments.

J. A. Axell says he is busy with his shipping trade, and that there is no slowing down in the demand for violets. He hopes the rose shortage will soon be over.

The Retail Florists' Association carried a very attractive 4-column St. Valentine advertisement in all the local papers February 12.

Visitors: Philip J. Foley and wife, Chicago.

JAMES T. LYNCH.

National Association of Gardeners.

The National Association of Gardeners has engaged space at the New York Spring Flower show, to be held at Grand Central palace, March 14-20, for a reception room and information bureau for the convenience of country estate owners. The secretary will be in attendance throughout the show to discuss any subject that may relate to the gardener or his profession, and the engaging of efficient gardeners for country estates.

A gardeners' conference under the auspices of the New England members of the association will be held at Horticultural hall, Boston, on Thursday afternoon, April 7. This will be during the week of the Massachusetts Horticultural Society Spring show, and exhibition show of the American Rose Society. As many out-of-town gardeners will attend this show, a large attendance is looked for at the gardeners' conference.

The 1921 convention committee appointed by President Craig will meet at the association's office in New York, February 18, to organize and to discuss the plans for the 1921 convention, which will be held in New York this fall. The committee is already in receipt of an invitation to have the attendants at the convention visit some of the fine gardens on Long Island on an automobile trip, with luncheon at one of the prominent country clubs,

A movement is on foot to organize a local branch of the National Association of Gardners in Nassau County (Long Island) N. Y., to promote the interest and welfare of the profession and its members in that community, by informing the country estate owners of the aims and purposes of the association, and by keeping them advised on the activities it is engaged in—in brief, to establish a more confident relation between the gardener and his employer.

Vice-President Osborn.

Newell C. Osborn, vice-president elect of the American Carnation Society, is a native of Connecticut, and has been connected with the florist business since boyhood. For over 12 years he has been employed by John Coombs, the well known grower of Hartford, Ct. Mr. Osborn is a family man, his home being at Newtonville, a suburb of Hartford.

A. F. F.

Pittsburgh.

STOCK MOVING SLOWLY.

St. Valentine's day did not cause much excitement in the local market. While there was an extra demand for small flowers suitable for corsage work, all other lines moved slowly, and with the exception of short roses, there was plenty of stock for every need. While this is written on Sunday and Valentine day is not until Monday, it is hard to tell what last minute orders will amount to. It is certain that there will be sufficient for all needs. At the present writing there is an over-supply of bulbous stock, which keeps things in an unsettled condition. Golden Spur, Paper White narcissi and tulips are coming in faster than they can be moved to advantage. The rose situation remains about the same with a daily clean-up on all arrivals; still prices have dropped on all grades. On some varieties the quality is not as good as it might be, due no doubt to the mild spring-like weather we have been having. The supply of carnations is on the increase, but in most cases the quality is not first class, as has been the case all season, and it is not likely that they will improve much from now on. Easter lilies are moving freely and is the one item that is holding up in price. The suply of Calla lilies is small and makes no impression on the market. Supply and demand in sweet peas remain about equal with heavy arrivals daily. Violets move slowly and while Valentine day caused an increased demand, it was nothing compared to former years. Freesia, mignonette, calendula and Baby Primrose sell slowly. Orchids and lily of the valley are in heavier supply and are good property.

NOTES.

Jake Gerwig of the Pittsburgh Cut Flower Co., has acquired local fame by figuring in the big money in a local ten pin tournament, he and his partner having carried off first place in the two men events and his team captured second place in the five men events.

Morris Stein, formerly of the A. W. Smith Flower Stores Co., but of late years located in St. Paul, Minn., is visitig friends and relatives. Mr. Stein is thinking of locating in Chicago after his visit ends. E. C. T.

Detroit, Mich.

IMPROVED CONDITIONS NOTED.

St. Valentine's day, looked forward to with much interest and some anxiety by the florists, brought an activity in business that indicated to some degree, at least, a restoration of improved conditions. Advance orders placed Friday and Saturday with many retailers led them to stock up plentifully to meet the expected demand that followed on Monday. A complete assortment of the season's offerings could be found in every shop, and eager buyers bought liberally at the reduced prices everywhere prevailing in both cut flowers and plants, the popularity of each class being pretty evenly divided. Violets, perhaps the finest ever offered here, were said by some to lead in the choice of cut flowers, closely followed by sweet peas, the stock of which was somewhat limited. Roses were the only item that higher prices were demanded for and these correspondingly moved slowly. Daffodils were popular and many were sold. Bulbous stock in pots and pans were fine and were perhaps with most retailers, the leaders for the day. Some of the shops made a display of plant baskets filled with assortments of flowering plants and these were largely used for the more expensive effects. Baskets of cut flowers too were a feature of most places and ranged from the small dainty ones to the more elaborate examples. The weather was bright and mild and most favorable for the very satisfactory business enjoyed by nearly all the florists.

RETAILERS ORGANIZE

An organization of retailers has been effected with the following officers: President, W. B. Brown; secretary, Harry Breitmeyer, and treasurer, J. K. Stock. The organization will be known as the Community Flower Shops and starts off with 11 florists as members. Any retail florists is eligible to membership and the initial sum of $50 is required with the application for membership. This fund is primarily for the purpose of defraying the expenses connected with the weekly meetings to be held, and includes luncheon. These meetings will be held every Friday at noon in Harmonie hall.

At the meeting of February 11, a full attendance was present and reports were made by committees appointed at the previous meeting. President W. B. Brown outlined the purposes of the newly organized body of local florists, which are: To provide a fund for newspaper publicity to be used at such times throughout the year that will be the most effective for the movement of the stock of cut flowers and plants that will in its effect prevent hereafter any of the so-called "gluts" that have in the past been a loss to the growers and a detriment to the trade in general. In this phase of the work of the Community Flower Shops it acts substantially as the sales end of the growers and wholesalers and in no manner antagonistic to those interests. Week end sales will be a permanent feature of the work outlined and Thursdays, Fridays and Saturdays are designated as the week end period for special sales. The daily papers will carry advertisements of these sales the first of which will be held the week ending February 19, featuring a holly fern for $1.50 each. A Valentine advertisement is announced under the publicity plan and all the members names will appear in connection with every announcement made by the Community. The funds for this feature are to be furnished pro rata by every member whose name appears and all such bills will be paid monthly, but all purchases of stock for sales will be paid for on the Friday following the sale period of the same.

The purchasing committee at present is J. Klang, John Mast, Robert Jean and Louis Charvat, whose duties specifically will be to keep familiar with the available stock deemed most suitable for special sales and make the purchases and designate the distribution of the stock to the different subscribers after the meeting determine upon the choice of such stock for the purpose of special sales. The publicity committee is headed by A. Pochelon, with P. Papes and Walter Toepke as his associates. It is expected that nearly all of the retailers of the city will join the organization which proposes the elimination of any evils that may be met with and the adoption of any method deemed wise for the general advancement and improvement of the retail florists' business.

NOTES.

The second annual meeting and exhibition of the Michigan State Florists' Association will be held March 8-9, at Saginaw, and the local Armory will be used for the occasion. There are now 137 members and a strong effort will be made to have a big successful meeting and exhibition. Secretary Robert M. Plumb, Detroit, will try to fill a chartered car with visitors from here. Big preparations, it is understood, are being made to entertain the visitors.

Visitors: E. G. Westman, Chicago; S. S. Skidelsky, New York.

J. F. S.

OBITUARY.

Louis H. Schaefer.

Louis H. Schaefer, former secretary of the Florists' Club, of Albany, N. Y., died there, age 56 years. The deceased was born in Brooklyn, N. Y., coming to Albany in 1894. Mr. Schaefer was an experienced seedsman and had learned the business from some of the oldest firms in New York. A few years ago he organized the seed house of Louis H. Schaefer & Son. He is survived by his wife and two sons, Louis and Henry.

John S. Nicholas.

John S. Nicholas, proprietor of the flower and fruit store at the Grand Central terminal, New York, died February 16, age 68 years. Mr. Nicholas was born on the Isle of Crete, coming to the United States in 1886. Beginning in a small way as a florist, he eventually became very successful, and was the owner of considerable real estate. He is survived by his wife and two sons, who ably assisted him in business.

Albert S. McDonald,

Albert S. McDonald, for more than 50 years a prominent florist of Boston, Mass., was buried from his late residence in Lexington, February 13. Mr. McDonald served throughout the Civil War as a lieutenant and was a member of the Grand Army of the Republic. He is survived by his widow, one son, Arthur and a grandson, Albert F. McDonald.

Pittsburgh Florists' and Gardeners' Club.

It was a surprise to most of the members of the Florists' and Gardeners' Club to see such a large attendance at the regular meeting February 1, 1921. Of course it was election night and the contest was spirited. The election resulted as follows: President, John Barnet; Vice-President, J. C. Walley; Secretary, Carl Becherer; Assistant Secretary and Treasurer, John Costoff; Executive committee: Augustus Friskhorn, E. C. Reineman and Julius W. Ludwig. Each of the winners gave a little speech pledging their best efforts for the good of the club. After partaking of the lunch prepared by our genial De Forest Ludwig, we were entertained with humorous stories from France and England by the speaker of the evening, J. B. Sheridan, who has seen service in the great war. To put it mildly he certainly gained the attention of the club members and visitors during his speech.

It was also carnation night, but the exhibits promised from novelty growers, failed to arrive in time for the meeting. The McCallum Co. showed Belle Washburn; James Murphy showed Laddie, Matchless and White Wonder; John Carman displayed some splendid seedling carnations of his own raising. The E. C. Ludwig Floral Co. presented roses, Premier and Milady, which were much admired. Some splendid cyclamen were shown by John Carman and William Thomson.

The visitors included: C. E. Ganton, William Jones, H. C. Girton and Wm. Graham of the Western Pennsylvania Florists' Associtaion; F. S. La Bar of the La Bar Nurseries, Stroudsburg, Pa.; C. Colyn Jr., of the firm of C. Colyn & Sons, Voorhout, Holland, and P. W. Popp of Mamaroneck, N. Y.

CARL BECHERER, Sec'y.

LAKE FOREST, ILL.—Greenhouses on the J. B. Moos estate were destroyed by fire recently.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

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From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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Of all months in the year,
Curse a fair Februeer.
—Old English Saying.

THE warm weather is said to be responsible for the large quantity of Paper White narcissus blooms on the various cut flower markets.

ST. VALENTINE business, which was expected to show some falling off on account of the day coming in Lent this year, is reported generally good.

DIRECT mail advertising by retailers is being taken up this season to a greater extent than ever before. Most of the literature is that prepared by publishers who make a specialty of this form of publicity.

At Miami.

A. Schultheis, wife and daughter, Wm. Loew, Joseph Thomas and Phil Kessler. Former President Miller has returned to New York after securing some young decorative stock and a place for Mrs. Miller's vacation next winter.

Plant Quarantine No. 37.

PROVISIONS FOR PLANT INTRODUCTIONS

In addition to the unlimited commercial entry which is permitted under Quarantine 37 of certain classes of plants, it is perhaps now generally understood that provision is made under Regulation 14 of this quarantine for the importation of all other plants whatsoever in quantities to meet any legitimate introduction needs. In order to give a fair opportunity to secure necessary stocks for such purposes, the board will issue to all applicants during the first two-year period of the quarantine special permits for any particular plant variety, new or old, unavailable commercially in the United States. In other words, such permits will not be refused to late-comers because permits for perhaps quantities of the plant concerned have already been issued to others. A two year period, however, would seem to be sufficient to allow practically all plant propagators opportunity to stock up with unavailable plants. Thereafter the issuance of permits for such plants will be made absolutely dependent on a showing of need and of commercial unavailability in the United States. It should go without saying that this provision will not restrict the issuance of special permits for the importation of new horticultural creations or discoveries.

This decision of the board is to correct a situation which had arisen in the administration of the quarantine where permits were being refused with respect to plants for which entry had previously been authorized and it was felt that it was better to give all an opportunity for a definite period to secure any of the plants which had once been authorized, rather than to arbitrarily stop the issuance of permits perhaps after only a few individuals had secured the plants in question, under the belief that sufficient stocks of these plants had already been imported. Importers and the public probably now fully understand that importation under special permits are only for reproduction purposes and the plants so imported must be kept for a period of one to five years, designated in the permit, and employed for such reproduction purpose under the control of the board and subject to such inspection from time to time as the board may require.

In this connection it may be a matter of interest to state that special permits under Regulation 14 have been issued, authorizing importation of approximately 5,000 different varieties of plants. Many of these varieties have been included in many different permits and the importation of some of them, notably in the case of bulbs and bulblets, has been authorized in very large quantities. Since the quarantine was promulgated some 650 permits have been issued for the entry for this purpose of the so-called "prohibited plants." These permits authorize the importation, if they can be found for purchase abroad, of upwards of 16,000,000 plants, including bulbs and bulblets, and also several hundred thousand ornamental and other plants. Importations made under these permits are now being successfully propagated and reproduced in hundreds of establishments in some 25 different states.

The policy of the board and the department of agriculture has been liberal as to the amount of plants which may be imported under these permits with the intention of giving ample opportunity to establish reproduction enterprises on as large a commercial scale as the market demands of this country warrant, and with the object of eliminating as rapidly as possible the dependency on foreign supplies and thus attaining the main purpose of the quarantine in greatly lessening the risk of entry of new plant pests.

Sweet Pea Bud Drop.

The results of our sweet pea bud drop studies this winter indicate that the lack of light causes the most of the drop. These results also indicate that the use of artificial light during periods of cloudy weather will greatly increase bloom production. In studying the effects of fertilizers and soil moisture on the bud drop, it was found that the buds began to drop on January 24 during a period of dark weather and they all continued to do so during the cloudy period until February 8 when a 100 watt mazda light was placed above the 12 plants used in the experiment. Twelve flowers were picked from these plants on February 10 and eight more on February 12. The weather continued cloudy during this period.

To check the effect of the light, a like number of buds of the same variety (Zvolaneks red) at the same stage of development were tagged in the college greenhouse, where bud dropping was also severe. These buds were tagged on February 9. On February 12 five out of the 13 buds under the light had made a full blossom while none of the buds without artificial light had developed any color. It is interesting to note that blossoms developed with artificial light on plots which had not up to this date produced a single bloom. Previous lack of bloom may have been influenced by the different fertilizer and water treatment. For the sake of gettting pronounced results the light was left burning night and day during the cloudy period but was turned off February 12 during the day as the sun appeared on that date.

This experience is given not because it is considered especially conclusive but because it is thought that florists might try it on a small scale during cloudy weather and draw their own conclusions. The effect of the light on other crops growing in the greenhouse probably need not be feared. In fact the few experimenters investigating this subject report that additional light has good or indifferent effects on forced plants. It is quite likely that the bud dropping of sweet peas is dependent upon the relation of the plant foods which the plant obtains and the amount of light secured. If blossoms can be secured during the cloudy days of the winter months with artificial light, florists will certainly profit financially.

H. D. BROWN,
Purdue Experiment Station, LaFayette, Ind.

Corrections.

In quoting James W. Heacock at the National Flower Growers' Association convention, in our issue of February 5, page 138, 50 per cent should read one-half of one per cent, which Mr. Heacock suggested as being more likely to find favor with growers who were being asked to join the association.

John Eitel & Son, Greencastle, Ind., call attention to the fact that in our report of the January meeting of the State Florists' Association of Indiana, the award of a certificate of merit to their dark salmon sport of Enchantress Supreme was recorded as being made to a rose pink sport of the same variety.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

For Sale—Greenhouse 22x24 feet or will sell rafters and glass separate. Glass 16x18 inches. No reasonable offer refused. Address.

MAT. KOSTKA.
5437 W. 25th St., Cicero, Ill.

For Sale—Flower and fruit farm: 12 acres; eight-room house; large barn; 8,000 clumps of peonies. On St. Joseph river and Lincoln highway. For particulars address

Alva Cathcart, Bristol, Ind.

Wanted—Flower shop. Give location and price. Address

Key 547, Care American Florist.

Situation Wanted—Experienced growing chrysanthemums, carnations, bedding plants and in general greenhouse work. Single, middle age. Address

Key 540, Care American Florist.

Situation Wanted

Young man expert designer and salesman desires position in high class flower shop in Chicago. Address

Key 541, care American Florist.

Situation Wanted

Expert salesman and designer.

Key 540, care American Florist.

Help Wanted

Industrious man as foreman and grower of carnations, chrysanthemums, sweet peas, cyclamens and general line of bedding stock. Good permanent position to one who can produce results. Send references and salary expected in first letter. Address

Key 528, Care American Florist.

Help Wanted

Salesman for a Toledo, O., retail store. Good wages.

Key 543, care American Florist.

HELP WANTED

Industrious man as foreman and grower of carnations, 'mums, sweet peas, cyclamen and general line of bedding stock. Good permanent position to one who can produce results Send references and salary expected in first letter. Address

Key 548, care American Florist.

Salesman Wanted

Territory open in several states; Holland bulbs; well-known grower; catalogues furnished; good side line; commission basis; replies treated confidentially. Address

Key 545, care American Florist.

Nursery Manager Wanted

Experienced in retail nursery work, growing trees, shrubs and hardy plants, and the filling and packing of orders. A first-class place for a first-class man. Address with full particulars.

ELLIOTT NURSERY
506 Magee Bldg., Pittsburgh, Pa.

Wanted

A FLORIST BUSINESS

Well established houses, well stocked and in good condition, with house and some land in or near a live town. Eastern states preferred.

Key 544, care American Florist.

For Sale

Outright or will consider man or men to take 50% interest and undertake complete management of retail cut flower business located in the heart of the retail district on the leading retail street of one of the largest cities of the middle west. Address

Key 546, care American Florist.

FOR SALE

Used hot water heating boilers in first-class condition ready for immediate shipment.

1 American,	will heat 1500 ft. glass, price....	$ 50
1 Cottage,	will heat 1600 ft. glass, "	60
1 Niagara,	will heat 18(0 ft. glass, "	70
1 Niagara,	will heat 2500 ft. glass, "	110
1 Spence,	will heat 3000 ft. glass, "	140

Also a number of larger sizes, write or wire us your wants.

ROGERS HEATING COMPANY, Ransomville, New York

FOR SALE.

140 roof bars, 13 ft. 8 in. long, 1½c per foot; 230 ft. purlins, 2c per foot; 2 ventilating machines, $7.00 each; 100 hangers for ventilating pipe, 10c each; 100 rods cables for same, 10c each; 40 purlin clamps: 75 pair galvanized hinges, 15c; 3,000 ft. 1¼-in. pipe; some 1-in. pipe; 1¼-in. globe valves; 2½-in. flower pots. We have some glass, 16x24, 16x22, 16x20, 16x18, 16x16, 16x12, 16x10, 14x20, 12x16 and 10x12, all double strength. This material is first class.

E. HUSTON & CO., Sistersville, W. Va.

For Sale

SECOND-HAND PIPE

All sizes from ¾ inch to 10 inch, A-1 condition, good collars and threads. Also lot of 14 inch pipe suitable for culverts. Write Dept. F.

MAX ZEIGLER & BROS., Muncie, Indiana

FOR SALE

Retail store in Chicago at a bargain. Good live man can make a success of this place, which can be had immediately.

Key 525, care American Florist.

FOR SALE

Three houses, 22,000 feet of glass, practically new, rebulbed this year; hot water heat; 7-room house; 1⅓ acres land; located at Wilmette, Ill., 14 miles north of Chicago.

FRANK FELKE,
R. F. D. 4, Box 158, ELKHART, IND.

FOR SALE

16 x 24 glass, per box................	$6.00
1¼ in. wrought iron pipe, per foot..	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each........................	2.50
Rafters or sash bars, per foot.......	.02
Shafting (heavy), per foot...........	.10
Shafting (light), per foot............	.06
Ventilating arms, each...............	.25
Ventilating hangers, each	.10
Garland iron gutters, per foot.......	.40

PETER REINBERG
30 East Randolph Street, CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Home-Grown Stock

Greatly Increased Demand

If you have any to offer, or are likely to have any soon, **advertise in these columns now.**

AMERICAN FLORIST CO.
440 South Dearborn Street, CHICAGO

Columbus, O.

BUSINESS ACTWE IN ALL BRANCHES.

Business has been rather active during the past week, and is the best week since the holiday season, and florists are accordingly well satisfied. The slump is now thought to be over and buying will be on a better plane from this time on. St. Valentine's day of course was one of the factors which stimulated trade towards the latter part of the week and indications point to an active trade. Many orders for corsages of violets and sweet peas were placed Saturday. Flowers as a rule are in good supply, with the possible exception of carnations, which are rather scarce. Roses, sweet peas, violets, narcissi and other flowers are plentiful. Prices are unchanged from the levels of the previous week and in fact there has been no material change for the past six weeks. Flowers are of good quality as there has been more sunshine to bring out the buds. Roses are probably the best feature in the ordinary trade. Carnations are also in good demand and the same is true of violets and sweet peas. Plants are plentiful and are selling briskly. They are principally cyclamens, primroses and orchids. Jonquils are selling well also and the same is true of Roman hyacinths and freesias. Both single and double violets are in the market and both are rather strong. Funeral work has been rather brisk and party orders are also good, although Lent is at hand and these are not expected to continue as active as formerly.

NOTES.

Walter A. Jones, head of W. R. Jones & Co., makers of greenhouse glass, is mourning the death of his mother, Mrs. Lydia Davidson Jones, who died recently at Los Angeles, Calif., from the effects of an automobile accident. She was the widow of W. R. Jones, the founder of the company. The burial took place at Kent.

T. J. Ludwig, head of the company bearing his name, and Walter Stephens, a florist at the Greenlawn cemetery greenhouses, are working for the reorganization of the Florists' Club. A meeting will soon be called of leading florists and a temporary organization will be formed. Many florists are in favor of the reorganization.

The Art Floral Co. had an attractive window display just prior to St. Valentine's day. In the window were choice cut flowers, plants and many valentines. The store has been enjoying excellent patronage under the new management.

J. W. L.

Albany, N. Y.

About 200 members of the Albany County Market Growers' Cooperative Association and their wives and friends held at dinner at the Hampton hotel on February 8. Harvey Holmes, the secretary, was toastmaster. The speakers included: Congressman Peter G. Ten Eyck; County Judge George Addington; Roy S. Smith, secretary of the Chamber of Commerce, and Attorney William T. Byrne. Closer cooperation among producers was the main theme of the gathering.

The death of Louis H. Schaefer, former secretary of the Florists' Club, is noted in the obituary column.

R. D.

DETROIT, MICH. — Toscanini, conductor of the La Scala orchestra of Milan, Italy, was recently the recipient of a fine floral tribute, while directing a grand concert here. The floral piece was in the shape of a lyre, artistically arranged with white and red roses, interwoven with natural evergreen leaves. The piece was presented by Italian and other members of musical societies, "Who Say It With Flowers."

Coppersmith

Burpee's New Dahlia for 1921

COPPERSMITH Dahlia is an ideal garden variety which is unsurpassed for cutting or general decorative work. The habit of the plant is perfect, the growth sturdy and upright and only of medium height.

COPPERSMITH blooms early and continuously, and is most floriferous. The plants are literally smothered with flowers, which are borne clear above the foliage on stiff, wiry stems. In type it is midway between Peony-flowered and Duplex.

One of the outstanding features of COPPERSMITH is its glorious autumn color, which may be described as a pleasing shade of light copper or bronze, with a glistening-like suffusion of salmon-yellow. The reverse side of the petals is reddish-bronze.

For the past three seasons COPPERSMITH has been one of the most admired varieties in our dahlia fields at Fordhook. Although brilliant in daytime, the unique color of COPPERSMITH is intensified under artificial light. Awarded Certificate of Merit at the Dahlia Show of the Pennsylvania Horticultural Society, September, 1920.

Strong plants, $2.00 each; 3 for $5.00; $20.00 per dozen, postpaid.

W. Atlee Burpee Co.,

Seed Growers Philadelphia.

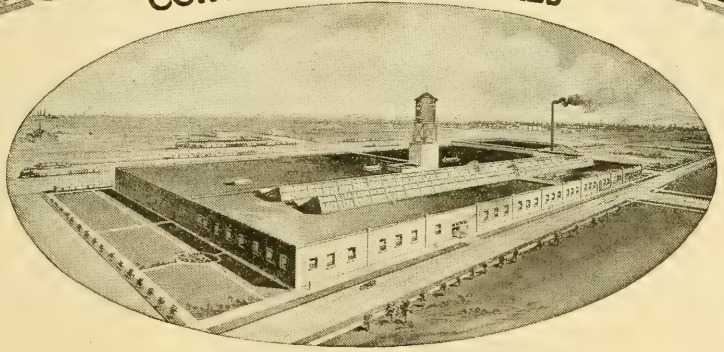
CHICAGO CARTON COMPANY

CORONA FLOWER BOXES

Representatives:
M. E. CHAPIN
516 Fifth Avenue
New York City

T. A. DIXON CO.
1526 Blake St.
Denver, Colorado

T. S. FINCH
601 Elm St.
Dallas, Texas



Home Office
and Factory
4433 Ogden Ave.
CHICAGO
Telephone
Lawndale 906

For Violets and Corsages

Size		Per 100
7 x 4 x 4	2-inch Top	$ 5.00
10 x 6 x 5½	2-inch Top	6.00
12 x 8 x 5½	2-inch Top	7.65
14 x 10 x 8	2-inch Top	12.60

For Cut Flowers

18 x 5 x 3	2-inch Top	$ 6.10
20 x 4 x 3	2-inch Top	6.05
21 x 5 x 3	2-inch Top	7.25
24 x 5 x 3½	2-inch Top	7.70
24 x 8 x 4	2-inch Top	10.80
28 x 8 x 4	2-inch Top	12.10
28 x 8 x 5	2-inch Top	13.05
30 x 5 x 3½	2-inch Top	9.25
36 x 8 x 5	**2-inch Top**	**16.20**

The sizes given here are carried in stock, in the popular MIST-GRAY and GREEN colors.

5% DISCOUNT

CASH WITH ORDER

The prices quoted herewith are f. o. b. Chicago.

When printing is wanted there will be a charge of $9.00 per color for printing 500, $12.00 per color for printing 1000.

Border printing and embossing will be charged for as time work in accordance with the amount of work involved.

For Sprays, Designs and Cut Flowers

Size		Per 100
16 x 16 x 8	Telescope....	$29.25
20 x 20 x 8	Telescope....	38.95
21 x 5 x 3	Telescope....	7.25
24 x 5 x 3½	Telescope....	8.90
24 x 24 x 10	Telescope....	55.75
30 x 10 x 5	Telescope....	22.00
30 x 12 x 6	Telescope....	30.25
32 x 32 x 8	Telescope....	63.75
36 x 10 x 5	Telescope....	25.20
36 x 12 x 6	Telescope....	36.35
36 x 14 x 8	Telescope....	46.55

BALL'S WHITE.

ASTER

Queen of Market. The standard early flowering type. White, Rose, Scarlet, Light Blue, Purple, Crimson, Dark Blue, Lavender, Flesh. Each of the above, **trade pkt., 15c; ¼ oz., 30c; oz., $1.00; lb., $12.00. Mixed, trade pkt., 10c; oz., 80c; lb., $10.00.**

The Royal. (The Early Flowering Branching type). Sown early inside, and planted out with Queen of the Market, it follows that variety very closely. White, Shell Pink, Rose Pink, Lavender and Purple. **Trade pkt., 25c; ¼ oz., 40c; oz., $1.40.**

For complete list of Asters, see our Spring Florists' Catalogue.

Ball's White

We feel impelled to tell you the high praise that we have received from our customers concerning your White Asters. In addition to its magnificent form, it also has the advantage of being an excellent keeper and one of the best sellers that we have to offer. We take great pleasure in recommending this variety to anyone for either commercial or private growing as it is superior to any White Aster.

Very truly yours,
THE CHICAGO FLOWER GROWERS' ASSOCIATION.

The flowering season comes between the Royal and Late Branching types, filling in between the early and late glut of flowers. It grows to a medium height, with full, distinctively centered blossoms, ideally formed for long distance shipping.

The seed of this Aster is about two-thirds the size of ordinary varieties. It is sold in ¼ ounce packets, containing about 4,000 seeds, at **$3.00 per trade packet.**

VERBENA

		Trade Pkt.	Oz.
Mammoth.	Mixed .....lb., **$10.00**	$0.15	$0.80
	White. Extra choice.....	.15	.90
	Purple shades	.15	.90
	Pink shades	.20	1.00
	Defiance. Brilliant scarlet, true	.15	.90
	Firefly. Brilliant scarlet, white eye	.25	1.20
	Hybrida Gigantea. A mixture of a new giant strain in which red shades with a large white eye predominate	.25	1.60
	Violet with white eye.....	$0.20	$1.20
	Auricula-flowered, mixed.....	.15	.80

Vaughan's Best Mixed Verbenas. This is unquestionably the best strain of Verbena seed in existence. It is composed of the best strains and colors of the Mammoth type, the Mayflower, the best European introductions of last year, all grown separately and mixed in the right proportion. **Trade pkt., 25c; ¼ oz., 50c; oz., $2.00; 2 oz., $3.50.**

For Other Flower Seeds See Our "Book for Florists."

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Big Drop in Rose Prices

We grow our own Roses especially for the Shipping Trade. Give us a Trial Order.

Buy Direct from the Grower

You always get fresh flowers and a more even run of stock.

PRICE LIST—Subject to Market Changes

In Effect February 15.

RUSSELL	Per 100
Fancy Long	$25.00
Good Length	20.00
Medium	12.00 to 16.00
Short	8.00 to 12.00

COLUMBIA	
Fancy Long	$25.00
Good Length	20.00
Medium	12.00 to 16.00
Short	8.00 to 12.00

PREMIER	
Fancy Long	$25.00
Good Length	20.00
Medium	12.00 to 16.00
Short	8.00 to 12.00

HOOSIER BEAUTY	Per 100
Long	$25.00
Medium	16.00
Short	8.00 to 10.00

OPHELIA	
Long	$16.00 to $20.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

SUNBURST	
Long	$16.00 to $20.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

WHITE KILLARNEY	
Long	$16.00 to $20.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

ASSORTED ROSES
—OUR SELECTION—

Good short and medium, including some **Russell, Columbia and Premier.** In lots of 200 or more. $10.00 to $12.00 per 100.

Fancy Ferns, per 1,000	$4.50 to $5.00
Adiantum, per 100	1.50
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per 100	4.00

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

VALENTINE DEMAND GOOD.

The demand for stock for Valentine day was good but not as brisk as some expected. Several of the wholesalers report that the total sales were considerably below those of Valentine week last year while others say that they were almost equal if not better. The out-of-town demand was not as heavy as it should have been but the city trade was surprisingly good. Stock of all kinds was plentiful and prices were reasonable. Violets had a good call and sold at prices ranging from 50 cents to $1.50 per 100, which of course refers to the New York doubles. Single violets sold at fairly good prices. Orchids and lily of the valley were plentiful and no complaints were received in regard to the prices asked on these two items. Sweet peas were in short supply and commanded high prices. Tulips, jonquils, Paper White narcissus, freesia, calendulas, daisies, pansies, mignonette, stevia and other miscellaneous seasonable stock was included in the offerings. American Beauty roses had a good call and the same holds true for Mrs. Chas. Russell, Columbia and Premier. Cecile Brunner and Nesbit were in strong demand and cleaned up quickly. Other roses suitable for corsage work moved nicely while roses in general had a good call. Carnations were in large supply and reasonable in price. Blooming plants played an important part in the Valentine demand this year especially hyacinths, tulips, cyclamens, jonquils, cinerarias and primroses. The weather was ideal for the occasion and while business was not as brisk as it might possibly have been some were pretty well satisfied with the results considering the general conditions and have no complaint whatever to make.

NOTES.

The Alpha Floral Co. report that its sales for Valentine week were the best in years with a strong demand for violets and sweet peas. Johnson & Chronis were pleased with the sales at the Forty-seventh street store. James Mollar, of the Alpha Floral Co., will neither deny nor confirm the report that he is going to join the ranks of the benedicts.

Gust Alles, of Wietor Bros., has the sympathy of the trade in the loss of his 12-year-old son Raymond, whose death occurred February 12. The funeral was held from the home the following Monday morning with services at St. Henry's church and interment at St. Henry's cemetery.

B. Juergens and son Fred of Peoria passed through here this week enroute to New York, where the latter will enter the auto business with an uncle.

Do not take any fake or imitation thread, claimed to be the Meyer silkaline, or smilax threads. Be sure the name Meyer in on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from and you will notice that our threads run full two ounces of thread to the spool. Be sure and get the Meyer thread.

Lower Prices Enable you to push cut flowers during the Lenten period—let your orders come—plenty of Spring Flowers.

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Excellent Roses

SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red GOOD CROP

Including the finest Mrs. C. W. Ward on this market, bar none

JONQUILS, TULIPS, DAFFODILS, VALLEY, FREESIA

Daisies, Calendulas, Violets, Lilies, Paper Whites, Pansies, Sweet Peas, Stevia and all other seasonable Cut Flowers.

Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

A. L. Vaughan & Co. have a new entrance to its store through the building hallway at 159 North Wabash avenue, which is an improvement if anything over the old one for it gives them much more needed floor space. A new ice-box has been installed and the firm is now comfortably located for the next four years.

The Central Floral Co. reports a most satisfactory Valentine business with the sales February 14 establishing a new record. This firm's artistically arranged window displays continue to attract the State street crowds.

Zech & Mann had a fine Valentine business with a complete clean-up in stock. Allie Zech says that this firm will have its usual supply of pot lilies for Easter, which reminds one that the big day is rapidly approaching.

Mangel had his share of the Valentine business with a heavy call for corsages. He used the daily papers quite extensively for this occasion in conjunction with his stores in the Drake and Blackstone hotels.

Arthur Peterson and wife, of Escanaba, Mich., were visitors February 14. They attended the funeral of Mrs. Peterson's brother, who died at Hammond, Ind., and was buried at Racine, Wis.

Poehlmann Bros. Co's. total sales for Valentine week were equal to those of the same period of 1920. Orchids and lily of the valley were in splendid supply with them and in strong demand.

Walter C. Kennicott's many friends in the trade are pleased to learn that he is manager of the local department of the Union Mutual Life Insurance Company of Portland, Maine.

Peter Reinberg is in crop with Columbia roses which are in good demand at the store. This house reports a good call for rooted carnation cuttings.

The Bohannon Floral Co. never had such a large Valentine business as this year and extra help was added to the regular force to handle the rush.,

The J. A. Budlong Co. had a big Valentine trade with the total sales comparing most favorably with those of the same occasion of 1920.

Sphagnum Moss

Choice quality—nice clean stock, put up in large size burlap bales.

Per bale.. .....$1.60
5 bale lots or more, per bale.... 1.55
10 bale lots or more, per bale.. 1.50
(Special price on larger lots.)

Get our list of other items, mailed free.

Geo. H. Angermueller Co.,
1324 Pine Street, ST. LOUIS, MO.

J. E. Pollworth of Kennicott Bros. Co. has returned from a business trip through the southern part of the state and Indiana.

C. H. Fisk, Inc., has just unpacked a shipment of palms for decorating purposes.

Chas. Drissler, of Wietor Bros., was 38 years old February 12.

The American Bulb Co. is mailing its new seed list this week.

Order Your Cut Flowers From Us

Our line is complete in every respect and includes all the leading Roses, Carnations, Sweet Peas, Tulips, Jonquils, Freesias, Paper White Narcissus, Valley, Lilies, Callas, Daisies, Mignonette, Stevia, Calendulas, Orchids and Beauties. Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

ROSES & CARNATIONS

In All the Leading Varieties

WIETOR BROS., 30 East Randolph St., L. D. Phone Randolph 2081. **Chicago**

A. Lange did his usual good Valentine business at his East Madison street store and had a heavy call for corsages. He used the daily papers to boost the day and is a strong believer in printer's ink.

Bassett & Washburn are in big crop with roses and are cutting heavily in all varieties. Mr. Washburn was well pleased with the Valentine business this year, which was up to all expectations.

The Fleischman Floral Co. had an unusually pretty window for Valentine day in which orchids played an important part. Business was good with corsage flowers in strong demand.

The Joseph Foerster Co. enjoyed a large Valentine business and cleaned up quickly in all lines of cut flowers. Sweet peas were in exceptionally strong demand.

The Chicago Flower Growers' Association had a large Valentine business with a heavy call from out-of-town points and a strong late city demand.

George Wienhoeber's sales for Valentine were very satisfactory and ran considerably ahead of those of last year.

August Poehlmann had his auto stolen recently but recovered it February 15.

G. A. Taffel, representing Schloss Bros. Ribbons, Inc., is making a western trip.

Vaughan's Seed Store is now very busy in all seed departments.

A. Henderson reports heavy sales of colored freesias.

Visitors: Chas. J. Reardon and wife, Bettendorf, Ia.; Miss F. L. Rennison and Bert Nicholas, Sioux City, Ia.; Miss Toms, of the Colonial Flower Shop, Goshen, Ind.; Rolf Zelitz, Dayton, O.

Increase in sales over the previous year

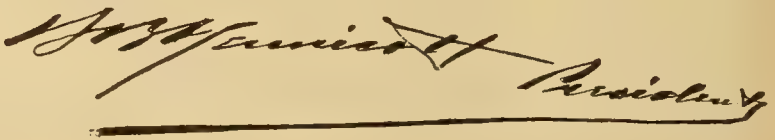
$112,919.74

FOUNDED BY FLINT KENNICOTT 1st

In our 40 years several wholesale houses have come and gone that had started soon after we first became established.

To continue the success that was destined to be ours it has been our policy to meet the wishes of the growers and retailers and still seek a higher level for the approval of the grower and the retailer; that is, to protect the patronage of the retail florist and the welfare of the consignor.

To rightly serve BOTH we always have felt a keen sense of our responsibility.



Roses AND Carnations

Choice stock in all the leading commercial varieties.

Buy Direct from the Grower — **CURRENT PRICE LIST** — Subject to Change Without Notice

		Per 100
MRS. CHAS. RUSSELL		
	Specials	$40.00
	Fancy	35.00
	Select	$20.00 to 30.00
	Medium	15.00 to 18.00
	Short	10.00 to 12.00
COLUMBIA		
	Specials	$40.00
	Fancy	35.00
	Select	$20.00 to 30.00
	Medium	15.00 to 18.00
	Short	10.00 to 12.00
SUNBURST, OPHELIA		
	Special	$25.00
	Select	$18.00 to $20.00
	Medium	12.00 to 15.00
	Short	10.00
Killarney Brilliant	Specials	$20.00
Killarney	Select	$12.00 to 15.00
White Killarney	Medium	10.00
	Short	8.00

	Per 100
PREMIER	
Specials	$40.00
Fancy	35.00
Select	$20.00 to 30.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
ROSES, OUR SELECTION	$10.00
Carnations	$ 5.00 to $ 8.00
Sweet Peas	2.00 to 3.00
Violets	.75 to 1.50
Jonquils	6.00 to 8.00
Tulips	8.00
Adiantum	2.00
Asparagus, per bunch	.50 to 75c
Boxwood, per bunch	35c
Galax, bronze and green, per 1,000	2.00
Ferns, per 1,000	$5.00
Leucothoe Sprays	1.00
Smilax, per dozen strings	4.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 **CHICAGO**

Chicago's Largest and Finest Assortment of Cut Flowers

Roses, Carnations, Peas, Valley, Violets, Orchids, Narcissus, Freesias, Jonquils, Lilies, Callas, Calendulas, Tulips, Stevia and all other miscellaneous seasonable stock including all Green Goods.

Cincinnati, O.

HEAVY SUPPLY CREATES LOW PRICES

The past week found the market very much glutted in regards to bulbous stock and long roses. Short roses are slightly scarce but long ones are to be had in any number. The Lenten season coming on has something to do with the business, it being this way almost every year. However, St. Valentine's day helped matters somewhat.

Spring flowers of all kinds, such as freesia, daffodils, hyacinths, tulips and Paper White narcissi are to be had at a fairly reasonable price. Freesia can be had at $4 to $6 per hundred and hyacinths and daffodils the same; good tulips are still bringing $8 per hundred. Carnations are now arriving in good numbers and quality, owing to the bright weather during the past two weeks, and are selling at $6 to $8 per hundred. Some white Buddleia Asiatica arrived and went well, owing to the scarcity of novelty stock. Sweet peas are now coming in good condition and selling fairly well, only the inferior grades are left. Owing to the limited amount arriving the price was high at $5 per hundred. Snapdragon, calendulas, primulas and Marguerite daisies are arriving in goodly numbes and going well. Lily of the valley is now to be had at this market and at fairly low figure of $8 per hundred. The past week found quite an abundance of blooming plants, including begonias, cyclamens, primulas and bulbous stock.

NOTES

P. J. Olinger reports having made quite a number of sales on his new

EXTRA FANCY
CUT FLOWERS
ORDER HERE.

Roses, Carnations, Sweet Peas, Tulips, Freesias, Paper White Narcissus, Jonquils, Valley, Lilies, Callas, Stevia, Mignonette, Daisies, Pansies, Romans, and a complete line of Greens

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

The Ove Gnatt Co., Inc.
Preservers of Natural Foliages LA PORTE, IND.
Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

carnation, Radium, selling 30,000 cuttings to one customer. He is receiving choice sweet peas and calendulas from his Newcastle, Ind., greenhouses.

The Wm. Murphy Co. has been receiving some very fancy sweet peas from C. A. Bosworth, Milford, and also some good Easter lilies from L. F. Murphy, Price Hill.

C. E. Critchell is now on the high sea, bound for Honolulu, but that does not keep his place from doing a good business in roses and supplies.

H. N. Shepperd reported a record week in plant sales and also in Florists' Telegraph Delivery Association orders for Valentine's day.

The Avondale Floral Co. has been very busy with fernery fillings for sun parlors and reports a good week in wedding orders.

Fred Gear has been having some very good window displays of late and also reports a good week in funeral work.

Peter Weiland is receiving some choice calla lilies and daffodils for which he reports good sales.

The Tromey Flower Shop has had a record week in funeral work.

E. A. Forter reports a banner Valentine's day business.

Visitors: J. C. Vaughan, of the Vaughan Seed Store, Chicago; E. W. Stout, of the Wickwire Spencer Steel Corp.; George Toffell of Schloss Bros., New York; Julius Dilloff, of Wertheimer Bros., New York, and R. S. Price of S. S. Pennock Co., Philadelphia, Pa.

G. K.

St. Louis, Mo.

IMPROVED CONDITIONS HELP MARKET.

The mild weather during the past week has effected the trade to a large extent. The sale of violets and other spring flowers has increased considerably. Valentine bouquets both for corsage and home are to be seen in practically all the florists' windows. They offered some very attractive valentine and surprise boxes at very moderate prices to attract the Valentine day trade. Prices remain about the same. It may be said that the most fashionable valentine this season was a corsage of violets and roses, or orchids and sweet peas, calendulas and other combinations. The supply of flowers on the market is not enough to fill the demand. Roses and carnations are headliners with narcissi both yellow and white, calendulas, sweet peas, and lily of the valley following closely in popularity. Greens are limited this week and the demand is great with prices good. Many windows are showing fine specimen plants of tulips both common and Darwin varieties. Hyacinths are not seen as yet. Such plants as cyclamens, primulas, stevia, ferns, draecenas and other pot plants play an important part in the decorations. A few callas are on display and Lillian Harrisii is plentiful. The supply of snapdragons is increasing but the quality of the blooms is not of the best. Freesia is a good seller this week and is retailing at $1.50 to $2 per dozen. There is an increase in the quantity of bulbous plants coming onto the market, but the demand is greater than the supply. It is feared that there will be a bad shortage of Easter lilies due to the excessively mild weather for the past 10 days.

Sphagnum Moss
Vaughan's Seed Store
Chicago & New York
Single Bales or Carlots

NOTES.

The Florists' Club held its regular meeting February 10, President W. A. Rowe presiding. A subject discussed was the "State Flower for Missouri." The Club was addressed by Miss Betty Boyd, who stated there were two flowers before the legislature—the red haw and the daisy. It was moved that the Club go on record favoring the daisy, but it was thought the wild rose, a more representative flower, would be better. J. F. Ammanns, Edwardsville, Ill., gave a short talk. A carnation show was held in connection with the meeting. Several new seedlings were sent by Baur & Steinkamp, Indianapolis, Ind., and locally by J. W. Steidel. The judges awarded a certificate for both the new carnations, Harvester, a white, and Edna, a red type, each of which gained sufficient points to be awarded a certificate by the Club. A new seedling exhibited by J. W. Steidel was also awarded a certificate

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
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Long Distance Phones Central 3283
Central 3284

Our Offerings Include:

LILIES
Absolutely the finest supply of Cut Lilies in this market.

ROSES
COLUMBIA
RUSSELL
White Killarney
Butterfly
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS
Valley Cattleyas

CARNATIONS
Paper White Narcissus
Single VIOLETS Double
Sweet Peas
Calendulas
Tulips Jonquils
Freesia

GREENS
Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

of merit. The flower is a dark crimson and very promising. Other exhibits consisted of primulas from F. J. Filmore & Son; cyclamens from Bourdet; a general exhibit from W. A. Rowe Co., including carnations, tulips, narcissi, calendulas, etc., two vases of roses were shown by W. J. Pilcher and some well grown cinerarias by W. C. Smith. There were 50 members present.

The Retail Florists' Association held their regular meeting February 7. There were 16 members present. The following officers were elected:- Theo. Miller, president; Emil Schray, vice-president; Andrew Hoffman, treasurer, and Fred C. Weber, secretary. F. H. Weber and J. W. Boerm were elected on the committee on arrangement of meetings. Membership committee: Oscar Ruff, chairman. The retailers were requested to become affiliated with this organization.

Street merchants are handling some third rate American Beauty roses, carnations, narcissi, freesia and violets of a good grade.

The Mullanphy Floral Co. had an unusually attractive Valentine window which drew many customers.

The Windler Wholesale Floral Co. is cleaning up on all stock, especially spring flowers.

H. G. Berning reported a large amount of orders for Valentine and Easter work.

Grim & Gorley kept their designers busy getting out Valentine orders.

F. H. Weber is showing many attractive types of corsage bouquets.

C. A. Kuehn reports a heavy business in his section of the city.

R. D. M.

Rochester.

MOST STOCK IN GOOD DEMAND

With the coming of Lent there has been a slight falling off in trade, although everything gives promise of a big Valentine trade, for advance orders are being booked. Bulbous stock such as tulips, daffodils and jonquils, poeticus, Paper White narcissi and fressia, are very plentiful and in great demand. Sweet peas are excellent just at present. There has been a decided drop in the price of roses, and the quality is very good. Lily of the valley is plentiful and so are catteleyas and orchids. Pansies, yellow daisies, forget-me-nots and some late stevia are on sale. Blooming plants of all kinds are available for Valentine's day.

NOTES

The monthly meeting of the Florists' Association was held February 11. The new officers were installed, after which T. M. Campbell gave an interesting talk on "Paternalism Gone to Seed," in which he discussed the interference of federal and state governments with the agricultural and horticultural industries. Plans have been started for a flower show this fall. Ambrose H. Secker, our new secretary, is makings things move by sending out snappy announcements.

J. B. Keller & Sons had an interesting Valentine window of kewpies of various sizes in different impersonations. An immense kewpie was the central figure of the various novelties displayed.

George T. Boucher had the decoration of the armory for the Movie Star ball February 8, and for the Auto Show February 7-12. He had an attractive Valentine window of spring flowers.

Frank Mahoney and George Kramer attended the funeral in Buffalo of Henry Krause, employed for many years by S. A. Anderson.

Miss Lillian Wheeler met with a serious accident February 6, and will be confined to her home for several weeks.

Mrs. Marie Jacobs has severed her connection with J. B. Keller & Sons and has given up work entirely.

J. M. Keller is producing some excellent lily of the valley in pots and also cut stock.

Hugo Teute is marketing some excellent primroses and malicoides.

Horace J. Head has just returned from a business trip. CHESTER.

Buffalo.

TRADE CONSIDERABLY IMPROVED

Trade the past week has been about as good as could be expected. Social events and weddings were not as numerous as earlier in the month. Stock is becoming more plentiful. Roses are in good supply, also carnations, while bulb stock is to be seen in profusion in all stores and at variable prices. Pot plants seem to have a ready sale. Funeral work has been somewhat plentiful.

The event of last week was the opening of S. A. Anderson's new flower shop, which took place February 10. The new store is about as up-to-date in every particular as could be wished for. The store is patterned after the Adam period and is of the most delicate design. Deep ivory is the color of the walls and arched ceiling. The handsome medallion work has been done in robin's egg blue. The incidental furniture and appointments are in keeping with the main design. A refrigeration system with thermostat attachment has been installed by Mr. Anderson to insure the stock being kept in perfect condition and at a proper temperature. The location of the store is the oldest in Buffalo, being opened on November 20, 1872, by Elias and David B. Long, and with the exception of a short period when it was the home of the German-American bank it has been a flower shop. The store was thronged with people all day admiring the shop and the handsome display of plants baskets and cut stock. Several baskets were sent by florist friends and others in the trade, and by the Retail Florists' Association.

BISON.

The Florists' Supply House of America

Buy Bayersdorfer's Easter Baskets

Especially made for plants or cut flowers. Artistic and novel in design and coloring. Strong, substantial and thoroughly practical.

LET US SEND YOU A SAMPLE ASSORTMENT.

Suitable for Cut Flowers.....$25.00, $50.00, $100.00
Suitable for Plants..... 25.00, 50.00, 100.00

BAMBOO POT COVERS

Especially well made. **Special Offer.** Dyed all colors, to fit pots.

	Natural.	Dyed.		Natural.	Dyed.		Natural.	Dyed.
4-inch.....	12½c	15c	6-inch.....	18c	20c	8-inch.....	25c	30c
5-inch.....	15c	18c	7-inch.....	20c	25c	Nest of 5.....	90c	$1.15

FOR ST. PATRICK'S DAY

Carnation Dye, per package, 50c. **Paper Novelty,** with cups for flowers, $12.50 per 100.
High Hats, of basket weave, 50c each.

Let us send you our New Illustrated Catalogue, A postal card will bring it.

H. BAYERSDORFER & CO., 1129-33 Arch Street, PHILADELPHIA, PA.

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WILD SMILAX-That's Us

$7.50 Per Case, F. O. B. Chicago

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ERNE & COMPANY

E. Randolph Street, —WHOLESALE FLORISTS— L. D. Phone, Randolph 6578. CHICAGO, ILL.

Boston.

INCREASED DEMAND CLEANS UP STOCK.

The market has been quiet up to the last of the week, when the demand increased and stock cleared up very well, with little or no advance in prices. Carnations and roses are the leaders, with bulbs following closely. Jonquils have shortened up but the easy demand has kept the price down. Freesia is arriving in fairly good quantity and cleans up with difficulty. There is a large amount of peas coming in but they are mostly short stem and of rather mediocre quality. The long stem peas clean up fairly well from day to day but at only a fair price. Violets are in good demand, which is owing to the fact that the growers are only picking enough flowers to fill current orders. The outlook for Valentine's day on violets is very promising and consequently they are holding them for a better price. Sweetheart roses are also in good demand and bring good prices. Callas are not selling well and move only with great urging. Gardenias are also more or less of a drug.

Seligman & Stein
FLORISTS' SPECIALTIES
116 W. 28th St., New York
IMPORTERS—MANUFACTURERS

Orchids moved very slowly early in the week but orders were booked for a quantity for Valentine's day. The market from the present outlook is for a good brisk business on February 12 and 14.

Albert S. McDonald, one of the oldest florists here, died at his home in Lexington, February 6, age 82 years.

E. F. S.

Evansville, Ind.

General trade conditions here are improving and there are fewer men out of work than in December last. The florists' business in January was good, but February shows a slight falling off. With the exception of roses there has been enough stock to supply the demand. Lilies and other bulbous stock are plentiful. The rooted cutting business is good.

George Blackman and wife have returned from Chicago, where they enjoyed a well-earned vacation.

Some heirs of the late Julius Niednagel are seeking a readjustment of the estate in the courts.

W. B. C.

Tonner
CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

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CUT FLOWER HOUSE

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WHOLESALE FLORISTS

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Long Distance Telephone, Central 3373.

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A. L. Randall Co.,

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Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

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ARTIFICIAL VALLEY ARTIFICIAL FLOWERS

Write for prices

Grossberg-Tyler-Finnerman Co.

Manufacturers and Importers

30 E. Randolph Street, CHICAGO

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Wire Hanging Baskets

Price List, 1920. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST.

		Dozen	
Roses,	Beauty	3.00@	8.00
		Per 100	
"	Mrs. Chas. Russell..	8.00@	40.00
"	Butterfly	8.00@	35.00
"	Columbia	8.00@	35.00
"	Dunlop	8.00@	35.00
"	Premier	8.00@	40.00
"	Hoosier Beauty	8.00@	35.00
"	Killarney Brilliant..	6.00@	25.00
"	White Killarney....	6.00@	25.00
"	Mrs. Geo. Shawyer..	6.00@	25.00
"	Milady	6.00@	30.00
"	Mrs. Aaron Ward..	6.00@	20.00
"	Sunburst	6.00@	20.00
"	Ophelia	6.00@	20.00
"	Dble. W. Killarney.	6.00@	25.00
"	Cecile Brunner.....		4.00
"	Our Selection		12.00
Calendulas		3.00@	6.00
Jonquils		6.00@	8.00
Paper Whites		4.00@	6.00
Violets		.75@	1.50
Mignonette		6.00@	8.00
Sweet Peas		2.00@	4.00
Cattleyas, per doz.		10.00@	15.00
Cypripediums, per doz.			4.00
Valley		6.00@	8.00
Carnations		6.00@	10.00
Lilies, per 100		15.00@	20.00
Adiantum		1.50@	2.00
Ferns	per 1,000	4.50 to	5.00
Galax	per 1,000		2.00
Leucothoe			1.00
Sprengeri, Plumosus Sprays		35c to 50c per bunch	
Mexican Ivy			1.00
Southern Wild Smilax, case			7.50
Boxwood, 35c per lb., case			9.00

ZECH & MANN

WHOLESALE FLORISTS

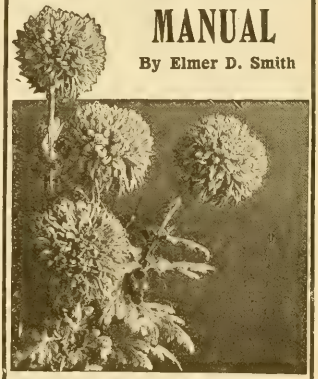
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



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Price 60 Cents. Cash with Order

American Florist Co.

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Raedlein Basket Co.

713 Milwaukee Avenue

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Write for Catalog and Prices.

Mention the American Florist when writing

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., CHICAGO

Mention the American Florist when writing

White Lilac

We make a specialty of Lilac and we handle the entire output of the largest Lilac Grower in the East.

That establishes us as the most reliable source of supply when you need Lilac.

It will stand shipping most any reasonable distance.

$2.50 per bunch.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Mention the American Florist when writing

Philadelphia.

DECIDED DECLINE IN PRICES.

Business the past week as compared with the same period a year ago has been anything but satisfactory. Prices are now not half what they were last February and the same can be said of the demand. There has been no life to the market, which considering the light demand, was overstocked particularly with daffodils, which in two weeks dropped from $12.50 to $3 a hundred. There was considerable said about cold feet, but the fact is there was far too much stock bought and at one time, with the inevitable fall in price to as low a level as any pre-war time. Carnations are much more plentiful and hold their own fairly well; the stocks of some of the growers are of excellent quality, but there is also a lot of short stemmed inferior flowers that is far below standard. Roses are backing up a little, particularly specials, the call being for 12 to 15 cent grades and shorter. The specials that should bring 20 and 25 cents are being tabooed as the storekeepers say customers will not pay the price. Very good sweet peas are seen in quantity, and sell about as well as anything; the choice long stemmed stock is fine. Violets have been too plentiful but sold well for the week and for Valentine's day. There appears to be enough lily of the valley but much of it does not grade up very well. This flower should be left to specialists, who by producing superior stock would soon get it in favor again. Snapdragon is slowly coming to the front; it will soon be seen in quantity. Larkspur will be cutting in about 10 days; it was very good stock last year. Formosum lilies now are chosen before Giganteum, their full bushy foliage, stiffer stems and better flowers making them favorites. Callas are much more plentiful with a shading in price. Mignonettes of high grade move slowly. There is very good forget-me-not which brought $8 a hundred sprays, for Valentine's day. Cattleyas were in good demand at last week's prices.

ST. VALENTINE'S DAY

Dan Cupid with his quiver of darts or arrows was about as busy as usual; flowers were his medium where they were invitingly displayed and featured, and a number of the stores were kept busy supplying his demand. The H. H. Battles, Century, J. J. Habermehl's Sons, Pennock Bros., Chas. H. Grakelow, Robert Craig Co., Chas. H. Fox, L. A. Geiger, John C. Gracey, Victor Ridenour, Chas. B. Stahl, London Flower Shop, Bellevue-Stratford, Vollers House of Flowers and Ritz-Carleton stores who made a bid for the Valentine trade were pleased with the business of the day. Corsages in fancy heart-shaped boxes, baskets and boxes of loose flowers, decorated plants and plant baskets together with Valentine novelties in paper and china figured flower holders, were the features. Chas. H. Fox offered a standard rose tree of pink wooden roses which were very attractive. The fact that flowers of all kinds were more plentiful and much cheaper than last year, less than half the price in fact, helped some, but only those who came to buy, as this important fact was not advertised. Except for the direct by mail circulars, there was very little publicity, only a few about the Square having advertisements in the newspapers. There was a fair out of town demand on Friday and Saturday and a fairly good local business on Monday in the commission houses, but nothing like the cleanup of last year, for the reason that there is twice the stock in the market as there was a year ago. One large dealer stated that it was up to the retailer now to adjust his prices as the wholesale men had done, and help work off the increased stocks that were now coming into the market.

EDWARD REID

CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA

Wholesale Flower Markets

BOSTON, FEB. 16. Per 100

Roses,	American Beauty	8.00@100.00
"	Russell	10.00@ 35.00
"	Dunlop	10.00@ 25.00
"	Pilgrim	10.00@ 30.00
"	Crusader	10.00@ 35.00
"	White Killarney	8.00@ 20.00
"	Ward	8.00@ 20.00
"	Maryland	8.00@ 16.00
"	Hoosier Beauty	8.00@ 25.00
"	Columbia	10.00@ 30.00
"	Hadley	10.00@ 35.00
"	Ophelia	10.00@ 30.00
"	Premier	10.00@ 30.00
Adiantum		2.00
Asparagus bchs, per bch		.50@ 1.00
Asparagus Strings, doz		12.00
B. Buttons		1.50@ 2.50
Bouvardia, pink and red, doz. sprays		1.50@ 2.00
Calendulas		4.00@ 6.00
Carnations		6.00@ 8.00
Carnation Laddie		10.00@ 12.00
Cattleyas, per doz		12.00
Lily of the Valley		16.00
Longiflorum Lilies		20.00
Pansies		3.00@ 4.00
Paper White Narcissus		4.00@ 5.00
Smilax, per doz		4.00@ 6.00
Snapdragons, doz		2.00@ 3.00
Mignonette, doz		.75@ 1.25
Sweet Peas		2.00@ 4.00
Callas		3.00@ 4.00
Heliotrope, per bch		1.00@ 1.50
English Daisies		1.00
Jonquils		5.00@ 6.00
Freesias		6.00@ 8.00
Violets		1.00@ 1.50
Cypripediums		4.00
Stevia, per bch		.75
Marguerites		3.00@ 4.00
Acacia, per bunch		3.00@ 5.00
Heather, per bch		1.00@ 6.00
Tulips		8.00

BUFFALO, FEB. 16. Per 100

Rose, Killarney		8.00@ 12.00
" White Killarney		10.00@ 15.00
" Dbl. Wht. Killarney		10.00@ 20.00
" Richmond		8.00@ 15.00
" Maryland		10.00@ 20.00
" Sunburst		8.00@ 20.00
" Ward		6.00@ 8.00
" Columbia		12.00@ 30.00
" Ophelia		8.00@ 25.00
" Russell		10.00@ 20.00
" Premier		12.00@ 25.00
" Cecile Brunner		4.00@ 6.00
Calendulas		3.00@ 6.00
Calla Lilies		15.00@ 25.00
Carnations		4.00@ 8.00
Easter Lilies		15.00@ 20.00
Freesias		6.00@ 8.00
Mignonette		6.00@ 10.00
Rubrum Lilies		6.00@ 8.00
Snapdragons		6.00@ 10.00
Golden Spur Narcissi		4.00@ 5.00
Paper White Narcissi		5.00@ 6.00
Soleil D'Or Narcissi		6.00@ 8.00
Sweet Peas		2.00@ 4.00
Violets		1.00@ 1.50
White Tulips		4.00@ 6.00
Yellow Tulips		4.00@ 6.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

Berger Bros.

The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, FEB. 16. Per 100

Roses, Premier		10.00@ 30.00
" Russell		10.00@ 30.00
" Columbia		10.00@ 30.00
" Butterfly		10.00@ 30.00
" White Killarney		10.00@ 30.00
" Pink Killarney		10.00@ 30.00
" Sunburst		10.00@ 30.00
" Mrs. Aaron Ward		10.00@ 30.00
" Ophelia		10.00@ 30.00
" Baby Doll		4.00@ 6.00
Carnations		6.00@ 8.00
Easter Lilies		15.00@ 20.00
Ferns, per 1,000		3.50
Galax, per 1,000		1.50
Leucothoe, per 1,000		5.00@ 6.00
Plumosus (south) per bch		.25
Smilax, per string		.15@ .25
Snapdragons		10.00@ 15.00
Violets		1.00@ 1.50
Primulas, bunch		.50
Jonquils		6.00@ 8.00
Romans		6.00@ 8.00

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers.
116-118 Seventh Street,
PITTSBURGH, - PA.

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506.
444-446 Milwaukee Street,
MILWAUKEE, WIS.

NOTES.

The business for Valentine's day was very good where the proper bid was made for it. Pennock Bros. had been featuring it in window decorations for three weeks and had all the trade they could handle. J. J. Habermehl's Sons filled up a number of small plant baskets with Primula malacoidies, hyacinths, cyclamens, and ferns. These were very chic when ribboned, making acceptable valentines. Charles H. Grakelow also ran small plant baskets and baskets of cut flowers. All the stores handled Valentine kiddies in both paper with caps for flowers and the more expensive bisque figures. All the stores pushed the flowering plants: primroses, cyclamens, freesias, daffodils in pots and hyacinths and tulips in pots and pans.

One wholesaler quoting from the Valentine price list of a retailer said that his prices were outrageous, $2.50 per dozen for daffodils, that he could buy for $3 to $4 a hundred, $3 to $4 a dozen for carnations costing 6 to 8 cents each, and so on through the list. A legitimate profit was right and just but such gouging should be corrected by the trade in some way.

The first subway flower shop in this city was opened by the Colonial Florists on the level of the subway platform, 13th street station, under the Colonial bank, 13th and Market streets. The proprietors are Messrs. Mullen, Cohen and Nelson. They have for some time carried on a street stand in front of the Colonial bank.

Charles H. Grakelow was the guest at dinner of the Florists' Club of Scranton on Thursday night last, after which he made a fine address on "Organization." As a result 27 new members were added to the membership.

The Leo Niessen Co. had a very good Valentine's day demand, particularly all from out of town. Lilacs, carnations, roses, sweet peas and bulbous stock were quantity items of their sales.

Now for Easter is the foreword of the H. Bayersdorfer Co. Sydney Bayersdorfer declared it was the best Valentine day's business they had ever had.

Callas, Easter lilies, daffodils and sweet peas were leaders of the Berger Bros. stock. There was a good clean-up at the week end.

Wm. J. Baker passed his eightieth milestone on Wednesday and we are pleased to say is in very good health.

Visitors: J. H. McVea, of A. L. Randall Co., Chicago.

K.

Wholesale Flower Markets

PHILADELPHIA, FEB. 16.	Per 100
Roses, Beauty, special	50.00@ 75.00
" " fancy	20.00@ 35.00
" Mrs. Chas. Russell	15.00@ 35.00
" Killarney	6.00@ 12.00
" Hadley	15.00@ 40.00
" Sunburst	10.00@ 20.00
" Wards	6.00@ 15.00
" Ophelia	6.00@ 20.00
" Columbia	10.00@ 25.00
" Premier	10.00@ 25.00
Adiantum	1.50@ 2.00
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Calendulas	4.00@ 6.00
Carnations	4.00@ 8.00
Cattleyas	.75@ 1.00
Easter Lilies	20.00@ 25.00
Lily of the Valley	8.00@ 12.00
Smilax	.35
Snapdragons, per doz.	1.50@ 3.00
Mignonette	4.00@ 6.00
Violets	.75@ 1.00
Callas	20.00@ 25.00
Sweet Peas	1.00@ 3.00
Freesia	4.00@ 6.00
Golden Spur Daffodils	3.00@ 4.00

PITTSBURGH, FEB. 16.	Per 100
Roses, Beauty, spl., per doz.	12.00
" " fcy., per doz.	9.00
" " ex., per doz.	7.50
" " No. 1, per doz.	5.00
" Killarney	8.00@ 20.00
" Maryland	8.00@ 20.00
" Sunburst	8.00@ 20.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	15.00@ 40.00
" Columbia	12.00@ 35.00
" Ophelia	10.00@ 25.00
" Hilda	8.00@ 20.00
" Premier	15.00@ 40.00
" Madam Butterfly	12.00@ 30.00
Carnations	6.00@ 8.00
Cattleyas, each	1.50
Cypripedium, per doz.	6.00
Easter Lilies	20.00@ 25.00
Ferns, per 1,000	4.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.50
Calendulas	3.00@ 4.00
Sweet Peas	2.00@ 4.00
Narcissus Paper Whites	6.00
" Yellow	10.00
Violets	1.00@ 1.50
Baby Primroses	.75@ 1.00
Smilax, per doz. strings	4.00
Jonquils	6.00
Valley	8.00@ 10.00
Pussy Willow	6.00
Tulips	6.00
Freesias	6.00
Heather, per bch	1.00@ 8.00

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.
CLEVELAND DETROIT
CINCINNATI SAN JUAN, P. R.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

ST. LOUIS, FEB. 16.	Per 100
Roses, Premier	8.00@ 35.00
" Columbia	8.00@ 25.00
" Ophelia	8.00@ 25.00
" Killarney	4.00@ 12.50
" White Killarney	6.00@ 15.00
" Russell	8.00@ 35.00
" Ward	5.00@ 12.50
" Sunburst	5.00@ 15.00
Calendulas	3.00@ 8.00
Carnation Laddies	15.00
Ferns, per 1,000	4.00
Valley	8.00@ 12.50
Boxwood, per lb., .35; 50 lbs., per lb.	.25
Narcissus	5.00@ 6.00
Yellow Narcissus	6.00@ 8.00
Mignonette	10.00
Sweet Peas	1.00@ 4.00
Smilax, per string	.20
Leucothoe	.75
Galax, green, per 1,000	1.50
" bronze, per 1,000	1.50
Carnations, short	5.00@ 6.00
Carnations, fancy	8.00@ 10.00
Stevia, per bunch	.60@ .75
Violets	.50@ 1.50
Freesias	3.00@ 6.00
Callas	10.00@ 25.00
Jonquils	8.00@ 10.00

MILWAUKEE, FEB. 16.	Per 100
Roses, Kill'n'y, W. Kill'n'y	8.00@ 20.00
" Ward	10.00@ 18.00
" Premier	12.00@ 35.00
" Ophelia	10.00@ 25.00
" Columbia	12.00@ 35.00
" Hoosier Beauty	10.00@ 25.00
Lilies, per doz.	2.00@ 2.50
Carnations	6.00@ 10.00
Orchids, per doz.	12.00@ 15.00
Stevia	4.00@ 5.00
Sweet Peas	3.00@ 4.00
Violets	1.50@ 2.50
Paper Whites	5.00@ 8.00
Narcissus, Yellow	5.00@ 8.00
Calendulas	6.00@ 8.00
Rubrums	10.00@ 18.00
Freesias	4.00@ 6.00
Tulips	6.00@ 8.00
Callas, per doz.	3.00

New York.

DECLINE IN PRICES NOTED

Business was exceptionally dull during the greater part of last week, with falling prices on all stocks, excepting American Beauty roses, and gardenias, which on account of a scarcity held up American Beauties to $18 and gardenias to $9 per dozen wholesale. Tea roses, carnations, bulbous and a variety of miscellaneous stock are much cheaper than they were two weeks ago. February 12 being Lincoln's birthday and a holiday, there was a little more activity in the retail stores than on the preceding days of the week, but it was far below what it should have been.

February 14.—The buyers seem to be expecting a good St. Valentine's day business as they arrived early, and with fair weather and an abundance of stock at reasonable prices it should be a good day.

FLORISTS' CLUB MEETING.

The Club met in its hall in the Engineering Building on February 14. President I. S. Hendrickson presiding. It being Ladies' Night the president called the meeting to order promptly at 7:30 P. M. so that the business could be quickly transacted. The budget committee reported, but as there was then but a small number of members present it was voted to table the report until next meeting in order to place the matter before a larger number of members. Chas. H. Totty and Arthur Herrington made favorable reports on the outlook for the spring show. A meeting of the committee had been held at the secretary's office in the afternoon. Roman J. Irwin reported on the Club's annual banquet to be held March 17. The committee on awards judged the exhibits and will report at next session. A. M. Henshaw spoke of further activities at the Allied Florists' Association. See report of the meeting elsewhere in this issue. The deaths of Charles Millang and Thomas Boothe DeForest, life members, were reported and a commitee appointed to prepare suitable resolutions. Elected to membership were the following: Arbur R. Addy, 808 Lenox Road, Flatbush, Brooklyn; Allen W. Edminster, 174 Emerson Place, Brooklyn; Wm. McLeod, Roslyn, N. Y., and Bernard Rynveld, 61 Vesey street. A new pink carnation named Leona, grown and introduced by John Eitel & Sons, Greencastle, Ind., was exhibited. A new red carnation named Edna, grown by Baur & Steinkamp, Indianapolis, Ind., was also exhibited. Roman J. Irwin displayed two plants of giant cyclamens, grown by Leing & Winnefeld, Hackensack, N. J.; H. Langler, New York, exhibited a painting of a new iris, Filfolia Imperator, which had taken prizes at Amsterdam and Haarlem, Netherlands. After the brief business session the floor was cleared for dancing. There were also recitations and instrumental music by a company of entertainers. Chairman Gerlaird and his house committee assisted by a corps of waiters served supper at 10 o'clock. There was a large gathering for the dance and entertainment and it was a successful affair.

NOTES.

The Chas. A. Dards store, Madison avenue and 44th street, displayed a large portrait of Lincoln in a border of palm leaves, with a fine American flag as a background. In another fine window of this store, during the past week, there has been an elaborate St. Valentine's decoration.

George Hanges, vice-president of the Greek-American Florists' Association, is now one of the busiest men in the trade. Up town he has two retail stores to look after and he superintends a large restaurant on 14th street. An additional activity is the chairmanship of the committee on decorations for the ball of the Association. In this last feature he is now deeply interested as he says it must be artistic in every way.

In the show window of Hession's store, Madison avenue and 76th street, there was a most appropriate reminder of Lincoln; a large portrait of him encircled by a handsome wreath decorated with the national colors. In the wings there was a small log cabin and a pile of miniature split rails. A wreath of flowers were appropriately arranged with the exhibits.

Chairman Roman J. Irwin of the dinner committee of the Florists Club announces that the 34th annual dinner dance of the Club will be held at the Biltmore hotel on the evening of March 16. The tickets are $7 each and Chairman Irwin requests those who propose to attend, to make early reservations. His address is 43 W. 18th street.

Alexander Kupperman, former manager of Fleischman's Hudson terminal store and his wife, bookkeeper there for the past seven years, have opened up a large retail establishment at 74 Trinity place in the heart of the downtown business and financial district.

Malandre Bros., Broadway and 72nd street, have as a centerpiece for their window decorations two large and beautifully flowered acacias, a variety of other plants and spring flowers being distributed in the wings.

William Hanft, a well known designer and decorator, with A. Meyer, Madison avenue and 80th street, is on the sick list with influenza.

An account of the meeting of growers held in this city on February 11, will be found elsewhere in this issue.

Visitor: Walter Barth, Newport, R. I. A. F. F.

DON'T MISS THE
Fourteenth Annual Ball
—OF THE—
Greek-American Florists' Ass'n
—AT THE—
HOTEL COMMODORE, NEW YORK
On Wednesday Eve., March 2, 1921

Geo. J. Polykranas
WHOLESALE FLORIST in
"The World's Largest Flower Market"
43 West 18th St., New York
Telephone: 2264 Watkins

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WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

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VIOLETS
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Doyle & Booth
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121 West 28th St, NEW YORK

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Importer and Manufacturer of
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For prompt and satisfactory results consign your cut to
SULLIVAN BROS. & CO.
WHOLESALE FLORISTS
112 W. 28th Street, NEW YORK
NOVELTIES ROSES ALL SEASONABLE FLOWERS

William Mackie
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31 and 43 W. 18th St., NEW YORK
Carnations and Sweet Peas of Fine Quality.
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All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
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THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
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I. Goldstein
WHOLESALE FLORIST
31 and 43 W. 18th St., New York
Prompt and careful attention to your interests. Consignments Solicited.
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J. K. ALLEN
Wholesale Florist
In the New Market.
31 and 43 W. 18th St., NEW YORK
Established 1887
All consignments receive our special attention.

Wholesale Flower Markets

NEW YORK, FEB. 16.

	Per 100
Roses, Beauty	10.00@150.00
" Mdm. Butterfly	6.00@ 25.00
" Pilgrim	6.00@ 25.00
" Crusader	8.00@ 50.00
" Hadley	8.00@ 50.00
" Dunlop	6.00@ 25.00
" Dbl. Wht. Killarney	8.00@ 25.00
" Columbia	6.00@ 20.00
" White Killarney	4.00@ 15.00
" Aaron Ward	6.00@ 20.00
" Ophelia	6.00@ 20.00
" Mrs. Chas. Russell	8.00@ 25.00
" Premier	10.00@ 35.00
" Sunburst	6.00@ 20.00
Adiantum Croweanum and Hybridum	1.50@ 2.00
Asp. Plumosus, per bch	.25@ 1.00
Bouvardia, doz.	.40@ .60
Carnation Laddie	8.00@ 10.00
Carnations	4.00@ 6.00
Cattleyas	25.00@ 75.00
Gardenias, per doz.	12.00
Lilies, white	10.00@ 20.00
L. Rubrum	6.00@ 15.00
Lily of the Valley	2.00@ 5.00
Lilac, per bch	1.50@ 2.50
Acacias, cut, per bch.	3.00@ 4.00
Narcissus, Paper White, doz.	.25@ .40
Narcissus, Majors and Spurs, per doz.	.25@ .40
Callas, per doz.	1.50@ 3.00
Smilax, doz. strings	2.00@ 2.50
Snapdragons, per doz.	1.00@ 2.00
Violets	.25@ .50
Daisies, yellow	1.50@ 3.00
Tulips, per doz.	.25@ .75
Tulips, Darwin, per doz.	1.50
Mignonette, per doz.	.75@ 1.00
Wallflowers, per doz.	.25@ .35
Buddlea, per dozen	.50@ .75
Freesia, per doz.	.25@ .35

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments Solicited.

HERMAN WEISS
121 W. 28th St., NEW YORK
'Mums, Snapdragons, Roses, Carnations, Bouvardias, Pompons and Orchids.
As Well As All Other Flowers in Season.
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WHOLESALERS
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PHONE {2335 2336} WATKINS
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113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
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EDWARD BRENNER
Wholesale Florist
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Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
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The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
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Telephone 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.
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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Alpha Floral Company

Northwest Corner Wabash Ave. and Adams St.

Our Motto: Satisfaction, Quality and Service.

Members of the F. T. D.

Johnson & Chroni's FLORISTS

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The Exotic Gardens

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Prompt Deliveries to All Points in Southern Florida

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Delivered in Albany and vicinity on telegraphic order.

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946 BROAD ST.

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

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Flowers and Service

THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.

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Anderson service means fresh, sturdy stock and prompt deliveries in **Buffalo, Lockport Niagara Falls** and Western New York

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Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

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The Best Service

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Canada's Best Known and Most Reliable Florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

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ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

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Bees Ltd

Bold Street

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Steamers arriving at or leaving any port can be served at a few hours' notice.

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Boston, Mass.

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UNDER THE PARK STREET CHURCH

Centrally located. Each order receives my personal attention. Best facilities for shipping

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The Largest Growers of Flowers in the City

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Send us your retail orders

We have the Best Facilities in the City
Established 1857

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F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

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Chicago

Congress Flower Shop

CONGRESS HOTEL

520 South Michigan Ave.

Mention the American Florist when writing

FROM NEW YORK EXCEPT AS NOTED.

February 20.

Acquitania, Cunard-Anchor Line (Southampton).

Feruary 21.

FROM BALTIMORE, Kenbane Head, I. M. M. Lines (Ireland).

February 24.

FROM BOSTON, Welshman, I. M. M. Lines (Liverpool).
FROM PHILADELPHIA, Mahopac, I. M. M. Lines (London).
Valacia, Cunard-Anchor Line (London).
Manchuria, I. M. M. Lines (Hamburg).

February 25.

Massilia, Cunard-Anchor Line (Glasgow).
Meissonier, Belgian Line (Havre-Rouen).

February 26.

FROM PORTLAND, Canada, I. M. M. Lines (Liverpool).
FROM BOSTON, Western Plains, I. M. M. Lines (Hamburg-Antwerp).
FROM BOSTON, Vasconia, Cunard-Anchor Line (London).
FROM PHILADELPHIA, Osawatomie, I. M. M. Lines (Hamburg).
FROM NEW ORLEANS, Corozal, Porto Rico Line (San Juan).
FROM PORTLAND, Turcoman, I. M. M. Lines (Avonmouth).
FROM NEW ORLEANS, Philadelphian, I. M. M. Lines (Liverpool).
Celtic, I. M. M. Lines (Liverpool).
La Savoie, French Line (Havre).
Nortonian, I. M. M. Lines (Manchester).
Norman Monarch, Cunard-Anchor Lines (Liverpool).
Canopic, I. M. M. Lines (Naples-Genoa).
Bardic, I. M. M. Lines (London).
Pionier, Belgian Line (Antwerp).
Zeeland, I. M. M. Lines (Antwerp).

Chicago.

A. Lange

77-79 E. Madison Street

Members of Florists' Telegraph Delivery.

NEWARK, N. J.

Philips Bros.

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Kansas City, Mo.

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Member of Florists' Telegraph Delivery.

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CHICAGO

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ALEX. S. GEORGE

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National Florist

FLORAL ARTIST

423-425 Richmond Terrace

(V. M. C.)

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

Oak Park, Ill.

AVENUE STATE BANK BLDG.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F.T.D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members of Florists' Telegraph Delivery

Milwaukee, Wis.

National Florist

FOX'S

Incorporated

437-39-41 Milwaukee St.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1583

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

For St. Louis

WIRE

Grimm & Gorly

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FREY & FREY

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exch. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Greenville, S. C.—Rodgers Flower Shop.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Dard's, 44th and Madison Ave.
New York—David, Clarke's Sons.
New York—Evans.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Olympia Florist.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Savannah, Ga.

JOHN WOLF

The Largest Grower of Cut Flowers in the South

Mention the American Florist when writing

Knoxville, Tenn.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.

Members F. T. D.

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST, K.C.Mo.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK,

413 Madison Ave.
Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

"SAY IT WITH FLOWERS"

Max Schling Flowers

Schling Service Nothing Better

785 Fifth Avenue
NEW YORK CITY

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York Telephone Audubon 6618 Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY.
Orders from Other Cities filled with promptness

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Pittsburgh, Pa.

A.W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America. Established 1874. Incorporated 1909.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus.

Mention the American Florist when writing

New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Mention the American Florist when writing

New York

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

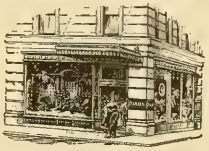
Mention the American Florist when writing

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade distcount.
229 WEST THIRD STREET

Mention the American Florist when writing



DARDS

341 Madison Ave.
Opp. Hotel Biltmore
New York

The Leading Florist for nearly Half a Century

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York

BROADWAY FLORIST

2094 Broadway, S. E. Cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx. Phone: Intervale 4990.

Mention the American Florist when writing

Salt Lake City, Utah

Evans Floral Co.

261 South State Street
Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points, and good sections of Ohio, Indiana and Canada.

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop

Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST
324 Fulton St. cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

LITTLEFIELD, Florist
WORCESTER, MASS.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Etc
FLORISTS
135 Carondelet St.
ROSES ORCHIDS VIOLETS
NEW ORLEANS
F.T.D.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West,
Montreal, Que., Canada

Every order receives prompt and careful attention.

Mention the American Florist when writing

Washington, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

DAYTON, OHIO
W. G. Matthews Co., Inc.

18 West Third Street.
Conservatories in Riverdale.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi
224-226 Grant Avenue

Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery
Joy's

Mention the American Florist when writing

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's

SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D. 799 Park Avenue
Telephone Rhinelander 3087

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building,
4 South Jefferson Street, **Dayton, O.**

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

TERRE HAUTE, IND.
THINK OF **HEINL'S**

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Hartford, Conn.

WELCH'S Flower Shop

Also Store at New Britain, Conn.
Established 1885.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell
FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

LOUISVILLE, KY

AUGUST R. BAUMER,

MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Michigan — Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

CHICAGO OPPOSITE FIELD'S — DETROIT

Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

ROANOKE, VA.

FALLON, Florist.

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

EDWARD SCEERY

Passaic, N. J. — F. T. D. — Paterson, N. J.

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORIST

930 PROSPECT AVE., Erie Building. CLEVELAND

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Salt Lake City

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass.

First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Rodgers Flower Shop

Ottaray Hotel, GREENVILLE, S. C.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

WICHITA, Kansas — Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers — Members
Personal Service — F. T. D.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. — Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

Mention the American Florist when writing

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEW YORK, N. Y.
644 Lexington Ave., near 55th St.

EVANS
FLOWERS

F. E. Evans, over 20 years experience in the retail florist business in New York City.

Mention the American Florist when writing

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

Tacoma, Wash.

California Florists

will take care of all telegraph orders.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer: Curtis Nye Smith, Boston, Mass, Counsel. Next annual meeting, will be held at St. Louis, June 20-21, 1921.

CONGRESS now proposes to loan the farmers two hundred millions.

The nominal price of bags at Chicago, February 16, was $32.00.

J. C. VAUGHAN, Chicago, left February 11 to join Mrs. Vaughan at Miami, Fla.

OCEAN freight rates on Dutch bulbs are expected to be lower the coming season.

SIOUX CITY, IA.—H. A. Johns, of the Sioux City Seed Co., and wife are at Miami, Fla.

PIMENTO PEPPERS have been contracted near Griffin, Ga., to the extent of 800 acres.

SOME Kentucky county agents have been shipping clover containing a surplus of dodder.

TORONTO, ONT.—The Wm. Rennie Co. is reported to have taken over the Simmers seed business.

AT PALM BEACH: J. Chas. McCullough, Cincinnati, O., and A. T. Ferrell, Saginaw, Michigan.

LONDON, ENG.—James Meldrum, of Hurst & Son's flower seed department, died last month, age 71 years.

GARDEN BEAN growers in Colorado are asking from 8 cents to 9 cents on contracts, according to variety.

UNCLE SAM'S Almanac says: "Don't plant by the moon, but get the best seed and plant when the soil is right."

SOUTHERN dealers report field seed demand slow, cotton seed buying light, and good trade in garden and flower seeds.

NEW YORK.—Davy Adams, for some time with Alex. Forbes & Co., Newark, N. J., is now at the Weeber & Don establishment.

JACKSON, MICH.—P. C. Pratt, formerly with S. M. Isbell & Co., this city, is now with the Templin, Crockett, Bradley Co., Cleveland, O.

VISITED CHICAGO: Travis S. Pendergrass, representing Waldo Rohnert, Gilroy, Calif.; G. C. Eldering, of W. J. Eldering & Son, Overveen, Holland.

CHARLES DICKINSON, of the Albert Dickinson Co., Chicago, is the founder of the aero club of that city and has qualified as a pilot, making his first solo flight February 13, at the age of 67 years.

JACKSONVILLE, FLA.—Recent visitors included F. D. Woodruff, New York, Henry F. Michell and David Burpee, Philadelphia, Pa., H. A. Johns, Sioux City, Ia., and J. C. Vaughan, Chicago, opening the planked shad season.

AT NEW YORK recently 260 tons of canary seed were sold at a loss of $3,200 to the importer, prices declining from 8 cents to 6 cents and in the case of Argentine seed, to 5 cents.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, February 16, were as follows: Timothy, $4.25 to $5.75 per 100 pounds. Red Clover, $12.00 to $16.00.

CINCINNATI, O.—The seedsmen here report business good the past ten days, though field seed trade still drags. Recent visitors included Ed. Leonard, of the Leonard Seed Co., Chicago; J. S. Michael, of the Sioux City Seed Co., Sioux City, Ia.; and G. C. Eldering, of W. J. Eldering & Son, Overveen, Holland.

Kendel's New Store.

Potatoes Left in Field.

Butte, Mont.—Six hundred carloads of potatoes have been left undug in Idaho fields, according to advices from railroad circles. The low market prices prevailing in consequence of bumper crop and high rail freight rates have combined to render even the digging of the potatoes unprofitable.

Kendel's New Store.

The illustration herewith shows the new building of the A. C. Kendel Seed Store, 101-105 High avenue, Cleveland, O., where the concern has been located since January 1. The building is of the factory type 27½ feet front by 82 feet deep, four floors and basement, with alleys on one side and in the rear, and has been remodeled to meet the requirements of the business. The location is within two minutes' walk of the old store, High avenue being at the corner of 2135 Ontario street. The lease is perpetual.

Tariff Hearings.

CLOVER AND GRASS SEED SECTION.

Washington, D. C., Feb. 12.—Representatives of the field seed industry today appeared before the house ways and means committee, holding hearings on the tariff, to urge that congress take no steps to place a duty upon seeds. The retention of seeds on the free list, it was declared, would be of inestimable value to the American farmer, whereas the levying of a duty would be followed almost surely by retaliatory measures of a like nature by the countries from which we now import.

"The country produces an oversupply of certain kinds of seed, which it cannot consume but must export," said William G. Scarlett, president of the Wholesale Grass Seed Dealers' Association, who acted as spokesman for the seed delegation, "while it does not produce sufficient of other kinds to supply our home demand.

"America is normally in a position to export large quantities of timothy, Kentucky bluegrass, meadow fescue and red top, while at the same time she is under the necessity of importing large supplies of crimson, alsike, alfalfa and white clover, Canada bluegrass, orchard and rye grass, rape and vetches. An import tax on these would produce a very small revenue, but the bad influence on the American farmer would far outweigh the small gain from revenue collected.

"If America places import duties upon seeds now on the free list, it is reasonable to expect that foreign countries will promptly retaliate with duties aimed against our export trade in seeds. This congress just recently passed legislation designed to encourage foreign trade, and here surely is a

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Western Seed & Irrigation Co.
WHOLESALE SEED GROWERS
SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.
Write for Special Contract and Spot Prices.
Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.

—THE—
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

specific instance where foreign trade can be furthered by simply allowing existing conditions to continue unmodified.

"Inasmuch as we already have a carefully enacted and rigidly enforced federal seed import act, which effectually prevents seed of inferior and unknown quality from gaining entrance into America, import duties are not needed as a protection against the dumping of low-grade European seed in this country. Import duties on field seeds would tend artificially to restrict stocks and thus hold up American seed prices and increase the cost to the ultimate consumer—the farmer."

Mr. Scarlett told the committee that during his experience as a seedsman—since 1894—field seeds have been on the free list, and he declared that to remove them from that list now would be of serious consequence, not only to the seed trade but to the country at large.

Mr. Scarlett was accompanied at the hearing by F. W. Bolgiano, of Washington, D. C.; Marshall H. Duryea, of the Nungesser-Dickinson Seed Co., New York; and Curtis Nye Smith, of Boston, representing the American Seed Trade Association. B. F. L.

Field Seeds.

A slight improvement in the demand was noted in some of the seed markets during the week ending February 5, but others indicated that conditions showed but little change from those prevailing during January. Some seeds were being quoted a little lower than last week but on the whole there were no large recessions in prices. During the past 30 days, however, the decline in prices has been rather marked in the case of red and alsike clover, which are about $2.50 per 100 lbs. lower, and sweet clover which is about $1.50 lower.

Declines of 25 cents to 50 cents were recorded during the same period for timothy, Sudan grass, golden, common, Siberian and broom-corn millet, and amber and orange sorgo; declines of about 15 cents occurred on kafir and milo. Seed grain prices dropped 5 cents to 15 cents in some markets. Prices during the past 30 days were fairly well maintained for redtop, Kentucky bluegrass, orchard grass, Japanese millet, rape, common vetch, Canada field peas, and cowpeas. Soy beans and lespedeza prices increased a little.

CLOVERS

Approximately 750,000 lbs. of red clover seed from France and 16,000 lbs. from Italy arrived at New York during the week. Red and alsike clover prices declined about 50 cents per 100 lbs. in most markets. The

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: Cambridge, New York

R. C. McGILL & CO.
WHOLESALE SEED GROWERS
SPECIALTIES IN VARIETY
ONION-CARROT-BEET-RADISH-PARSNIP
CONTRACT PRICES MAILED ON REQUEST
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SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

The Everett B. Clark Seed Co.
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Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

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Atlantic Grass Seed Co.
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PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
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Lily of the Valley Pips
EXTRA FINE STRAIN EXHIBITION Size GERMAN "LUBECK" PIPS Just Arrived.
Price in cases, 1000, 500 or 250 each, on application.
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Seeds Which Succeed
Bloomsdale Farm BRISTOL, PA.

An experience of half a century in producing high grade
GARDEN SEEDS
at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.
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Orange, Conn., and New York City.

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Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
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LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.

75 YEARS UNRIVALLED REPUTATION

Waldo Rohnert

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WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

movement of these seeds from the growers and country shippers is increasing weekly and seedsmen's stocks are becoming more nearly normal for this time of year. The local demand for these seeds continues fair to good in many cities but orders placed by country dealers are smaller than usual.

Lespedeza prices were advanced in Richmond and St. Louis. During the past few weeks there has been a freer movement of lespedeza from growers at prices ranging from $12 to $16 per 100 lbs. and more than half of the 1920 crop has been sold by growers.

GRASSES

There were only a few changes in quotations of the inportant kinds of grass seeds. In a few markets timothy was quoted about 25 cents lower than last week. The export demand for timothy has continued to be fair. During the week about 112,000 lbs. were exported to the United Kingdom from New York and 50,000 lbs. to Ireland from Baltimore. Redtop exports amounted to about 24,000 lbs., of which 22,680 lbs. were billed for England. Meadow fescue exports to the United Kingdom and Scandinavia totaled 32,368 lbs. and were made from New York. Arrivals at New York of approximately 50,000 lbs. of rye grass from the United Kingdom and 10,000 lbs. from Germany were reported, likewise 9,000 lbs. of orchard grass from Scandinavia.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky bluegrass, redtop and red clover at principal points of distribution, February 5, 1921, as given by the Government Market Reporter, of February 12, 1921:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$7.50	$26.00	$13.50	$19.50
Baltimore	7.45	26.00	13.50	20.00
Richmond	9.20	29.00	16.00	22.30
Buffalo	7.25	26.75	14.50	20.50
Toledo	6.80	28.50	16.00	19.40
Louisville	8.00	26.50	14.00	22.00
Chicago	6.75	26.00	12.25	19.50
Minneapolis	6.75	27.00	14.00	20.25
St. Louis	7.15	27.00	13.00	19.75
Kansas City	7.00	25.00	14.00	20.00
Denver	8.00	30.00	16.50	21.75
Salt Lake	7.00	28.00	15.00	19.00
Seattle	9.50	30.00	21.00	22.00
Average for the United States same date, 1920	14.95	29.90	$21.20	$59.20

Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS SEED
GREENHOUSE GROWN

1000 seeds..... $ 4.00 | 10,000 seeds..... $36.00
5000 seeds..... 19.00 | 25,000 seeds..... 85.00

ASPARAGUS SPRENGERI SEED

1000 seeds..... $1.50 | 10,000 seeds..... $12.50
5000 seeds..... 6.75 | 25,000 seeds..... 28.75

ASTER, QUEEN OF THE MARKET

	Tr. Pkt.	Oz.		Tr. pkt.	Oz.
Blush Pink	$0.25	$1.00	Rose Pink	$0.25	$1.00
Crimson	.25	1.00	White	.25	1.00
Dark Blue	.25	1.00	Mixed	.20	.75
Light Blue	.25	1.00			

ASTER, EARLY ROYAL BRANCHING

	Tr. Pkt.	Oz.
Lavender	$0.40	$2.25
Purple	.40	2.25
Rose Pink	.40	2.25
Shell Pink	.40	2.25
White	.40	2.25
Mixed	.40	2.00

PETUNIA

	Tr. Pkt.	Oz.
Grandiflora fringed	$0.50	....
California Giants	.50	....
Monstrosa (Michell's)	1.00	....
Dwarf Inimitable	.50	$1.50
Rosy Morn	.50	2.00
Double Fringed Mixed, Per 500 seeds, $1.25; $2.00 per 1000 seeds.		

PHLOX DRUMMONDII

	Tr. Pkt.	Oz.
Dwarf Cecily	$0.50	$1.75
Fireball	.40	2.00
Snowball	.40	2.00
Choice Mixed	.40	2.00

SALVIA

	Tr. Pkt.	Oz.
America or Globe of Fire	$0.50	$4.00
Bonfire	.40	2.50
Zurich	.50	4.00
Splendens	.25	1.50

VERBENAS

	Tr. Pkt.	Oz.
Mammoth Fancy Blue	.30	1.75
Mammoth Fancy Pink	.30	1.75
Mammoth Fancy Scarlet	.30	1.75
Mammoth Fancy Striped	.30	1.75
Mammoth Fancy White	.30	1.75
Mammoth Fancy Mixed	.30	1.25

VINCA

	Tr. Pkt.	Oz.
Alba	$0.15	$0.75
Alba Pura	.15	.75
Rosea	.15	.75
Mixed	.15	.60

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List—It's Free.

HENRY F. MICHELL CO., 518-516 Market St., Philadelphia, Pa.

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has been posted. Get your copy and keep it for reference. All inquiries will receive prompt attention.

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Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.

Growing Crops Given Personal Attention.

Before Placing Orders for SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
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Flower, Vegetable and Farm

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Japanese Bulbs, Plants and Seeds

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Sweet Pea, Nasturtium and Flower Seeds

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Garden Seeds

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Lily of the Valley For Easter

NEW STOCK READY FROM COLD STORAGE.

Bruns' Celebrated Chicago Market Brand

$35.00	per 1000	$10.00	per 250
20.00	per 500	5.00	per 100

Florists' Money Maker Brand

$30.00	per 1000	$8.00	per 250
16.00	per 500	4.00	per 100

I carry over 2,500,000 of the finest **Valley Pips** in storage and my facilities enable me to make shipments the same day or not later than the day following receipt of order.

If it's **VALLEY,** I can supply it. Tell me what you want.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

Lily Bulbs

New Crop. Write for Prices.

GIGANTEUM from Chicago, Denver, Toronto and New York. **HARDY VARIETIES** and **FORMOSUM** from New York.

For Immediate Shipment.

T. R. BEGONIA Bulbs; **BAMBOO STAKES,** green and natural; **RAFFIA,** natural and colored; **VALLEY PIPS,** Dutch and German type; **Rosa Multiflora JAPONICA** Seeds and Stocks.

For Fall Shipment, 1921.

FRENCH BULBS, DUTCH BULBS, LILY BULBS, VALLEY PIPS, MANETTI STOCKS, PALM SEEDS.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

Canary Seed—"Mel-O-Dee" Brand

Composed of proper proportions of Canary, Millet, Sweet Rape and Poppy Seed. Price: 13c per package; $4.68 per case of 36 packages.

Wholesalers Get 25% Off These Prices.

Put it in your store and watch the sales. Samples sent on request.

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Wholesale Bulb Growers and Importers

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THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

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ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

Mention the American Florist when writing

SPECIALTY

Easter Potted Plants

To Trade Only.

A. L. MILLER, Jamaica, N. Y.

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Dutch and French Bulbs

C. J. Speelman & Sons	**Lagarde & Speelman**
Sassenheim, Holland	**Ollioules, Var. France**

NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

New Colors in Gladiolus

Are you acquainted with my Gladiolus Primulinus varieties? Nothing is more elegant and beautiful than my Gladiolus Primulinus, with their artistically arranged flowers and their oriental colors. And nothing is more bright and brilliant than my Gladiolus Chautauqua Red.

Catalogue, including Iris and Peonies, free on request.

The Chautauqua Flower Fields
C. Zeestraten, Prop.
BEMUS POINT, NEW YORK

GENISTAS

(Sure Thing For Early Easter.)

Extra fine specimen plants, 7-in. pots, 25 in. to 30 in. tall, 20 in. to 30 in. spread, $3.00 to $3.50 each.

WM. K. HARRIS,
55th and Springfield Ave., W. Philadelphia, Pa.

DUTCH BULBS

Standard Bulb Company
BENTON HARBOR, MICH.
Ask prices.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June, 1921.

VISITED CHICAGO: Ed. George, of the Storrs & Harrison Co., Painesville, O.

Connecticut Nurserymen's Association.

At the annual meeting of the Connecticut Nurserymen's Association, held at Hartford February 10, officers were elected for the ensuing year as follows: Henry W. Gottschalk, Manchester, president; Wm. W. McCartney, New Haven, vice-president; Frank J. Rippim, Manchester, secretary; Wm. W. Hunt, Hartford, treasurer.

Ohio State Nurserymen's Association.

The fourteenth annual meeting of the Ohio State Nurserymen's Association was held at the New Southern Hotel, Columbus, Feb. 3, 1921. Almost every nursery of the state was represented. Out-of-state nurseries were Jackson & Perkins, Newark, N. Y.; Rice Bros. Co., Geneva, N. Y., and P. H. Stannard Co., Ottawa, Kan. The meeting was called to order by the president, W. F. Bohlander. After the transaction of the business of the association, the program, covering matters of vital interest to our members, was presented and discussed. The general feeling of the members of the association was optimistic and a good, healthy spring business predicted. The Farm Bureau, with 75,000 members, was in session in the capital during the week, and this was pointed out as a good field for educating the public in general to the importance of planting our products and showing the class of stock we handle, by placing on exhibit at the next annual Farm Bureau meeting, a display of general line of nursery stock, showing different grades, sizes and shapes of commercial planting stock.

The following officers were elected for the coming year: Chas. Ernst, Eaton, president; T. L. Byers, Clyde, vice-president; Clarence Liebenthaler, Dayton, treasurer, and A. R. Pickett, Clyde, treasurer.

Illinois State Nurserymen's Association.

The annual meeting of the Illinois State Nurserymen's Association was held at the Hotel LaSalle, Chicago, February 9-10, President A. M. Augustine, presiding. Miles Bryant, Princeton, who took for his subject, "Readjustment and the Nurseries," brought out that it would be necessary to systematize labor employed by nurserymen, so that they would be able to cope with any glut in the market that might occur. Another address that might be especially mentioned, was the one presented by Dr. K. F. Kellerman of the Federal Horticultural board, Washington, D. C., on the "Value of the U. S. A. Bureau of Plant Industry to Nurserymen." He told of the great fight that his bureau is waging in fighting pests, and that through the operation of Plant Quarantine No. 37, a great service has been rendered nurserymen.

Other papers presented were "Activities of the Bureau of Plant Industry," by P. A. Glenn, Chief Inspector, Urbana; "Systematization," by J. L. Jacobson, Business Engineer; "Not Readjustment but Expansion," by M. Mierisch, Glenview; "Making an Income Report," by Edward J. Forrest, United States Internal Revenue department, Chicago, and "Nursery Sprayings," by Prof. W. S. Brock, State university, Urbana.

The following officers were elected to serve during the coming year: A. M. Augustine, Normal, president; Arthur Hill, Dundee, vice president; J. A. Young, Aurora, secretary, and Miles Bryant, treasurer. Executive board: J. A. Young.

Firms represented at the meeting included the following:

Aurora Nursery Co., Aurora.
W. W. Barnard Co., Chicago.
Thomas A. M. Beth, Springfield, O.
Big Rock Nursery, Big Rock.
Arthur Bryant & Sons, Princeton.
R. R. Burr & Co., Manchester, Ct.
Central Illinois Nursery, Normal.
Cicero Nursery, Cicero.
Chase Nursery Co., Chase, Ala.
Curtis Bros., Normal.
Corn Belt N. & F. Ass'n, Bloomington.
E. A. De St. Andrews, Oak Park.
P. A. Glenn, Urbana.
Golden Eagle Nursery, Golden Eagle.
Golf Nursery, Glenview.
Highland Park Nursery, Sterling.
Howard Evergreen Nursery, Howard.
The D. Hill Nursery Co., Dundee.
Huntsville Whl. N., Huntsville, Ala.
Home Nursery, LaFayette.
Kankakee Nursery Co., Kankakee.
Jackson & Perkins Co., Newark, N. Y.
Frank Kadlec Nursery, Evanston.
James King, Wheaton.
J. Klehm & Son, Arlington Heights.
Leesley Bros. Nursery, Chicago.
Lyon & Anderson, Belvidere.
McKay Nursery Co., Madison, Wis.
C. W. Marson & Son, Chicago.
N. Merick Co., Glencoe.
Naperville Nursery, Naperville.
North Shore Nursery, Libertyville.
Pontiac Nursery Co., Detroit, Mich.
Palmgrens Nurseries, Glenview.
P. S. Peterson & Son, Chicago.
Ravenia Nurseries, Highland Park.
Shenandoah Nurs., Shenandoah, Ia.
Storrs & Harrison, Painesville, O.
Vaughan's Nursery, Western Spgs.
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STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
Send for our list.
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Fine Trees. Standard Varieties.
50,000 Trees, Straight and Well Rooted
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Ibolium Privet
The New HARDY HEDGE
2yr. Ibolium Privet.
Resembles California. HARDY AS IBOTA.
Dormant Summer Cuttings, $15.00 per 100
All larger grades sold.

Box-Barberry
Summer Frame Cuttings. $25.00 per 1000
For Lining Out.
10 samples postpaid for 50c.
SURPLUS
Am. Hemlock, Pin Oak, Gingko, Red Maple Japan Iris.
ELM CITY NURSERY CO.,
Woodmont Nurseries, Inc.
NEW HAVEN, CONN.
Buy Box-Barberry and Ibolium Privet of the Introducers.

Mention the American Florist when writing

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STOCK FOR LINING OUT
Ornamental Evergreens and Deciduous Tree and shrub seedlings, Rooted Cuttings, Grafts, etc., in large assortment of rare, choice and standard varieties for lining out. Annual output, 2,000,000 plants.
LANDSCAPE EVERGREENS
New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.
THE D HILL NURSERY CO., Inc., Box 404, Dundee, Ill.
EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

New Seed—Just Received
Ampelopsis Veitchii
Trade Pkt.....10c Oz.....40c Lb.....$4.00
Clematis Paniculata
Trade Pkt .....10c Oz.....40c Lb $3.00
CHICAGO **Vaughan's Seed Store** NEW YORK

DWARF PEARL TUBEROSE.

CALADIUMS

The kind with real sound center shoots.

	100	1000
5- 7 inch	$ 4.50	$ 40.00
7- 9 inch	7.50	70.00
9-11 inch	14.00	125.00

GLADIOLUS

Grown on our own farms from our own Planting Stocks.
Machine Graded; True to Name.

	1000
America, First	$27.00
America, Medium	22.00
Chicago White, First	35.00
Chicago White, Medium	30.00
Halley, First	40.00
Halley, Medium	35.00
Mrs. F. King, First	25.00
Mrs. F. King, Medium	20.00
Mrs. F. Pendleton, First	50 00
Mrs. F. Pendleton, Medium	45.00
Niagara, First	45.00
Niagara, Medium	40.00

GLADIOLUS (Continued)

	1000
Mad. Monneret, First	$30.00
Mad. Monneret, Medium	25.00
Schwaben, First	60.00
Schwaben, Medium	55.00
Peace, First	45.00
Florist Mixed, First	25.00
Rainbow Mixed, First	40.00
Standard Mixed, First	22.00
Standard Mixed, Medium	19.00

Write for special prices on PLANTING STOCK in Black Bulblets and first two sizes of White Bulblets.

TUBEROSES

Well Cured; Free From Rot.

	100	1000
Dwarf Excelsior Pearl, 2nd size, 3-4 in	$2.75	$25.00
Dwarf Excelsior Pearl, 1st size, 4-6 in	4.00	35.00
Variegated Leaved, single	3.75	32.50
Albino, early single white	3.75	32.50
Armstrong's Ever-Bl'm'g	3.75	32.50
Mexican	3.00	25.00

Canna Roots

King Humbert ..... per 100, $ 5.00; per 1000, $45.00
Yellow Humbert ..... per 100, 5.50; per 1000, 50.00
President ..... per 100, 15.00

And a Full Line of Standard Kinds.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

STREET TREES

ORIENTAL PLANE, NORWAY MAPLE, 1 to 5 in. cal., at 75c. per in.; in lots of 100 or more.
SUGAR MAPLE, at $1.00 per in.
NORWAY SPRUCE, 4-6 ft., B. B., at 50c. per ft.
HEMLOCK, 4-6 ft., B. B. at $1.00 per ft.
3000, 4-yr. cut back **CALIFORNIA PRIVET,** 3-3½-ft., at $75.00 per 1000.
AMERICAN HOLLY, 3-6 ft., B. B. $1.00 per ft.

Packing at cost.

Woodlane Nurseries
MT. HOLLY, NEW JERSEY

Alonzo J. Bryan

WHOLESALE FLORIST

Grower of

GERANIUMS, FUCHSIAS, HELIOTROPES, CANNAS

and all kinds of **Bedding Plants** by the hundreds of thousands. Correspondence solicited.

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Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, $2.25.

American Florist Co.
440 S. Dearborn St., CHICAGO

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD, Delaware County, PA.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

CANNAS

Good strong plump roots, 2 to 3 eyes, **Souv. de Ant. Crozy, Indiana,** 3c; **Yellow King Humbert, Wintzer's Colossal,** 4c. Will exchange for Geraniums or R. Carnations.

W. W. COLES, Kokomo, Ind.

50,000 Dracaena Indivisa

From 2 inch pots, ready for 3 or 4 inch pots, at $4.00 per 100. From 2 inch pots, good strong average sized plants at $3.00 per 100.

GERANIUMS (Our Specialty)

Nutt, Buchner, Ricard, Poitevine, Viaud. Good short jointed plants from 2 inch pots, at $3.50 per 100; $35.00 per 1000.

We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Ageratum Fraserii

We feel confident in offering **Ageratum "Fraserii"** to our customers that we are offering what will be one of the most valuable acquisitions to the bedding plant line in recent years, that it is a blue, a decided blue, that will be continually in bloom, in our trial grounds last summer **"Fraserii"** attracted more attention than any other bedding plant. It only grew about 8 to 10 inches high and was covered the entire summer with what can easily be classed as immense truss of flowers, as many of them were over 2½ inches across, while the individual flower would be ⅞ of an inch in diameter. The plant spread about 12 to 15 inches across. It can very easily be used with alternantheras as a border plant.

Being an early bloomer and dwarf, compact grower, it makes an excellent pot plant.

2-inch, $1.00 per doz.; $ 6.00 per 100.
3-inch, 1.50 per doz.; 10 00 per 100.

R. Vincent, Jr. & Sons Co.
White Marsh, Md.

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

CYCLAMEN

We must have room and offer for one week.
2,500 2¼ in. **Cyclamen,** at $10.00 per 100; $90.00 per 1000.
3,000 3 in. **Cyclamen,** at $20.00 and $25.00 per 100.
1,000 4 in. **Cyclamen,** at $40.00 per 100.
Ask for our prices of **Easter Greeting Pelargoniums** and **Ferns.**

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Dooley, Cook County, Ill., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

BIRMINGHAM, ALA.—Truckers here are asking the city council for a market place.

SNAP BEANS are short in the Miami district, Florida. Demand active and prices high.

GEORGIA melon acreage last year was 40,000 acres, Florida 8,000 acres, other states 15,000 acres.

TUSCALOOSA, ALA.—Three million cabbage plants have been disposed of here recently, for home gardens.

A LOCAL estimate of the Florida east coast tomato area, from Delray to Florida City finds 6,000 to 7,000 acres against 14,500 acres last year.

Prices of Indoor Fruits and Vegetables.

Chicago, February 15.—Cucumbers, 2-dozen box, $7.00 to $9.00; leaf lettuce, per box, 22½ to 25 cents.

New York, February 11.—Cucumbers, per dozen, 75 cents to $4.00; mushrooms, $1.00 to $2.00 per three-pound basket; tomatoes, per pound, 20 to 60 cents; radishes, per 100 bunches, $3.00 to $4.00.

Tomato Fertilizer Demonstration.

Final reports on two of the Webster county fertilizer demonstrations have been received by the University of Missouri College of Agriculture from County Agent Thomasson. An increase of 4,560 pounds an acre in use of 16 per cent acid phosphate, 4,578 pounds from 3—12—0 fertilizer, and 4,240 pounds from 3—12—3 fertilizer was shown on one plot of rather fertile second bottom land. These tomatoes were sold at 75 cents per 100 pounds, giving the owner a return of $34.20 for 200 pounds of acid phosphate, $34.40 for a like amount of 3—12—0 fertilizer, and $32.40 for the 3—12—3 brand. A thinner plot gave less returns with the fertilizer used. An increase of 2,940 pounds an acre from the use of 16 per cent acid phosphate, 3,064 pounds from the 3—12—0 fertilizer, and 4,104 pounds from 3—12—3 fertilizer was shown on this plot of thin upland soil. These tomatoes selling at 75 cents per 100 pounds gave the owner a return of $22.05 for 200 pounds of acid phosphate, $22.98 for a like amount of 3—12—0 fertilizer, and $30.78 for the 3—12—3 brand.

Fertilizer, in all cases, was applied at the rate of 200 pounds an acre. The tomatoes were valued at 75 cents per 100 pounds, some of which were sold at that price, but it was lower than the market price.

It will be seen that acid phosphate was by far the most economical fertilizer on the fertile land. On the thin land, the 3—12—3 gave $8.72 more returns to the acre than did the acid phosphate, but the phosphate gave splendid returns for the money invested. In both cases, 3—12—0 made a slight gain over acid phosphate, but on the fertile land, the phosphate produced 320 pounds more to the acre than the 3—12—3 fertilizer.

Hartford, Conn.

The Florists Club held its meeting February 9. Plans were discussed for the convention and exhibition of the American Carnation and the American Rose Societies, which will be held in Hartford, in January, 1922. Vice President-elect, Newell C. Osborn, of the American Carnation Society, was present and gave an account of the recent convention and exhibition held at Washington, D. C. Wallace R. Pierson, Cromwell, was also in attendance and gave a short talk. The proposition of a state organization of florists, which had been taken up at the January meeting and for which a committee had been named, received favorable consideration. On this committee were Messrs. Regan, Waterbury, chairman; Thomson, Hartford; Greenbacker, Meridian, and Dawson, Willimantic. This committee will report at a later date. It has not yet been decided what hall or building will house the exhibitors. The officers of the club are as follows: President, William Thomson, Hartford; vice president, J. Andrew, Bristol; secretary, George B. Marchant, Hartford; treasurer, J. Albert Brodrib, Hartford.

NOTES

The Hartford retailers made splendid St. Valentine's displays in their show windows the week preceding the date, and as one of then expressed it, "tried to make the most of it." There were noteworthy features at the Welsh Flower Shop, Spear & McManus Co. and John Coombs.

At the range of the W. W. Thomson Co. a fine crop of sweet peas, in all the popular colors, is being cut.

The Killarney rose pays him the best, states Carl Peterson at the Whitney greenhouse.

At the John Coombs range, of which N. C. Osborn is foreman, there is a large stock of roses and carnations. Laddie is doing well there.

Thomas Cogger, grower of gladioli, Melrose, Mass., spent February 9 and 10 in this city and attended the Florists' Club meeting.

George G. McClure is giving away a neat card on which is the motto, "Say It With Flowers," and a picture of the "lowing kine" winding "slowly o'er the lea."

A bowling team from the Florists' Club will play against a team from the A. N. Pierson, Inc., range at Bristol, February 22. A. F. F.

Nashville, Tenn.

STOCK IN GOOD SUPPLY.

The near approach to St. Valentine's Day brings a prospect of another harvest to the florists, and everywhere one can see beautifully decorated windows and the pretty plants and flowers displayed therein. There is, no doubt that it will be observed extensively. Novelties in the way of Valentine boxes, which will also hold the flowers as a vase, are something entirely new this season and will appeal to a large number of buyers. Roses and carnations which are blooming more freely than for some weeks past, will for the most part supply the cut flower demand. Violets will be scarce, and few are being raised here now. Lily of the valley, hyacinths, Paper Whites and Yellow narcissi will make of the day a complete success. There will be cyclamen, all colors in profusion, potted hyacinths, primulas of all kinds and tulips. Corsage bouquets will be largely in demand.

A violent but short hailstorm did considerable damage to some of the florists. C. H. Tritchler suffered a loss between $200 and $300, principally glass, as well as L. H. Haury & Sons, who were damaged to the extent of $600.

M. C. D.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, $1.00

American Florist Co.

440 S. Dearborn St., Chicago

SEASONABLE STOCK

Ready for Delivery

	Per 100
Asparagus Sprengeri, 2¼-in.	$ 5.00
Flowering Begonias, wonderful young stock—	
Argentea Guttata, Otto Hacker, Pride of New Castle	10.00
Carolina Lucerna	15.00
Gloire de Chatelaine	6.00
Metallica and Mrs. M. A. Patten	8.00
Begonia Metallica, heavy 5-in., $4.00 per dozen	30.00
Cyperus Alternifolius, 2½-in.	8.00
Fern Dish Ferns, 2½-in. grand stock, Pteris Adiantoides, Cretica Alba Lineata, Magnifica, Wimsettii and Wilsoni	5.00
Cyrtomium Rochfordianum	7.00
Boston Ferns, 5-in. pot plants, $40.00 per 100; 6-in., $60.00 per 100; 8-in., heavy, $1.50 each.	
Genistas, a grand block of 5-in. pot stock	40.00
Palms, Kentia Belmoreana, 2½-in. stock, $12.00 per 100; $100.00 per 1,000; 3-in. pots	20.00
Roses, special grade for pots, long tops, well ripened, 2-yr. field grown.	
Excelsa and White Dorothy	35.00
Tausendschon	45.00
Baby Rambler, 2-yr. field grown, No. 1 grade, lighter than our XX grade, but good for 5-in. pots	40.00

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

AGERATUMS.

Ageratum Fraserii. An early bloomer and dwarf compact grower, 2-in., $1.00 per doz., $6.00 per 100; 3-in., $1.50 per doz., $10.00 per 100. R. Vincent, Jr. & Son's Co., White Marsh, Md.

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii. A large stock of one and two year in all grades. Two year transplanted are heavy for grades. Some three year, with heavy tops and roots. Light stocks for lining out very cheap. CHAS. BLACK, Hightstown, N. J.

ASPARAGUS.

Asparagus plumosus, 2-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

BARBERRY.

Box-Barberry, well rooted summer cuttings $25.00 per 1,000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BEGONIAS.

BEGONIAS.
In Bud and Bloom.

Patten. (New Dark Pink Chatelaine) 2¼-inch pots, $8.00 per 100; $75.00 per 1,000. 3-inch $15.00 per 100. Strong 4-inch pots, $25.00 per 100. Chatelaine, 2¼-inch, $7.00 per 100; $65.00 per 1,000; 3-inch pots, $12.00 per 100; 3½-inch pots, $20.00 per 100. New Pride of Newcastle. Dark Red, Luminosa color, 2¼-inch $14.00 per 100; $130.00 per 1,000.

Begonia Rex.	100
2¼-inch	$15.00
3½-inch	35.00
4 -inch	75.00

Metallica, Thurstonii, 2¼-inch pots, $12.00 per 100. Caroline Lucerne, 2¼-inch pots, $16.00 per 100.

Ask for Price List of Canna Roots and Gladioli Bulbs.

ROMAN J. IRWIN
43 West 18th St., New York

Begonias, Metallica, Otto Hacker and Pres. Carnot, $10 per 100. The Storrs & Harrison Co., Painesville, O

BOXWOOD.

300,000 Boxwood edging. Suffruticosa, 5 to 6 and 6 to 7-in. Strong bushy plants. Old boxwood hedges. Write for prices. Specialty: moving boxwood hedges and trees without disturbing the roots. ROBERT H. BENDER, Chestnut Hill, Philadelphia, Pa.

BULBS.

Bulbs. Gladiolus. All bulbs are first class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

R. A. VAN DER SCHOOT
Hillegom, Holland
Extensive own cultures of bulbs and plants. Prices on application.

CALLAS.

Callas, Godfrey, 3-in., $8.00 per 100. THE PARK FLORAL CO., Denver, Colo.

CANNAS.

Cannas. Good strong, plump roots, 2 to 3 eyes. For varieties and prices see advertisement elsewhere in this issue. W. W Coles, Kokomo, Ind.

CARNATIONS.

Ready Now!
New Varieties:

	100	1000
Harvester, splendid white and a free bloomer	15.00	120.00
Edna, wonderful red and sure to please	15.00	120.00

Send for Complete Description.

PINK	100	1000
Laddie	$12.00	$ 90.00
Ruth Baur	10.00	90.00
Enchantress Supreme	5.00	45.00
Morning Glow	7.00	65.00
Mrs. C. W. Ward	5.00	35.00
Alice	4.00	35.00
Pink Enchantress	5.00	35.00
Rose-pink Enchantress	4.00	35.00
Miss Theo	5.00	45.00
Rosalia	6.00	50.00
Cottage Maid	5.00	45.00
Rosette	4.00	35.00
RED	100	1000
Ethel Fisher	$10.00	$ 90.00
Nebraska	5.00	45.00
Belle Washburn	5.00	45.00
Aviator	5.00	35.00
Herald	5.00	40.00
Beacon	5.00	40.00
Thenanthos	4.00	35.00
WHITE	100	1000
White Benora	$ 7.00	$ 65.00
Crystal White	5.00	45.00
White Enchantress	4.00	35.00
White Wonder	5.00	45.00
Matchless	4.00	35.00
White Perfection	4.50	40.00

Send Your Order To-Day. Get the Best that Money will Buy.

M. C. GUNTERBERG.
Wholesale Florist
8 East Randolph St., Chicago, Ill.

ROOTED CARNATION CUTTINGS

	100	1,000
Aviator	$4.00	$35.00
Enchantress	4.00	35.00
White Enchantress	4.00	35.00
R. P. Enchantress	4.00	35.00
C. W. Ward	4.00	35.00
Alice	4.00	35.00
Thenanthos	4.00	35.00

PETER REINBERG
Wholesale Florist
30 East Randolph St., Chicago

ROOTED CARNATION CUTTINGS
Recognized as the leading quality by growers everywhere. Place your order with us and get the best.

	100	1000
Enchantress	$4.00	$35.00
White Enchantress	4.00	35.00
Matchless	4.00	35.00
Mrs. C. W. Ward	4.00	35.00
Rosette	4.00	35.00

WIETOR BROS.
Wholesale Florists.
30 E. Randolph St. Chicago.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CARNATIONS.

CARNATIONS, STRONG ROOTED CUTTINGS

	100	1000
Enchantress Supreme	$5.00	$45.00
C. W. Ward	5.00	45.00
White Enchantress	4.50	40.00
Aviator	4.50	40.00
Matchless	4.00	35.00

CHAS. N. MILLER & BRO.
Morton Grove, Illinois.

CARNATIONS—NOW READY
STRONG ROOTED CUTTINGS

	100	1000
Mrs. C. W. Ward	$5.00	$45.00
Enchantress Supreme	5.00	45.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Matchless	4.00	35.00

J. A. BUDLONG CO.
184 North Wabash Ave., Chicago, Ill.

CARNATIONS
Choice Rooted Cuttings
$5.00 per 100; $40.00 per 1,000.
Our cuttings are all made from flowering side shoots.
BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago.

CHRYSANTHEMUMS.

ROOTED CHRYSANTHEMUM CUTTINGS
Now Ready

	100	1000
White Chadwick	$5.00	
Golden Chadwick	5.00	
Seidewitz	3.00	$25.00
Nagoya	3.00	25.00
Dr. Enguehard	3.00	25.00
White and Yellow Razer	3.00	25.00
Buckbee	3.00	25.00
Ready March 1		
Golden Glow	3.00	25.00
Golden Queen	3.00	25.00
Early Rose	3.00	25.00
Oconto	3.00	25.00
Chieftain	3.00	25.00
Pompons		
Buckingham		20.00
Golden Wedding		20.00
Godfrey		20.00
Yellow Baby		20.00
Golden Climax		20.00
Lillian Dotty		20.00

Ready March 1

Elegant new Pompon, Hamilton Lewis. $5.00 per 100. Recognized as one of the best in Chicago wholesale cut flower market.

PETER REINBERG,
Wholesale Florist,
30 East Randolph St., Chicago, Ill.

CHRYSANTHEMUMS, ROOTED CUTTINGS.
Clean, healthy stock free from midge.
Standard Varieties.

Golden Glow, Early Frost, Charles Razer, Seidewitz and all other standard varieties, $3.50 per 100; $30.00 per 1,000.

Pompons—Hardy Early Flowering, Single varieties. Anemones, $3.50 per 100; $30.00 per 1,000.

Choice Commercial Varieties.

White Chadwick	White Turner
Pink Chadwick	Yellow Turner
Yellow Chadwick	White Mistletoe
Bronze Chadwick	Golden Mistletoe
Sun Glow	December Gem
Glen View	Odessa
Wells' Late Pink	C. H. Totty

Price on all above, $5.00 per 100; $45.00 per 1,000.

Hamburg Late White, $5.00 per 100; $35.00 per 1000. Pink Turner, $8.00 per 100. Ask for Price List of Carnation Cuttings.

ROMAN J. IRWIN
43 West 18th St., New York

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

CHRYSANTHEMUMS.

CHRYSANTHEMUM PLANTS.
In 2-inch pots.

Our celebrated early white pompons will be ready to ship February 15. This variety commences to bloom October 1, and will continue three months producing quantities of double white pompons, which are fine for either cut flowers or potted plants.

$ 6.00 per 100
50.00 per 1000

BASSETT & WASHBURN
178 N.Wabash Ave. Chicago.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINNAMON VINES.

Most beautiful and fragrant of all climbers. Easily handled, quickly sold. Good "money-makers" every day for florists. Now is your time. Particulars and colored plate free. Address largest grower in the world. A. T. COOK, Seedsman, Hyde Park, N. Y.

CINERARIAS.

Cinerarias, Columbian mixture. Strong, well-grown plants, 3-in., $10.00 per 100. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

Cinerarias. Fine strain of good colors, 4-inch., $25.00 per 100. THE PARK FLORAL CO., Denver, Colo.

COLEUS.

COLEUS ROOTED CUTTINGS.
$1.50 per 100; $14.00 per 1,000, by express. If postpaid, special delivery and insured, at customer's risk, add 15c per 100; 75c per 1,000. Golden Bedder, Verschaffeltii, Queen Victoria, Firebrand, Beckwith Gem, Trailing Queen and others.

American Beauty and Brilliancy, $2.50 per 100; $20.00 per 1,000.
Ask for Price List on All Bedding Plants.

ROMAN J. IRWIN
43 West 18th St., New York

Coleus. Best bedding kinds, 2-inch pots, $3.00 per hundred. Cash. JOSEPH BANCROFT & SONS, Cedar Falls, Iowa.

CYCLAMEN.

Cyclamen. The kind you have been looking for. Strong, well grown named varieties in separate colors in the following:

	Per 100
From 2½-in. pots	$12.00
From 3 -in. pots	20.00
From 4 -in. pots	40.00
From 5 -in. pots	75.00

Write for discounts on large orders.

We pay special attention to boxing and packing and the using of paper pots should insure safe arrival at destination. The stopping of express cars at our plant enables us to make direct shipments without unnecessary rough handling, which will be appreciated by our customers. Plants are moving fast and we advise ordering at once.

J. W. DAVIS COMPANY
Terre Haute, Indiana.

Cyclamen. Extra heavy plants, well in bloom. 5% off for cash with order.
6-inch.............. .75 each
Packing charges included.

DAVIS FLORAL COMPANY
Davenport, Iowa

Cyclamen, assorted. All leading varieties. German strain. 2-in., $8.00 per 100; $75.00 per 1,000. Ready for delivery about March 1. Cash with order. MATTHEWSON'S, Sheboygan, Wis.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias. Best cut flower varieties; get our list before placing your order. LYNDHURST FARM, INC., R. F. D. No. 2, Hammonton, N. J.

DAISIES.

DAISIES, Mrs. Sanders and Single White, 2¼-inch, $6.00 per 100; $50.00 per 1,000. Boston Yellow, 2¼-inch, $8.00 per 100; Blue, 2-inch, $6.00 per 100; $50.00 per 1000. Ask for Price List on Ferns, Cyclamen Seedlings, Etc.

ROMAN J. IRWIN
43 West 18th St., New York

DRACAENAS.

Dracaena Indivisa. 2-in., ready for 3 or 4-in., $4 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

FERN RUNNERS, READY MARCH FIRST AT $15.00 per 1000. FOLLOWING VARIETIES: Boston, Roosevelt, Teddy Jr., Whitmanii, Whitmanii Comp. and Verona.

2¼-inch of above, also Scottii, $6.00 per 100, $50.00 per 1000. New Macawii, 2¼-inch, $10.00 per 100, $95.00 per 1000. Larger sizes ask for prices.

ROMAN J. IRWIN
43 W. 18th St., New York.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

Ferns. Boston, Roosevelt and Harrisii, 2¼-in., $7.00 per 100; $65.00 per 1,000. Macawii, 2¼-in., $12.00 per 100; $100.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Ferns. Table and fern dish. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Ferns, 6-in., $1.00; 8-in., $1.50 and $2.00 each. Birds-nest, 5-in., $1.50; 6-in., $2.50 each. Wm. K. Harris, 55th and Springfield Ave., West Philadelphia, Pa.

Ferns, Verona. Elegant plants, 4-inch, 25c each; 5-inch, 50c each; extra strong, 6-inch, $1.00 each. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

Ferns. Pot grown and in good shape. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Boston Ferns, good strong, bushy stock, 5-in., at 50c. Add 5 per cent for packing. DAVIS FLORAL CO., Davenport, Ia.

FERNS.

Ferns, Smithii (Lace Type). A special lot of these. 5-inch, 75c each. Cash with order. MATTHEWSON'S, Sheboygan, Wis.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Dagger Ferns, $1.50 per 1000. This is nice stock. Cash please. H. BLAUVELT, Pittsfield, Mass.

Hardy Ferns. Ill. descriptive list mailed. L. MOSBÆK, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums. Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GLADIOLI.

GLADIOLI

Jack London, Anna Eberius, Thomas T. Kent, Mrs. H. E. Bothin. The four greatest and most perfect gladioli in existence They have won the greatest admiration wherever shown and will soon be grown by the million. Our new catalogue showing some of our varieties in natural colors and describing many of our other new creations is free on request. Write for it today.

RICHARD DIENER CO., INC.
Kentfield, California.

Gladiolus primulinus with artistically arranged flowers and beautiful oriental colors. Catalogue free upon request. The Chautauqua Flower Fields, Bemus Point, N. Y.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

Lily of the Valley, new crop. London Market strain. 1,000 pips, $33.00; case (2,500 pips), $80.00. Vaughan's Seed Store, Chicago and New York.

LYCOPODIUM.

Four-pound sample package of my high-grade dyed and prepared Lycopodium will be sent postpaid anywhere in the United States upon receipt of $1.00. JOHN PERMAN, Catawba, Wis.

NARCISSI.

Cut Flowers. Narcissus: King Alfred, Sulphur Phoenix, Barri Conspicuus, Sir Watkins, Emperor, Empress and other kinds. Write for prices. TAIT BROS. CO., Brunswick, Ga.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PANSIES.

Pansy Seedlings. Giant Trimardeau mixed; large flowering and choice colors. Prepaid by mail, special delivery, $4.00 per 1,000; $17.00 per 5,000. F. DANLEY, Macomb, Ill.

PELARGONIUMS.

Try our stock of big 2¼-in. Easter Greeting Pelargoniums at $9.00 per 100. Packing free. Fumigated with cyanide. C. H. KETCHAM, South Haven, Mich.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

PETUNIAS.

PETUNIAS.

Dieners' Ruffled Monsters, single. The largest and most beautiful ruffled varieties of Petunias in existence. Ruffled Monster seed in separate colors, pink, red, variegated, white, red with black center, pale lilac, and all colors mixed.

The following somewhat smaller than the Ruffled Monsters, colors, flesh, pink frilled, (Pearl of Kentfield), purple or blue, and white frilled (dwarf). Price, per package, 50c. Catalogues will be sent free on request. Write for it today.

Mr. W. I. Ferguson, Smiths Falls, Ontario, under date of Dec. 2nd, 1919, writes us the following in regard to our petunias:

"Last year I purchased petunia seed from you. I think every seed germinated and the blooms were the finest ever seen in this part of Canada. Only about 8% of the plants could be classed as common. I want more of the same quality each year."

Mr. Rudolph Nagel, Lancaster, Pa., under date of Dec. 14th, 1919, writes us:

"I had, last year, just a few of your petunias, but I am sure I could have sold thousands of them. They surely came up to your claim and way ahead of my expectation."

RICHARD DIENER CO., INC.,
Kentfield. California.

PRIMULAS.

Primula Malacoides Townsendii, 3-in., $15.00 per 100. Ready to put in 4-in. Primula Obconica Giganteum. Our own strain that cannot be surpassed, 3-in., $15.00 per 100. THE PARK FLORAL CO., Denver, Colo.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2¼-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIMULAS. Sim's Hybrid Yellow Polyanthus, strong divisions, $7.00 per 100, $60.00 per 1000.

ROMAN J. IRWIN
43 W. 18th St., New York.

PRIVET.

Privet. Ibolium privet, hardy hybrid; cross between California and Ibota privet. 2 years, 2-3 ft., $2.50 each; 1 year, 1-2 ft., $1.00 each; summer frame cuttings, 50c each. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

ROSES.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Russell Bench Plants	$16.00	$150.00
Milady Bench Plants	15.00	140.00
Killarney Bench Plants	12.00	115.00
Ophelia Bench Plants	12.00	115.00
Sunburst Bench Plants	12.00	115.00
American Beauty	20.00	190.00

M. C. GUNTERBERG,
Wholesale Florist
8 East Randloph St. Chicago, Ill.

ROSE PLANTS.

	100	1000
2000 White Killarney, 3-in.	$10.00	$ 90.00
3500 Pink Killarney, 3-in.	9.00	80.00
1100 Ophelia, 3-in.	9.00	80.00
7500 Columbia, 3-in.	14.00	125.00
5000 Russell, 3-in.	14.00	125.00
9000 Richmond, 2½-in.	7.00	60.00

WIETOR BROS.,
Wholesale Florists,
30 E. Randolph St., Chicago.

ROSES—OWN ROOT.
Plants from 2¼-inch Pots.
All Best Varieties for Forcing and Bedding.
Ready now or will reserve for later shipment.
Write for general list and prices.
THE AMERICAN ROSE & PLANT CO.
Springfield, Ohio.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

Roses. Dorothy Perkins and Excelsa, 2-year field-grown, extra long tops, staked and ripened, $35 per 100. The Storrs & Harrison Co., Painesville, O.

ROSES

Roses. Pilgrim, Crusader and Mrs. John Cook. For further particulars write A. N. Pierson, Inc., Cromwell, Conn.

SEEDS.

DAHLIA SEED.

This seed is raised from the most up-to-date dahlias in existence. No place in the world have dahlias been brought up to such perfection as they have been around San Francisco. This mixture contains all colors and types of peony, cactus and decorative varieties. The seed we sent out in previous years was highly praised by all who raised dahlias from it; but this seed is far superior to what we have sent out in previous years. The seedlings will commence to flower two months after sowing and almost a month earlier than plants raised from bulbs. Price, $0.50 per package.

RICHARD DIENER CO., INC.
Kentfield Marin County, Calif.

THE DIENER TOMATO

Increase your tomato yield one hundred per cent by raising the new DIENER TOMATO. 30-40 tons of ripe fruit to the acre.

This tomato was raised last year all over the United States and Canada with the greatest satisfaction.

As smooth as an apple and of a magnificent dark red color. Single tomatoes weigh up to 3 lbs. each. The flesh is more solid than that of any other tomato. The fruit contains very little seed and is solidly filled out. This tomato is free of the acid taste, and for dehydrating, catsup and canning is the best tomato in existence today.

The DIENER TOMATO is blight-resisting as well as drought-resisting. It will not crack from the rain and will not rot while lying on the ground in wet weather. This tomato will grow in almost any kind of soil and it commences to ripen the first part of August.

It is the greatest novelty in the tomato line, and it will soon crowd out the present varieties from the market by its far superior qualities.

Price of the DIENER TOMATO SEED: Sample pkg., 25c; one-quarter of an acre pkg., 50c; one acre pkg., $1.50.

RICHARD DIENER CO., INC.
Kentfield Marin Co., Calif.

DRACAENA INDIVISA, the true Cordyline Australis narrow leaved variety, fresh seeds that will make quick-growing, profitable plants for you, 5,000 seeds, $1.00; pound, $3.00 postpaid. SEVIN-VINCENT CO., San Francisco, Calif.

SEEDS.

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Next annual meeting and exhibition, Boston, Mass., 1921. LEE R. BONNEWITZ, Van Wert, O., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

Society of American Florists.

Meeting of the Executive Board, New Willard Hotel, Washington, D. C., January 24-25, 1921.

Many Problems Discussed.

The annual meeting of the executive board of the Society of American Florists was held at the New Willard hotel, Washington, D. C., on January 24-25. President Thomas Roland called the Board to order at 9:30 a. m. on January 24, and appointed A. L. Miller, who volunteered for the office, sergeant-at-arms. Roll call showed the following directors to be present: President Thomas Roland, Vice-President Adolph Gude, Secretary John Young, Treasurer J. J. Hess, Joseph H. Hill, C. C. Pollworth, Herman P. Knoble, Paul R. Klingsporn, Thomas H. Joy, Carl Hagenberger, Ex-President A. L. Miller, W. F. Gude, George Asmus, Henry Penn, Robert Pyle, Charles W. Johnson, J. F. Ammann, I. S. Hendrickson, Joseph Kohout, W. A. Rowe, A. Rasmussen, Robert L. Graham Jr., W. H. Englehart and A. M. Campbell. After the credentials of the new members of the board had been passed upon, the minutes of the last meeting, as published, were, on motion, formally approved.

The secretary presented his financial report for the year ending December 31, 1920, showing as summarized in the auditors' report attached, receipts from all sources for the year to have been $22,511.85. This amount was shown to be about one half the amount collected for the year 1919, but this was largely accounted for by the fact of the reduction in receipts for life membership, only $745 being received during 1920, as against $24,550 in 1919. In the report of the auditors was a complimentary comment upon the completeness of the secretary's records. Disbursements by voucher totaled $25,875.46. A special statement was presented showing cost and income connected with the publication of the Society's Journal. A separate report made by the secretary, as superintendent of the trade exhibition at Cleveland, O., showed a balance or profit amounting to $6,354.60. The reports were, on motion, accepted and approved. In the course of a discussion on financial matters, it was brought out that a seeming large increase in the expenses of the administration headquarters in the last two years had been due very largely to the drive for life members, the expenses covering which, including the engrossing and framing of certificates, and incidentals, had all to come from the general fund, while life membership fees all went into the permanent fund intact. The new life members numbered 1,032, yielding over $25,000 to the permanent fund, and taking from the anual list a very large number of members whose dues were thus lost to the general fund. Mr. Asmus expressed the opinion that it could now be realized that the only way to increase the society's revenue would be to make a drive for new members.

The Treasurer's Report.

Treasurer J. J. Hess presented his report covering receipts and disbursements for the year 1920, with credit certificates from the different banks as to the amounts on deposit. The report showed a balance on hand for the general fund of $651.53, and in the permanent fund, including investments, of $49,443.47. Mr. Hess pointed out that there was the sum of $10,772.91 in the permanent fund to be invested. It being understood that all the financial reports should be turned over to the chairman of the finance and audit committee, Mr. Asmus moved that the finance and audit committee be given power to call a meeting, with the sanction of the secretary and president at a date to be determined upon later, and at that time to make the annual audit, and copies of that audit to be sent to each member of the executive board, and that the audit be reported at the convention

in August. Mr. Campbell seconded the motion, and it was carried.

Secretary John Young referred to the installation of the new bookkeeping system authorized and directed by the finance and audit committee, and to a request for the services of a certified public accountant to audit the accounts of the different funds. The work was as yet incomplete, so there was only a partial report to make, but he would like, he said, to have the whole matter referred to the finance and audit committee. He then introduced Mr. Joyce of Joyce & Mattis, New York, certified public accountants, who he said would explain the new system to the board. Mr. Joyce then produced the proposed new books and other material, and proceeded to explain the system being installed, showing how a record could be kept of all transactions of the society on the books at the secretary's office, including a record of daily balances of the different funds in banks.

Report on Tariff and Legislation.

W. F. Gude, chairman of the committee on tariff and legislation, made a verbal report for his committee, in which he stated that their work was now largely in regard to tariff matters. Tariff matters in general had, he said, been fully considered at a meeting of the committee in New York last December, at which it was decided to let well enough alone, and only seek rectification of a few ambiguities existing in the present tariff. The result of the meeting and the letter dispatched to the officials at Washington was published fully in all the trade papers. Since that meeting, however, the gladiolus growers were clamoring for the committee's help in their effort to have the duty on gladioli $10.00 per 1,000, instead of 50 cents as at present. There was to be a hearing next day, January 25, before the congressional committee on ways and means, at which the gladiolus duty was to be discussed, and he asked for a volunteer committee from the board to accompany him to the hearing.

This precipitated a long drawn out discussion as to whether or not a high tariff should be asked on Dutch bulbs as well as gladioli. Mr. Asmus led the discussion, insisting that a high tariff would stabilize the bulb business for American growers and prevent the dumping of surpluses from Holland growers into the United States at prices vastly lower than the prices obtained by the same growers for their earlier shipments. This sort of competition, he said, was ruinous to florists who had bought their bulbs at the high prices. Messrs. Hagenberger, Campbell, Rasmussen, Klingsporn, Knoble, Ammann, Miller, Rowe, Kohout, Penn, Hill and Hendrickson took part in the discussion, some on the negative side. Finally, a motion Mr. Ammann had made, "That this board go on record as recommending to the committee on tariff and legislation that it was advisable that a tariff not to exceed $10 per 1,000 be placed on all Dutch bulbs, and include gladioli for importation." Mr. Asmus seconded the motion, and a polled vote was called for the same, resulting in eleven votes in favor of the motion and ten opposing, two members not voting. The motion was declared by the chair to be adopted.

The discussion being resumed, there seemed to be a misunderstanding as to the scope of Mr. Ammann's motion. Mr. Hendrickson pointed out that Mr. Gude wanted the board's action as to gladiolus bulbs alone, and moved reconsideration of the motion, the motion being seconded by Mr. Ammann. This motion was duly passed. Then Mr. Ammann offered to withdraw his motion entirely, his offer being also acceptable to the seconder. The chair declaring the question again before the house, Mr. Hendrickson moved that a duty of $10 per 1,000 be asked on gladiolus bulbs. The motion was seconded by Mr. Hess. Some speakers expressed opinion that the matter had not been given sufficient consideration. The motion being finally put to the meeting was adopted unanimously. The matter of the Dutch bulbs was allowed to rest. The board then adjourned for lunch, as the guests of the Washington Chamber of Commerce.

Second Session.

Reconvening, the chair announced that the discussion of the desirability of a tariff on Dutch bulbs would be continued. Without speaking further on the subject, Mr. Asmus moved that a committee of five be appointed to gather data as to the feasibility of regulating the importation of bulbs, or to ascertain if there was a necessity for such regulation, and to report at the convention next August. Mr. Knoble seconded the motion, and it was carried. The chair remarked that he would appoint the committee from the board later.

Washington Convention Arrangements.

W. F. Gude reported on the possibilities for housing the convention. Wardman's Park inn, he said, was a first class hotel, about 15 minutes away from the Willard, which could house the trade exhibition, the meetings, and the president's reception all under the one roof, and there was a large lawn in front upon which tents could be erected to cover any exhibit which could not be taken into the building. There were about 5,000 rooms in the hotel, each an outside room, and probably 600 to 1,000 convention visitors could be accommodated. The hall in which the exhibition could be held was 60 ft. wide, 400 ft. long. Another building available was the Emery building, known as the census office, and a third was Convention hall, at Fifth and Case streets; he would like a committee to visit all three. Mr. Ammann moved that a committee of three be appointed to investigate the different propositions to report back to the board next morning. The motion was seconded and carried, and Messrs. Ammann, Asmus and Young were appointed the committee. Messrs. Asmus and Ammann were also appointed a committee to appear with Mr. Gude before the house ways and means committee.

On motion, a committee of three was ordered to be appointed to consider rates of space, program, etc. The board then went into a discussion as to what the program should cover. Although objection had been raised to long addresses, President Roland declared that the convention in Cleveland had been made interesting very largely by the speakers, whose topics

CINERARIA AND FERNS WITH RIBBON DECORATION.

were of interest to all. In this opinion he was joined by others, although it was suggested that speaking on business topics he restricted to daytime sessions. Mr. Kohout said that at the last meeting of the Flower Growers' Association of Chicago, it was resolved to request that the Society of American Florists bar artificial flowers from its trade exhibitions—artificial flowers of paper, wax or wood, not prepared foliage. Secretary Young stated that the same question was brought before the Minneapolis convention where it was beaten. It was a matter which had to come before the convention for ruling. Such flowers are barred from national flower shows, but it was considered that they were quite in order in a trade exhibition.

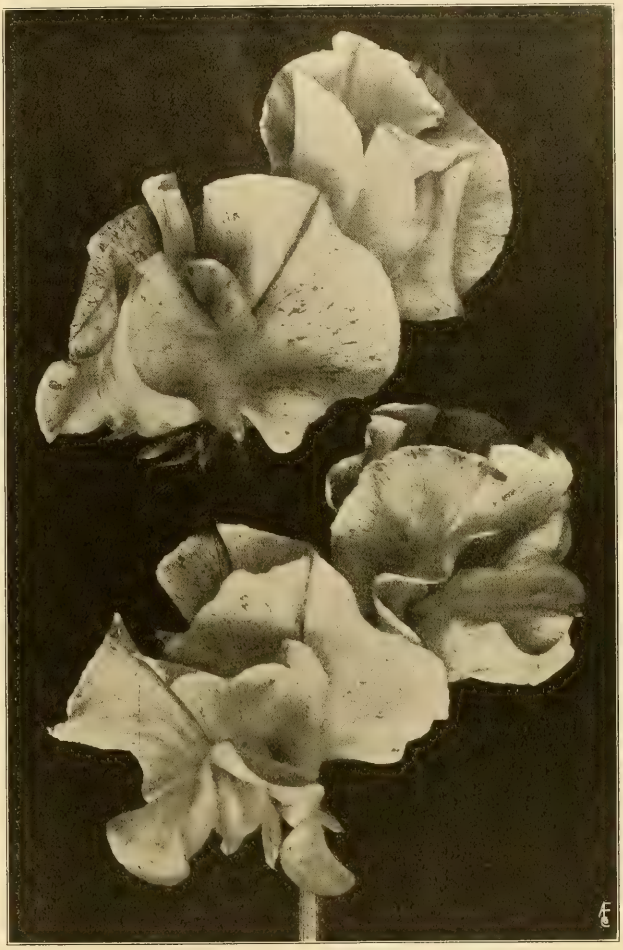
Secretary Young presented a plan for florists' endowment insurance, which Charles Henry Fox of Philadelphia, had prepared for submission to the publicity committee, and which he had laid before them at their meeting. The plan was an elaboration of the plan which Mr. Fox had previously presented, a synopsis of which appeared in the trade papers. The matter was, on motion of Mr. Joy, ordered to be laid over until a more preferable date.

A communication to the Secretary from A. T. De La Mare of New York, was submitted, suggesting the adoption, at the next convention, of a system of registration of visitors which he described. On motion of W. F. Gude, the communication was referred to the program committee.

The secretary referred to correspondence had some time ago with the Leo Niessen Company, Philadelphia, Pa., in regard to certain shortcomings in express service, and which led to W. F. Gude as Washington, D. C., representative taking up the matter with the vice-president of the American Railway Express Company, who attributed the troubles complained of to conditions of congestion which were largely due to the lack of express cars, and expressed the hope that the society might expect to hear further in the matter. The Niessen Company had recently complained that the same or worse conditions still existed, and express service was now equivalent only to the fast freight service of a few years ago. In a short discussion wherein several members of the board gave experiences in regard to express service, Mr. Gude stated that a new ruling was to go into effect on February 4, putting in the first class all express shipments of nursery stock. No relief in express conditions could be expected, he said, until the Interstate Commerce commission had fully readjusted the service.

Awards For New Varieties.

A letter from A. F. J. Baur, secretary of the American Carnation Society, was read in regard to a request made by him that the board appoint a committee to make awards to meritorious new varieties of various plants, such awards not being provided for in the by-laws specifically. Mr. Johnson made a verbal statement in support of the request, and the board seemed in favor of the suggestion. Mr. Asmus explained that the awarding of merits was, under the by-laws, in the hands of the national flower show committee, and that committee could recommend the medals if it were possible to have some committee pass upon the subjects. If the matter were referred to that committee, he said, some plan might be worked out whereby plants offered could be judged. Mr. Johnson then moved, seconded by Mr. Hagenberger, that the matter be referred to the national flower show committee with power to act, and the motion was carried.



SWEET PEA IMPROVED MARGARET ATLEE.

The meeting then went into a discussion which was largely confined to bringing out of the views of members of the board present through the affiliation with the society of the organizations they represented. A good deal of information was evolved from the discussion, and the speakers were most earnest in their sentiments respecting the value of co-operation.

National Flower Growers' Association.

The chair called for a report from Mr. Ammann as secretary of this Association, but he had no written report, and simply reported progress. He hoped that in the near future the organization might prove to be of great benefit to the Society.

Ladies' Society of American Florists.

The secretary read a courteous letter from Mrs. George Asmus, president of the Ladies' Society of American Florists, requesting closer cooperation at the conventions. She pointed out the fact that her organization made it their aim to take care of all lady visitors at the annual gatherings, which was considered to be quite an undertaking. The organization, the letter stated, would not ask for any unreasonable expense, but would suggest that a little be said about it and its objects in the mail that so often goes to the Society of American Florists' members. After a short discussion, which was quite complimentary to the ladies, the letter, with a recommendation covering an appropriation to the Ladies' Society of American Florists, was, on motion of Secretary Young referred to the finance and audit committee.

The plan in regard to collections presented at the Cleveland Convention by the United States Fidelity and Guaranty Company and referred to the executive board was presented by the secretary, and, on motion of Mr. Hill, was referred to the finance and audit committee.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

The unusual weather of the past month has brought forward all kinds of cut flowers with a prodigality never before equaled at this season. February, generally a month of severe snow storms, has been especially kind to the florists, one full sunny day following another producing a wealth of flowers of all kinds.

Retailers should take advantage of this bounteous supply as stocks of all kinds can be bought at moderate prices, and by elaborate displays educate the people to the fact that cut flowers and plants have again resumed their former pre-war prices. Daffodils, violets, carnations, calendulas, sweet peas and others of the list are reaching a low price level and effort should be made to see that the deadly surplus does not gather force and eat into the grower's returns.

The coming week there is the birthday anniversary of the "Father of his Country." Those who do not think it important should take an hour or two off and read something of that dreadful winter at Valley Forge, then there will possibly be a little more doing with flags and patroitism. The cherries and the miniature hatchets give a humorous touch to the situation that is commercialized and made the most of in connection with flowers. Connecting up with and featuring all holidays is good publicity. The papers are always filled with stories of the event and their principal characters, and the store displays are then certain to attract more attention.

Run a campaign on flowering window plants. A well written leaflet, short but to the point, describing primulas, cyclamens, begonias, cinerarias, freesias and all kinds of bulbous plants and their care in the house, if sent to the store's list of customers and prospects, is sure to bring in returns, particularly when backed up with feature displays of such stock in variety. Small baskets filled with flowering and foliage plants that can be sold at a moderate price will find favor as gifts for the hospital or sick room. They are decorative in the store and very few will be found to go to waste for their fine appearance suggests them as a suitable gift for a friend which would likely otherwise have been overlooked.

PREPARATIONS FOR EASTER

Every spare moment should now be engaged in preparatory work for the coming Easter holiday, the busiest week of the year. Every hour spent on wreaths or other designs for cemetery decoration in getting them in readiness relieves the stress of this rush period. Pot covers in various sizes could be made up out of all the standard materials and are a wonderful help when ready for use. All the store's decorative material and accessories should be gone over and put in shape for immediate use when required. Keep the street front of the store attractive. It counts so much to the throngs who are constantly passing. A framing of the window with six inches of colored crepe paper next to the inside edge of the glass makes a fine setting for the display. Boards mossed and filled with laurel or hemlock to make a frame for the outside of the window, have a heavier look but are sure to attract attention to the inside display.

Acacia pubescens, one of the loveliest of the greenhouse shrubs, is now in, and its beautiful feathery yellow sprays are excellent for basket and all kinds of table decorations. Cattleyas are more plentiful and should be featured in baskets of the Glory fern. When arranged in flower tubes which the ferns conceal they present a very decorative appearance. A fluffy orchid ribbon at the handle makes a good finish. The flowers will keep very well and can be sold from the basket the same as from vases kept on the top shelf in the case, where they would to most people be out of sight.

Be sure to keep your store clientage posted by weekly or semi-monthly leaflets with the new things, as they appear and while they are still novelties. A line about sweet peas with extra long stems has a novelty touch to it. The first of the larkspurs, snapdragons of a fancy color, wallflowers and choice lilies of the valley, are subjects worthy of mention, and show the store's business to be progressive.

It is none too soon to make selections of choice Easter stock that is always scarce. There is never enough of small heather, and in many other plants first selection guarantees a choice that late comers envy.

Minnesota State Florists' Association.

There was a large and enthusiastic gathering of the members of the Minnesota State Florists' Association, and others, at the Athletic Club, St. Paul, Thursday evening, February 17, brought together for improved organization and to promote the big flower show it is proposed to hold in one or other of the Twin Cities the coming fall. The proceedings began with a banquet at the club and when the coffee had been served, President Max Kaiser warmly welcomed the visitors and appointed Theodore Wirth toastmaster. The genial park superintendent of Minneapolis filled the office in fine style, claiming that was the first occasion on which he had acted in that capacity. O. Olson read messages of regret at their inability to attend from J. C. Vaughan, Chicago, E. G. Hill, Richmond, Ind., John Young, New York and Albert Pochelon, Detroit, Mich.

Mr. Wirth emphasized the president's greeting and gave an outline of the history and work of Minnesota trade organizations, closing with a strong appeal to get together and put floriculture and horticulture upon a better plane. He then called upon J. F. Ammann of Edwardsville, Ill., secretary of the National Flower Growers' Association, who gave a splendid address on organization, the greater part of which will be printed in a latter issue, George Asmus, of Chicago, the Society of American Florists' publicity and national flower show man, followed with an able discourse on advertising and the ways to raise funds for it, illustrated by stereopticon views, prefacing his remarks with a message to the ladies from President Mrs. Asmus of the Ladies' Society of American Florists, cordially inviting them to attend the annual convention in Washington, D. C., next August, and promising an interesting and highly entertaining programme.

The other speakers along similar lines included Paul R. Klingsporn and Michael Barker, Chicago; W. B. Shotwell, Fargo, N. D.; D. F. Siebrecht, Aberdeen, S. D.; Calvin D. Kinsman, Austin; J. J. Le Borious, Duluth; Hugh Will, Prof. L. Cady and Hans Rosacker. Among the out-of-town

BANQUET OF MINNESOTA STATE FLORISTS' ASSOCIA TION AT THE ST. PAUL ATHLETIC CLUB, FEBRUARY 17.

BANQUET OF THE SAN FRANCISCO RETAIL FLORISTS' ASSOCIATION, FEBRUARY 5.

visitors we also noted E. J. Gestie, Fargo, N. D., W. E. Peterson, of Moninger's, Chicago; Chas. Nordeen, Lake City; John E. Sten, wife and daughter, Red Wing; G. A. Clausen, Albert Lea; N. Nielsen and son, Mankato. The visitors were most enjoyably entertained at the St. Paul and Minneapolis athletic clubs and by Theodore Wirth, Holm & Olson, Rice Brothers, Max Kaiser, Hans Rosacker, and Gustave and Hugh Will.

The Chicago Flower Growers' Associtaion, of Chicago, exhibited some vases of Premier, Russell and Milady, which attracted considerable attention, and Baur & Steinkamp, Indianapolis, Ind., displayed a number of their new carnations in good form.

A large number visited the huge and splendidly equipped seed establishment of Northrup, King & Co., where George C. Thomson received them and had the oustanding features of the business explained.

TUPELO, MISS.—The Tupelo Floral Co. suffered a loss of about $20,000, on February 8, from hail.

RICHMOND, IND.—Recent visitors included Samuel Murray and A. F. F. Barbee, Kansas City, Mo.; Frank Stuppy, St. Joseph, Mo.; Glenn Wilcox, Council Bluffs, Ia.; W. W. Coles, Kokomo, Ind., and I. F. Frey, Lincoln, Neb.

EVANSVILLE, IND.—The garden committee of the Evansville Kiwanis Club is planning to open headquarters in the Chamber of Commerce building for the distribution of seeds to individuals, factories and institutions. A large number of packages will be given out. A garden contest will be conducted by the club with a view of beautifying the city. The city will be divided into zones. Cash prizes will be awarded by the club for the best arranged gardens. George Blackman, of the William Blackman Floral Co., has been appointed on one of the committees to arrange for the garden contest.—W. B. C.

THE ROSE.

Roses in the Past, Present and Future.

Address by Andrew Benson, Manager Premier Rose Gardens, Maywood, Ill., before the Commercial Flower Growers of Chicago, February 17, 1921.

It will be next to impossible for me to give you a thorough impression of the roses in the past, as the time when I first began seriously to work with roses under American conditions was about the time the grand old Killarneys first entered the field and forced the Brides and Maids to the wall. Far be it from me to revive past history when discussing rose growing—the grower of today is more interested in the future roses than the ones past their zenith. It entered my mind the other day that in the life and history and its commercial value as a cut flower, the rose is so much like the career of a baseball player. Each spring we hear of new men entering the game, some we see, others fade away before the teams enter the home town, and ever so often one will stand up under the strain, develop and be a star and money maker for his organization; but he, like the standard rose, which has proven itself, will in the allotted six to eight years give way for younger blood and activity.

Every fourth year, history has shown, gives us new roses of value—and also new methods of growing. We no doubt all realize the fact the old Killarney family made more rose growers and built more greenhouses than any other rose. We have today men, many of them who can thank the introducer of Killarneys for their dollars and possessions, but the old, easy methods of 10 years ago did fast pass away as are the easy growing varieties we had, until Russell and Milady appeared.

The roses in the past have been rather easy to grow, able to withstand a certain amount of abuse. The period between the eclipse of the Maids and Brides and to the time when the Russell and Milady flitted across the scene, we had varieties that nearly could grow in water alone; it used to be a slogan—water, more water and then still more water. When the new varieties came forth they were given the same treatment, and to that fact I contribute several failures of new roses to make good. Although it has taken years, it is gratifying to realize that the progressive, experienced grower has been keen to observe the needed cultural change, and as a result the present indication is that the old slogan of "soak them" is getting weak in the knees, ready to collapse and like old John Barleycorn is a goner.

The failure to study new plants and cling to old methods instead of adopting new ones, I attribute the cause of the poor showing of roses here in the middle west during the four years prior to 1918. It is interesting to note that each locality has its preference for different varieties.

In the east they do wonders with Francis Scott Key; plants are growing well and flowers are larger than American Beauty roses. Hadley is a leader and grows in the various places, wth strong stems, and a dark rich velvety color. It must be admitted it has a place all by itself. I see no reason why we here in the middle west so hastily discarded the Hadley rose. I am fully convinced it was a rose not given a fair trial. My opinion is that the best natural conditions for winter growing of roses are found within a radius of 500 miles of Chicago; although the method applied here may do equally as well further east, it will not do 300 miles south of us or 1,000 miles west.

FERTILIZING THE SOIL

We use rough cattle manure mixed with our soil with admirable results. Should we apply manure to the soil of California it would mean absolute failure. It is hard for an eastern man to conceive why such rich, black loam as they have in California should not,

with the aid of natural manure, produce still better results, but natural manure mixed with the soil under the climatical condition prevailing there, have time and again proven detrimental to the plants. Good roses can be grown to a profit from coast to coast, but will not grow and prosper unless given the utmost care and attention; even the varieties of robust heart and vigor require the proper soil condition, perfect drainage, ample feed at the proper time; constant attention must be the watchword. A rose plant is a living organism; it suffers from inattention and any careless or haphazard method of culture is not conducive to its well-being; yet given a square deal, it will amply repay the grower for its existence. In the soil and climatical conditions we too often overlook an analysis of the soil, which is of utmost importance. Too often we do not know the soil the plants are growing in. What soil improvements can be made, or rather how cultural methods can be applied to make a certain kind of soil and climatical condition produce, is best proven in the undertaking of a man who went west 10 years ago to grow roses in the hills of Utah. It was taken for granted that roses could not grow in the soil, although almost any other plant did well; the result is that Utah has today one of, if not the most up to date, rose growing establishments in the country, where plants grow with life and vigor, mildew and spot free, and flower with better color than ever seen hereabouts.

We can grow any rose successfully, if we want to grow it bad enough. The successful rose grower must be a keen observer, paying strict attention to all small details. We all know ventilation, fertilization and irrigation if applied at the proper time must give results. My experience has proved that I get the best results from sod plowed under in July and in October mixed with one-third of manure. As feed for the plants during the growing season, I prefer fresh cattle manure, as the plants seem to take that up more readily and without harm to the leaves, with low feeding between each crop alternating with sheep and cattle manure. Overfeeding will do more harm than starvation. In my opinion blood and bone is not worth the time it takes to put it on, but an application of potash is a wonderful and strong stimulant both for producing heavy stems and better colors. I consider potash cheap at $100 per ton. We always allow ½ lb. of raw ground bone per plant, mixing it with the soil before planting. We try to use 15 cents per plant for fertilizer a season, but would rather spend 17 cents per plant than 12 cents. We feed young plants very little, if ever, before the first crop, and the first crop I prefer to use as a plant builder instead of as a moneymaker. The sacrificing of the first crop to build up a strong and solid plant will amply repay you later on.

Plenty of fresh air is needed; there is no market for weak and spindly flowers. Burn five more tons of coal per 1,000 plants; keep the ventilator open, for it will improve the quality of the flower and make the plants more productive.

It is indeed a pleasure to grow roses, but the success does not entirely depend on the proprietor or manager. There is plenty of precedents pointing to the value of loyal, good assistants and helpers. The real fact is that the future progress and success of the rose growing industry, and any other national industry, depends largely on the intelligence and training of the men. As to young plants, whether it is cheaper to buy or do your own propagating and grafting seems to be something of a question; as for making direct money from that kind of work, I think very little is made; however, to do your own propagating and grafting you have the satisfaction of knowing what kind of plants you are getting. That alone may mean a balance on the right side of your bankbook and relieve you of many a worry.

It is indeed a wonder that so many of us can be cheerful, knowing the handicaps we had starting the season with weak and diseased stock. With the various diseases, such as crown-gall, canker and rose midge, it surely pays to know from where your stock comes. It is gratifying to know that the firms who of late years sent out weak and diseased plants are now slowly but surely paying for their indifference. We have a quarantine against importation of infected plants. I look to the day when we also will have local quarantine making it unlawful to sell or ship any plant affected with disease that will spread. Thousands of dollars have been lost by growers in the last few years through diseases and pests brought on the place from local firms. Five years ago E. G. Hill, speaking before the Florists' Club, stated the fact that we nearly had the perfect forcing rose in Ophelia. All we needed was a white Ophelia, dark red Ophelia, pink Ophelia, and the rose grower would be satisfied. Now turn your thoughts to the roses of today—the introductions of the last few years have put Ophelia on the shelf. Ophelia has helped produce these new wonders, but at the sacrifice of being crowded out.

PASSING OF CERTAIN VARIETIES.

This year will see the last of the once so dominating American Beauty rose. In passing up the Beauty we may properly remark that due to its strong and long stems we have the call for long roses today. Milady and Russell have in the past been the best moneymakers. In the last eight years there have been other red roses, but the fact remains that for form and finish, and perhaps you will allow me to add that for beauty, Milady has not been beaten since its introduction. The Russell did abnormally well for some growers; when cut at the proper time, it is a marvelous rose, a good keeper and ships well.

When Premier appeared the Russell went to the mat, but it seems it only took the count of nine, for it is coming back strong. I look forward to its giving Premier a close race for supremacy for the next two years. Russell as a moneymaker will vindicate itself and win out.

Of the Premier, with its freedom of growth, its knack of recovering from setbacks, its productiveness; the same similarity as the Killarney in that it can be pinched at a given date and brought in crop at will, I may say, as Mr. Hill said of the Ophelia—give us a Dark Red Premier, a White or a Yellow, and we shall not ask for more. Columbia is winning more and more favor with the buying public, but it is now a cheap rose for the grower. I look to see Crusader with us for two years, the Pilgrim and Dunlop to strike their flags this coming season, for it seems their arrival was about eight years too late.

My opinion is we have been spoiled with new roses; at the present time we are so apt to measure a new rose with too large a rule—we have not recovered from the surprise introductions of 1918 and 1919. We ask, can it be possible the future will bring others to surpass them, and we will be inclined to answer "yes." There is no fun marching with a funeral procession, therefore I am a believer in novelties and new introductions. I do not care to buy 100 or 1,000 plants; I want five, 10, 20,000. It means money—big money—for a new introduction pays well for two years, brings 40 per cent more money per square foot than small varieties. If a new rose worth while would appear, I would replant the entire place every two years and when others made $3 I would make $5.

The unlimited potential possibilities of commercial rose growing have not been reached, the ensuing years will witness an enormous expansion of our industry, and we need never fear that the rose like the carnation will drop in public favor. The rose we all know is the backbone of the flower industry and always will be. The only competitor it has is the orchid. The peak of high prices has long since been reached, and if we desire to maintain a forward-carrying pace, a direct road to financial success, traveled comfortably and without worry, and to avoid the pitfalls of the past, our future plantings should have an eye for quality rather than quantity, and we also must work forward to a better co-operation with the wholesaler.

What is the outstanding problem of the grower today? What is the big fundamental need upon which depend the future growth and security of our business? It is the absolute confidence, based on business dealing and past experiences with the plant producer, the man on whom we must rely for our stock and most of all the honesty, the sincere honesty of the originator of new roses. Do we always give the originators not alone the credit due but also the thanks for the work he does to make it possible for us to go forward? His work is never finished. It goes without saying that perfection and finality can never be reached. Were such results possible, progress would cease. It is the ideal, not perhaps even mentally visible to the originator, that makes him carry on. With the results they have produced and the new wonders to come, it is easy to conceive that the future of the rose combined with the new prosperous and successful era this country of ours is going forward to, will, as it has in the past, make life worth living for the growers and bring sunshine to many a home.

New York Spring Show.

MARCH 14-20.

Final arrangements for the Show are now being actively pushed. Various little details that, necessarily, had to be settled at the end of the season of preparation are being disposed of rapidly, and plans will all be completed several days in advance of the opening date.

The Garden Club of America has decided to offer a silver cup, value $50, in a class calling for "best bird bath with planting, not to exceed 50 square feet of floor space, or seven feet by seven feet, open to member clubs of the Garden Club of America." This competition will be judged by the following scale of points: Color harmony 25, planting 25, accessories 25, general effect 25. Exhibits must be in place by noon, Monday, March 14. This class is somewhat of an innovation,

and to encourage competition, the management offers the silver medal of the Spring Show as second prize, and the bronze medal as third.

The Garden Club of America also offers a silver cup, value $50, in a class, open to member clubs of the Garden Club of America, for "best vase or basket of cut flowers—any green or foliage may be used—not to exceed three feet or to be less than two feet in diameter." Judging in this class will be according to the following scale of points: Quality of blooms 40, artistic arrangement 20, general effect 20, color harmony 20. Exhibits are to be staged by noon, Wednesday, March 16. In this class also, the management offers the silver medal of the Spring Show for second prize, and the bronze medal for third.

For "the best exhibit in the show" the Garden Club of America offers its gold medal. The award will be made upon the following scale of points: Quality of blooms or plants 25, artistic arrangement 25, color harmony 25, general effect 25. The medal will be awarded on Tuesday, March 15, and the judges appointed by the Club are as follows: Mrs. Arthur W. Butler, Bedford Garden Club, Miss Marian Coffin, member at large and William R. Mercer, Garden Club of Philadelphia.

A greater insistence is this year to be placed on the observance of Rule 14, which directs that all plants exhibited for prizes or other awards must be plainly and correctly named, on cards to be supplied by the management. Such labeling is considered to be very important as furnishing one of the educational features of the exhibition. There is not now the slightest room for doubt as to the success of the Show, at least from an exhibition standpoint. Unless something unforeseen happens, it will be the largest and most handsome flower show yet staged in the palace, and this is what the committee has all along been striving for. Conditions which had to be met last year were responsible for a seeming smallness of the competitive section, but this year the committee has not been called upon to face any difficulties not easily surmounted, and the various large exhibits planned to form the bulk of the Show are all to materialize. According to reports, there will be in attendance at the Show an unusually large number of out-of-town members of the trade, particularly from the middle west and west, among them some who will bring exhibits long distances.

Trade tickets are ready for distribution, and will be supplied as follows: Where no less than 20 up to 100 are purchased at one time, the price per ticket will be 50 cents. For orders of 100 or more tickets purchased at one time the rate will be 40 cents each, war tax included. These trade tickets must be paid for when received, used, which are bought in lots of 100 or more. Send in your order for tickets now. The price of general admission is $1.00, exclusive of war tax.

Very little available space in the trade section of the exhibition is now unreserved, and what is left is expected to be taken up some days before the opening. This feature of the Show is quite up to the usual standard, in fact, is somewhat larger.

ADDITIONAL EXHIBITS.

In addition to the exhibitors already reported, the following have reserved space:

Bateman Co., New York.
Wm. M. Hunt & Co., New York.
Jos. Manda Co., West Orange, N. J.
Muller-Sealy Co., New York.
Joseph Ott, New York.
Western Union Tel. Co., New York.

JOHN YOUNG, Sec'y.

OBITUARY.

Peter Reinberg.

The trade and the public generally were greatly shocked to learn of the sudden death of Peter Reinberg, Chicago, at his home, 5643 Sheridan road, February 21. He attended to business as usual Saturday the 19th, lunching down town with a friend. Returning home early in the afternoon he complained of slight illness and the family doctor was called when the case was diagnosed and treated as acute indigestion. He progressed satisfactorily and had apparently recovered Sunday evening, but in walking from the bathroom to his bedroom later in the night was stricken with cerebral hemorrhage and died.

Mr. Reinberg was born in Chicago March 5, 1856. The son of a truck gardener, he followed that business in

The Late Peter Reinberg.

early life and later gave his entire attention to the production of indoor flowers on a scale previously unknown and of such magnitude as to attract world-wide attention. He specialized in roses and carnations and frequently his blooms were of such high quality that they received the highest honors and premiums at the leading exhibitions. The increasing value of the real estate, however, has prevented in recent years the further development of this business, which still ranks with the most extensive in the country.

Mr. Reinberg, during the latter half of his life, devoted a considerable share of his time to politics with remarkable success and distinction. He was an unswerving democrat, but enjoyed the highest esteem of all parties. Entering the field in 1894, he was elected member of the city council. In 1904 he was re-elected and served continuously until 1912. In 1911 he was given a diamond star by Mayor Carter H. Harrison, in recognition of his services to the city. A year later, following the expiration of his term as alderman he was rewarded with appointment to the board of education and was president of that body until 1914, when he became president of the county commissioners, retaining that office until his death.

Mr. Reinberg's eminent service to his native city in all these positions of the greatest responsibility are, however, far surpassed by his monumental work as head of the forest preserve commission, where, with such associates as J. C. Vaughan and Wm. A. Peterson, he spent millions of dollars in preserving to the community forever many thousands of acres of beauty spots in and about the city. He was the first to "Say It With Flowers" to any appreciable extent in political campaigning, using carnations freely.

Mr. Reinberg was a director of the Lincoln Trust Co. and Ravenswood National bank. He was a member of the Knights of Columbus and the Catholic order of Foresters. He was a most unostentatious man, beloved by the thousands who knew him. His charities were widespread and he was generally spoken of as the most conscientious public official who ever held office in Cook County.

Mrs. Reinberg and an adopted son, Charles, 16 years old, survive, also a brother, George, and five sisters, Mrs. Margaret Weiland, Mrs. Mary Zender, Mrs. Catherine Smith, Mrs. Anna Hoffman, and Mrs. Helen Zender.

Arrangements are being made for the remains to lie in state in the county building, which is draped in mourning. The funeral will be held Thursday at St. Gregory's church, with burial at St. Henry's cemetery.

APPRECIATION.

J. C. Vaughan telegraphs from Miami, Fla.: "In the death of Peter Reinberg, Cook county has lost a devoted and conscientious public servant."

James C. Scorgie.

James C. Scorgie for the past 25 years superintendent of Mount Auburn cemetery, Cambridge, Mass., died February 16 at St. Elizabeth's hospital, Brighton Mass., where he recently underwent an operation.

Although best known for his ability as a draughtsman and civil engineer, Mr. Scorgie was what is often spoken of as an all around man, and was eminently qualified for the position that for many years he ably and creditably filled. Born in Aberdeen, Scotland, in 1850, as a boy and young man he lived and received his early education in that place. In 1873 he came to this country and located in Cambridge, Mass., where he became a draughtsman for a stone cutting firm. Seven years later he accepted a similar position at Mount Auburn. During his service as a draughtsman he had studied civil engineering.

During his quarter of a century of service in the position which he held at the time of his death, many improvements were made in the cemetery.

James C. Scorgie was a member of many societies, among them being the American Association of Cemetery Superintendents, the Massachusetts Horticultural Society, the Horticultural Club, the American Society of Civil Engineers, and the Massachusetts State Highway Association. He was also a Mason, a Granger and a member of the Scots Charitable Society, Boston, Mass. He is survived by his wife, and three daughters, the Misses Anna and Elvira Scorgie, who conduct a farm in Harvard, Mass., and Dr. Helen Scorgie, who is engaged in the practice of her profession in Boston.

Mrs. Laura A. Norman.

Mrs. Laura A. Norman, a life-long and beloved resident of Painesville, O., and mother of T. R. Norman, well-known nurseryman, passed away at her home February 14. The floral tributes were both profuse and beautiful, speaking silently in the esteem which she was held. Interment was made in Evergreen cemetery.

THE AMERICAN FLORIST

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Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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PRIMULA MALACOIDES is one of the best flowering pot plants ever introduced. It will make a handsome well flowered specimen in a four-inch pot in which size it can be used to brighten with its wealth of blossoms, a foliage plant basket, or entirely fill a small vase basket which with a knot of ribbon presents a very saleable article.

IN THE February "Ladies' Home Journal" an excellent rose story entitled "Making the Rose Really Universal in America," is from the pen of J. Horace McFarland. It is splendidly written and tells the story so concisely that anyone can, from a catalogue, order the various types that will do the best in their locality. The rose zone map of the United States department of agriculture is also included.

Personal.

Henry Smith, Grand Rapids, Mich., and J. A. Peterson, wife and daughter, Cincinnati, O., are among the recent arrivals at Miami, Fla.

Eugene Daildedouze, New York, is at the Hotel Windsor, Daytona, Fla.

Scientific Assistant Examination.

The United States civil service commission will hold an open competitive examination for scientific assistant, throughout America, April 13-14, 1921. A vacancy in the Department of Agriculture at a salary ranging from $1,320 to $1,620 a year, at Washington, D. C., or in the field, is to be filled, as are other vacancies requiring similar qualifications at higher and lower salaries, from this examination. Satisfactory appointees may be allowed the increase granted by congress of $20 per month. Applicants must have graduated from a four-years' course at a college or university of recognized standing, or be a senior student in such an institution and furnish proof of actual graduation within six months from the date of the examination. Applicants must have reached their twentieth but not their seventieth birthday on the date of the examination. The subjects are: 1, arithmetic, 10; 2, report writing, 10; 3, practical questions on each optional (scientific) subject choosen, 30; 4, thesis (to be delivered to the examiner on the day of the examination), 15; 5, education, training and experience in each optional (scientific) subject chosen, 35—total 100. Both men and women may enter this examination, though the appointing officers have the right to specify the sex desired in requesting the certification of eligibles. Application blanks may be obtained from the local secretary of the United States civil service board at any postoffice.

Agricultural Almanac.

We are in receipt of the Agricultural Almanac for 1921, compiled by Bristow Adams from sources within the United States Department of Agriculture for the use of farmers, gardeners, householders and others, issued at Washington, D. C., as Farmers' bulletin No. 1202 by the department.

Market to Bar Orientals.

Los Angeles Calif., is to have a wholesale flower and plant market conducted exclusively by Americans, and managed along co-operative lines, as a result of the formation of the American Florist Exchange. The Japanese will be barred from the association. The market will be located at 248 Winston street.

About 50 florists and growers already have become members of the Exchange. A feature of the new market will be a large American flag in front of the building. The object of the organization is to prevent Orientals from monopolizing the flower and plant industry. Norman Gage is president of the Exchange. Albert Goldenson secretary and T. H. Wright treasurer.

—Los Angeles Herald.

Fertilizer Experiments.

A recent bulletin of the New York agricultural experiment station at Geneva describes investigations made under greenhouse conditions in an effort to determine the effect of fertilizers upon the productiveness of soils from different parts of the state and the influence of fertilizers and crop production on the soluble material of the soil.

Varying amounts of peat, stable manure, and commercial fertilizers were applied to nine different soils, each soil receiving the same treatment. Commercial fertilizers increased production to a much greater extent than did manure supplying the same amount of important plant food elements. The application of different combinations and amounts of commercial fertilizers to a highly productive soil and to a poor soil resulted in larger crop production on the latter than on the fertile soil.

When commercial fertilizers were added to an uncropped soil it was found that the proportion of soluble plant food elements was greatly increased, and was maintained at a high level for several months. However, soils which were producing crops showed a marked diminution of water soluble material even in the early stages of the growth of the crop. Before the plants had completed their of the soil were reduced to a level which was maintained during further growth. It was concluded, therefore, that an adequate supply of immediately available plant food is essential to successful crop production.

Those interested in a detailed account of the experiments should write to the station for a copy of Bulletin No. 473, which may be had free of charge.

Club Meetings Next Week.

Albany, N. Y., March 5, 8 p. m.—Albany Florists' Club at 611-613 Broadway, Albany.

Boston, Mass., March 1, 8 p. m.—Florists' Association of Boston at Parker House. W. J. Thurston, secretary, Boston.

Columbus, O., February 28, 8 p. m.—Columbus Florists' Association at the Neil house. E. A. Munk, secretary, 19 S. High street, Columbus.

Dayton, O., March 1, 8 p. m.—Dayton Florists' Club at Y. M. C. A. hall. Geo. J. Frisch, secretary, 3205 E. Fifth street, Dayton.

Detroit, Mich., March 2, 8 p. m.—Detroit Florists' Club at Hotel Statler. Harry Taylor, secretary, 2967 Woodward avenue, Detroit.

Indianapolis, Ind., March 1, 8 p. m.—State Florists' Association of Indiana in different parts of the state. O. E. Steinkamp, secretary. 3800 Rockwood avenue, Indianapolis.

Kansas City, Mo., March 3, 8 p. m.—Kansas City Florists' and Allied Trades' Club at member's place of business. M. Wade, secretary, 1109 Grand avenue, Kansas City.

Lake Forest, Ill., March 4, 8 p. m.—North Shore Horticultural Society at City Hall. J. R. Clarke, secretary, Lake Forest.

Lake Geneva, Wis., March 5, 8 p. m.—Lake Geneva Gardeners' and Foremen's Association at Horticultural hall. Geo. Bainbridge, secretary, Lake Geneva.

Milwaukee, Wis., March 3, 8:30 p. m.—Milwaukee Florists' Club at Kurtz Bros., Eleventh and Prairie streets. Eugene Oestreicher, secretary, 5630 North avenue, Milwaukee.

Minneapolis, Minn., March 1, 8 p. m.—Minneapolis Florists' Club at 218 N. Fifth street. Harry Philpott, secretary, Minneapolis.

Philadelphia, Pa., March 1, 8 p. m.—Florists' Club of Philadelphia at City Club, Robert Kift, secretary, 4044 Haverford avenue, Philadelphia.

Pittsburgh, Pa., March 1, 8 p. m.—Pittsburgh Florists' and Gardeners' Club at Allegheny Carnegie Music hall. Carl Becherer, secretary, Pittsburgh.

Pittsburgh, Pa., March 1, 8 p. m.—Pittsburgh Retail Florists' Club at Seventh Avenue hotel. E. Ludwig, secretary, 710 E. Diamond street, Pittsburgh.

Reading, Pa., March 3, 8 p. m.—Reading Florists' Association at home of members. F. H. Lauck, secretary, 123 S. Fifth street, Reading.

San Francisco, Calif., March 5, 8 p. m.—Pacific Coast Horticultural Society at Redmen's building. John R. Walsh, secretary, 417 Montgomery street, San Francisco.

San Francisco, Calif., March 2, 8 p. m.—San Francisco Retail Florists' Association at A. O. Stein's store. Albert Serveau, secretary, 2112 Fillmore street, San Francisco.

Seattle, Wash., February 27, 8 p. m.—Florists' and Gardeners' Union, No. 16, 667 at I. O. C. T. hall. E. Popp, secretary, Fort Seilacoom, Wash.

Tacoma, Wash., March 4, 8 p. m.—Tacoma Florists' Association at Maccabees' hall, 1116 Broadway. J. L. Simpson, secretary, 519 E. 50th street, Tacoma.

Toledo, O., March 1, 8 p. m.—Toledo Florists' Club at 424 Superior street. S. N. Peck, secretary, 424 Superior street, Toledo.

Washington, D. C., March 1, 8 p. m.—Florists' Club of Washington at 712 Twelfth street. N. E. G. V. Schultz, secretary, Washington.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

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and designer.

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Help Wanted

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Salesman for a Toledo, O., retail store. Good wages.

Key 543,
care American Florist.

HELP WANTED

Industrious man as foreman and grower of carnations. 'mums, sweet peas. cyclamen and general line of bedding stock. Good permanent position to one who can produce results Send references and salary expected in first letter. Address

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Territory open in several states; Holland bulbs; well-known grower; catalogues furnished; good side line; commission basis; replies treated confidentially. Address

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Used hot water heating boilers in first-class condition ready for immediate shipment.

1 American,	will heat 1500 ft. glass, price....	$ 50
1 Cottage,	will heat 1600 ft. glass, "	60
1 Niagara,	will heat 1800 ft. glass, "	70
1 Niagara,	will heat 2500 ft. glass, "	110
1 Spence,	will heat 3000 ft. glass, "	140

Also a number of larger sizes, write or wire us your wants.

ROGERS HEATING COMPANY, Ransomville, New York

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140 roof bars, 13 ft. 8 in. long, 1½c per foot; 230 ft. purlins, 2c per foot; 2 ventilating machines, $7.00 each; 100 hangers for ventilating pipe, 10c each; 100 rods cables for same, 10c each; 40 purlin clamps; 75 pair galvanized hinges, 15c; 3,000 ft. 1¼ in. pipe; some 1-in. pipe; 1¼-in. globe valves; 2½-in. flower pots. We have some glass, 16x24, 16x22, 16x20, 16x18, 16x16 16x12, 16x10, 14x20, 12x16 and 10x12, all double strength. This material is first-class.

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Shafting (heavy), per foot...........	.10
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A. BOUVIER. Rich velvety red, green foliage, 5 feet	.60	3.75	32.50
BEAUTE POITEVINE. Crimson, green foliage, 4 feet	.65	4.00	35.00
CHAS. HENDERSON. Deep crimson, green foliage, 4½ feet	.60	3.75	32.50
CRIMSON BEDDER. Intense crimson, green foliage, 3½ feet	.65	4.00	35.00
DAVID HARUM. Red, dark bronze foliage, 3½ feet	.65	4.00	35.00
DUKE OF MARLBOROUGH. Crimson maroon, green foliage, 4 feet	.65	4.00	35.00
EGANDALE. Currant red, bronze foliage, 4 feet	.65	4 00	35.00
FIREBIRD. Scarlet red, green foliage, 4 feet	1.25	9.00	80.00
FLORENCE VAUGHAN. Yellow spotted red, green foliage, 5 feet	.60	3.75	32.50
GUSTAV GUMPPER. The ideal yellow variety, green foliage, 3½ feet	.75	4.50	40.00
GLADIATOR. Deep yellow, dotted red, green foliage, 4½ feet	.65	4.00	35.00
GLADIOFLORA. Crimson with irregular edge of gold	.65	4.00	35.00
HUNGARIA. Rich geranium pink, green foliage, 3½ feet	.85	5.50	50.00
KING HUMBERT. Scarlet, bronze foliage, 4½ feet	.85	5.50	50.00
KATE F. DEEMER. Oriole yellow, turkey red at base, 4 feet	.65	4.00	35.00
LOUISIANA. Bright scarlet, green foliage, 7 feet	.60	3.75	32.50
METEOR. Scarlet, green foliage, 4½ feet	$0.75	$5.00	$45.00
MONT BLANC. Almost white, green foliage, 3½ feet	.70	4.50	40.00
MME. CROZY. Scarlet with orange yellow border, green foliage, 3 feet	.65	4.00	35.00
PENNSYLVANIA. Vermilion scarlet, green foliage, 5 feet	.60	3.75	32.50
PILLAR OF FIRE. Brilliant red, green foliage, 6 feet	.65	4.00	35.00
PANAMA. Rich orange, red bordered with a broad edge of golden yellow, green foliage, 5 feet	.65	4.00	35.00
QUEEN CHARLOTTE. Rich pomegranate, red bordered with golden yellow, green foliage, 3½ feet	.65	4.00	35.00
ROSEA GIGANTEA. Rich rose pink, green foliage, 3½ feet	.85	6.00	55.00
RICHARD WALLACE. Light yellow, green foliage, 4½ feet	.60	3.75	32.50
SOUV. D'A. CROZY. Crimson, with gold band, green foliage, 4 feet	.65	4.00	35.00
THE PRESIDENT. The best canna of recent introduction, immense trusses of large red flowers	3.00	20.00	.....
VENUS. Rose pink, green foliage, 4 feet	.65	4.00	35.00
WINTZER'S COLOSSAL. Bright scarlet, green foliage, 5 feet	.85	5.50	50.00
WYOMING. Orange chrome, bronze foliage, 6½ feet	.65	4.00	35.00
YELLOW KING HUMBERT. Golden yellow, spotted red, green foliage, 4½ feet	.85	5.50	50.00

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San Francisco, Calif.

TRADE GREATLY IMPROVED.

Business in this city for Valentine's day was excellent. There was a good demand for flowers and plants of all kinds. The increase in trade for this day was without question due to the extensive advertising campaign of the Retail Florists' Association. The strongest demand was for medium priced boxes of flowers. There has been very little improvement in the rose situation as regards increase of supply. We are now receiving Russell of the best quality but there is not enough stock to fill the demand. Some very fine American Beauty roses are arriving, but in small lots only. There is a fair supply of Ophelia, but stock of good quality is hard to obtain. There is much improvement in the quality of the red roses coming in. They were in heavy demand for Valentine's day. Cecil Brunner, Irish Fireflame and Irish Elegance are coming in slowly with prices holding very firm. Violets enjoyed a big sale for Valentine gift boxes. Owing to favorable weather the heavy arrivals found a ready market and all stock cleaned up in a satisfactory manner. The demand for violets from the shipping trade was said to be the heaviest in years. Shipments to the middle west of this flower continue to be as large as ever. The demand for carnations is due in a great measure to the rose shortage. Stock being received is now at its best and prices are holding up well. Laddie is a prime favorite but remains in short supply. Sweet peas are gaining in popular favor as the quality of the offerings improve. Stevias are getting longer and better. Prices for this item remain high as no outdoor stock has come in as yet. Snapdragon in small lots is being received and commands good figures. Daffodills continue to come into the market in large quantities. Prices are low and it is only first class stock that will bring remunerative prices. The street peddlers are handling a large part of the output. Tulips are becoming more plentiful every day. They are sold chiefly in pans, however, and not much cut stock is being handled as yet. The same is true of Dutch hyacinths. Both of these bulbous flowers were in much demand for Valentine's day. Roman hyacinths are in ample supply as are Paper White narcissi. Cattleyas are quite plentiful and enjoy a steady demand. Gardenias still continue on the short side, with the call strong. Lily of the valley is coming in steadily. Erica Melanthera is in large supply with the demand very brisk. Acacia mollissima is to be had in large quantities and is in strong demand for decorative work. Flowering fruit blossoms is another spring flower that is in great favor at the present time. There continues to be large receipts of freesias. The heavy arrivals have caused a slump in prices for the white variety. Colored freesias are held at good prices. Some extra good cinerarias are being shown by the various stores. Azaleas in variety also add to the flowering plant assortment. There are no pot lilies on the market. Pot grown ericas are in good supply. The demand for foliage plants continues to be fairly active. Adiantums are arriving more freely than heretofore and it is believed the shortage is over for the season. Asparagus is coming in slowly.

NOTES.

The advertising campaign conducted by the Retail Florists' Association of San Francisco for Valentine's day is conceded to be the most artistic and effective publicity yet produced by the Association. It is the intent of the association to continue the good work throughout the coming year, on all days when the sale of flowers can be pushed, such as Mothers' day, Easter and Decoration day.

A movement is on foot, among prominent members of the Retail Florists' Association to erect a large building, or purchase one outright, in the wholesale district to be used exclusively as a wholesale market for white growers. Angelo J. Rossi is the leader in this movement which in itself is enough to assure the most skeptical that it will be brought to a successful conclusion.

The Art Floral Co. has a very unique Florists' Telegraph Delivery Association window this week. It is a large wooden map of the United States with telegraph wires attached to the name of the most prominent cities in each state. A small electric light bulb marks the principal cities.

Several houses of rhododendrons that promise to be in full bloom for Easter are to be seen at the MacRorie-McLaren Co.'s green houses. They re-

Shamrock Carnation Green

Colors flowers perfectly an Emerald Green. Guaranteed in every respect. We were the first to manufacture carnation dye. **50c** per package. Sent by parcel post on receipt of price.

J. E. BIESTER

1410 West Susquehanna Avenue

PHILADELPHIA, PA.

RIGHT ON TIME

For the Easter and Spring Trade

You can secure a large share of this business, which promises to surpass that of all previous years, by liberal advertising in the

SPRING NUMBER

—OF—

The American Florist

To Be Issued March 17

Stimulated by the nation-wide publicity campaign of the Society of American Florists and many local organizations, the opportunities offered the trade this spring have never been more promising.

Go after your full share of this business by using

THE BEST SELLING MEDIUM IN THE TRADE

One inch single column, $1.75 net, for one insertion. By the year, $1.25 net, for each insertion. Full page, 30 inches, $52.50 net, for one insertion. By the year, $37.50 net, for each insertion.

AMERICAN FLORIST COMPANY

440 South Dearborn St., CHICAGO, ILL.

For upwards of 30 years the representative paper of the Florists, Seedsmen and Nurserymen of the United States and Canada.

☞ *Please send your copy for this issue as early as possible.*

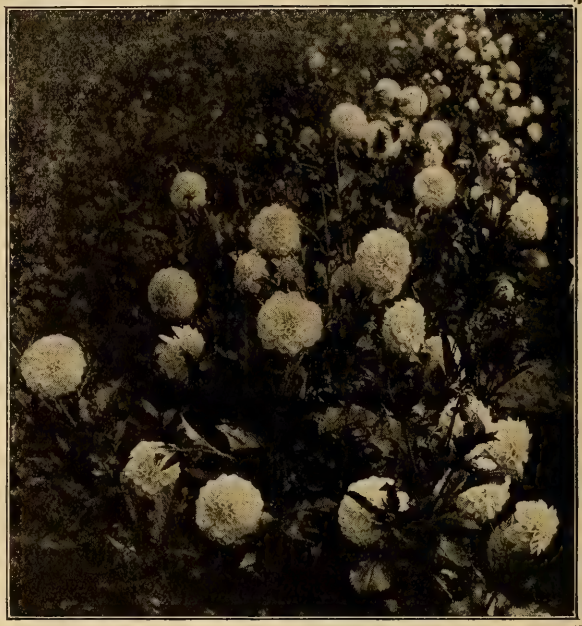
BURPEE'S DAHLIAS

JEAN KERR

Burpee's Sensational Decorative Dahlia

The most valuable of all white decorative dahlias. Let the weather be as it may, and no other dahlia blooming, **JEAN KERR** will be a mass of flowers. It is one of the first to flower and blooms continuously until killed by frost.

In type it is a short-petaled decorative, and by some classed as a show or ball dahlia. It is an outstanding variety because it never fails to bloom freely. The pure white blooms are carried gracefully on long and strong stems. The illustration, reproduced from a Fordhook photograph, shows the compact growth and free-flowering habit. **JEAN KERR** is a foremost variety for cut flowers, and equally as important for garden use. **JEAN KERR** was awarded a Certificate of Merit by the American Dahlia Society when first exhibited in September, 1916. After it was tested in the trial grounds of the American Dahlia Society it received a second Certificate of Merit on September 24, 1920.



A row of Jean Kerr in Burpee's Trial Ground on Fordhook Farms. First dahlia to bloom, flowering until killed by frost.

W. Atlee Burpee Co.

Seed Growers **PHILADELPHIA**

port the demand for trees and shrubs of every description is much ahead of former years.

George A. Meyer, the Burlingame nurseryman, has established an extensive sales yard there.

The greenhouses of Eric James, Elmhurst, are filled with a fine lot of pot plants for Easter.

Podesta & Baldocchi report a heavier Valentine day trade than last year.

Frank D. Pelicano has been cutting a heavy crop of ericas.

Daniel MacRorie returned from a trip to Los Angeles.

Visitor: Philip J. Foley, Chicago.

JAMES T. LYNCH.

Indianapolis, Ind.

TRADE VERY GOOD.

Weather has had much to do with the growers in this territory, not only during the past two weeks, but for the greater part of the winter. There has been little sunshine, which has retarded growth, but during the past week the warm weather has caused a little oversupply of carnations. Business for St. Valentine's day was exceptionally good. There was a slight shortage of sweet peas and violets and others of the smaller flowers, but the carnation men report a wonderful business. The supply was just about equal to the demand. During the past week, following St. Valentine's day the demand for carnations appears to be off just a little, but they still are selling for from $6 to $8 per 100. The rose market continues good, but the weather is slightly against production. Pot plants are selling well.

NOTES.

No more will fraternity men at the State university send expensive corsage bouquets to their dancing partners and mail the bill home to father, disguised as "board and clothing." A rule passed by the men's Pan-Hellenic council forbids the practice of sending flowers in connection with university dances. The taboo rule applies to any dance attended by fraternity men, whether they be sorority, fraternity or open affairs. The penalty for violation is expulsion from the council.

The florists of the state are watching closely the progress of a bill in the general assembly that would make possible the establishment of a course in floriculture at Purdue university. The bill is still in the lower house, but is being carried along with the routine of business. So far there has been no forceful opposition to it.

Many of the local trade men are planning to attend the meeting of the state association to be held the first Tuesday in March with W. Frank & Sons, Portland. The train will leave this city over the L. E. & W. Railroad at 7 A. M., and will reach Portland before noon.

J. J. B. Hatfield, 80 years old, a pioneer florist of this city, died at his home February 18. He had been retired from business for some years, but was an honorary member of the State Association of Florists.

The Liriodendron tulipifera was well on its way February 19 to become the state tree of Indiana. The senate passed the bill introduced by Senator Joseph Henley, Bloomington, recognizing the bloom.

Visitors: Samuel Murray and A. F. F. Barbee, Kansas City, Mo.; Frank Stuppy, St. Joseph, Mo.; Glenn Wilcox, Council Bluffs, Ia.; W. W. Coles, Kokomo, Ind.; Wm. Lohman, Richmond; W. C. Kunesh, Des Moines, Ia.; John Merkle, Mentor O.; J. E. Pollworth and Paul W. Weiss, Chicago; J. J. Karins, Philadelphia, Pa., and I. F. Frey Lincoln, Neb.

E. B.

Detroit, Mich.

Peter Rush, whose main store is at 542 Michigan avenue, has opened a branch in the new Cass Woodward market. Here he carries a nice stock and complete equipment which is in charge of a competent manager, Miss Frances Konkel.

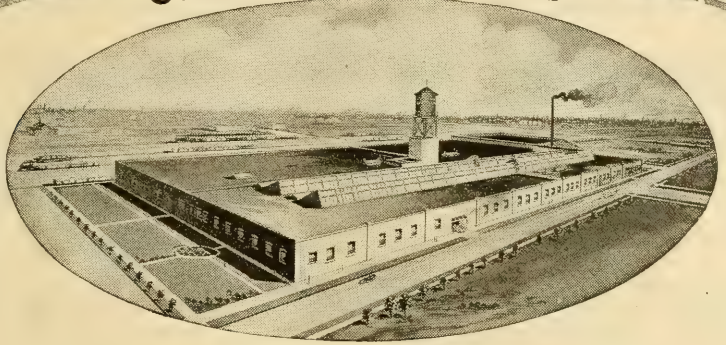
The Strand Company with a store in the Book building was taken over February 1 by Jos. H. Seaman, the manager of the place the past four months. Oscar Strand, the original manager, is now city salesman for the Chas. H. Plumb Co.

Peter Reuss & Co. are now nicely located in their new store, 1452 Broadway. Peter Reuss, manager, reports entire satisfaction with the new location which is regarded much better than their former place.

MONROE, MICH.—The greenhouses of Otto H. Cron were damaged to the extent of $1,000 recently, by fire.

CHICAGO CARTON COMPANY

CORONA FLOWER BOXES



Representatives:
M. E. CHAPIN
516 Fifth Avenue
New York City

T. A. DIXON CO.
1526 Blake St.
Denver, Colorado

T. S. FINCH
601 Elm St.
Dallas, Texas

Home Office
and Factory
4433 Ogden Ave.
CHICAGO
Telephone
Lawndale 906

For Violets and Corsages

Size		Per 100
7 x 4 x 4	2-inch Top	$ 5.00
10 x 6 x 5½	2-inch Top	6.00
12 x 8 x 5½	2-inch Top	7.65
14 x 10 x 8	2-inch Top	12.60

For Cut Flowers

18 x 5 x 3	2-inch Top	$ 6.10
20 x 4 x 3	2-inch Top	6.05
21 x 5 x 3	2-inch Top	7.25
24 x 5 x 3½	2-inch Top	7.70
24 x 8 x 4	2-inch Top	10.80
28 x 8 x 4	2-inch Top	12.10
28 x 8 x 5	2-inch Top	13.05
30 x 5 x 3½	2-inch Top	0.95
36 x 8 x 5	**2-inch Top**	**16.20**

The sizes given here are carried in stock, in the popular MIST-GRAY and GREEN colors.

5% DISCOUNT
CASH WITH ORDER

The prices quoted herewith are f. o. b. Chicago.

When printing is wanted there will be a charge of $9.00 per color for printing 500, $12.00 per color for printing 1000.

Border printing and embossing will be charged for as time work in accordance with the amount of work involved.

For Sprays, Designs and Cut Flowers

Size		Per 100
16 x 16 x 8	Telescope	$29.25
20 x 20 x 8	Telescope	38.95
21 x 5 x 3	Telescope	7.25
24 x 5 x 3½	Telescope	8.90
24 x 24 x 10	Telescope	55.75
30 x 10 x 5	Telescope	22.00
30 x 12 x 6	Telescope	30.25
32 x 32 x 8	Telescope	63.75
36 x 10 x 5	Telescope	25.20
36 x 12 x 6	Telescope	36.35
36 x 14 x 8	Telescope	46.55

BALL'S WHITE.

ASTER

Queen of Market. The standard early flowering type. White, Rose, Scarlet, Light Blue, Purple, Crimson, Dark Blue, Lavender, Flesh.
Each of the above, **trade pkt., 15c; ¼ oz., 30c; oz., $1.00; lb., $12.00. Mixed, trade pkt., 10c; oz., 80c; lb., $10.00.**

The Royal. (The Early Flowering Branching type). Sown early inside, and planted out with Queen of the Market, it follows that variety very closely. White, Shell Pink, Rose Pink, Lavender and Purple. **Trade pkt., 25c; ¼ oz., 40c; oz., $1.40.**

For complete list of Asters, see our Spring Florists' Catalogue.

Ball's White

We feel impelled to tell you the high praise that we have received from our customers concerning your White Asters. In addition to its magnificent form, it also has the advantage of being an excellent keeper and one of the best sellers that we have to offer. We take great pleasure in recommending this variety to anyone for either commercial or private growing, as it is superior to any White Aster.

Very truly yours,
THE CHICAGO FLOWER GROWERS' ASSOCIATION.

The flowering season comes between the Royal and Late Branching types, filling in between the early and late glut of flowers. It grows to a medium height, with full, distinctively centered blossoms, ideally formed for long distance shipping.

The seed of this Aster is about two-thirds the size of ordinary varieties. It is sold in ¼ ounce packets, containing about 4,000 seeds, at **$3.00 per trade packet.**

VERBENA

		Trade Pkt.	Oz.
Mammoth.	Mixed .....lb., **$10.00**	**$0.15**	**$0.80**
	White. Extra choice.....	.15	.90
	Purple shades	.15	.90
	Pink shades	.20	1.00
Defiance.	Brilliant scarlet, true	.15	.90
Firefly.	Brilliant scarlet, white eye	.25	1.20
Hybrida Gigantea.	A mixture of a new giant strain in which red shades with a large white eye predominate	.25	1.60
Violet with white eye.....		$0.20	$1.20
Auricula-flowered, mixed.....		.15	.80

Vaughan's Best Mixed Verbenas. This is unquestionably the best strain of Verbena seed in existence. It is composed of the best strains and colors of the Mammoth type, the Mayflower, the best European introductions of last year, all grown separately and mixed in the right proportion. **Trade pkt., 25c; ½ oz., 50c; oz., $2.00; 2 oz., $3.50.**

For Other Flower Seeds See Our "Book for Florists."

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Big Drop in Rose Prices

We grow our own Roses especially for the Shipping Trade. Give us a Trial Order.

Buy Direct from the Grower

You always get fresh flowers and a more even run of stock.

PRICE LIST—Subject to Market Changes

RUSSELL Per 100

Fancy Long	$20.00 to $25.00
Good Length	16.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

COLUMBIA

Fancy Long	$20.00 to $25.00
Good Length	16.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

PREMIER

Fancy Long	$20.00 to $25.00
Good Length	16.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

HOOSIER BEAUTY Per 100

Long	$20.00
Medium	$10.00 to 16.00
Short	6.00 to 8.00

OPHELIA

Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	5.00 to 6.00

SUNBURST

Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	5.00 to 6.00

WHITE KILLARNEY

Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	5.00 to 6.00

ASSORTED ROSES —OUR SELECTION—

Good short and medium, including some **Russell, Columbia and Premier.** In lots of 200 or more. $8.00 per 100.

Fancy Ferns, per 1,000	$4.50 to $5.00
Adiantum, per 100	1.50
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per 100	4.00

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES: CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

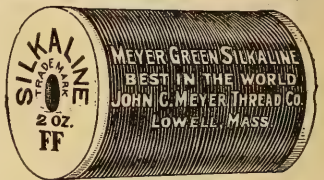
Chicago.

STOCK IS MORE PLENTIFUL.

Stock is much more plentiful at this writing and prices are lower than they have been for sometime. American Beauty roses are selling fairly well and fancy Columbia, Premier and Mrs. Chas. Russell are commanding good prices considering the general market condition. Roses in general have dropped considerably in price the past week and some buyers report securing quantity lots at very low figures. Carnations were sold in large lots at low prices the latter part of last week, which were probably the low marks of the season. Lily of the valley is plentiful and orchids have made their appearance in some of the smaller stores, which means that they are now within reach of most buyers. Lilies have had a good call but considerable pushing is needed to move them which also holds true for callas. Paper White narcissi are not as plentiful as they have been and the end of the crops are in sight. Freesias are in large supply, especially Purity, which is to be had in quantity at low prices. Rainbow freesias are plentiful and fancy stock was sold ridicuously low the past week. Tulips and jonquils are much lower in price. Violets are to be had in quantity and the same holds true for sweet peas, which are in good demand. Snapdragons, calendulas, mignonette, for-get-me-nots, stevia, daisies, pansies and other miscellaneous seasonable stock is obtainable and is seen featured along with all other flowers in the window displays of the local retail stores, which reminds one of old times, considering the quantity now on exhibition everywhere. Plants are to be had in large supply at low prices, especially tulips, cyclamens, hyacinths, primroses, cinerarias, etc., which condition is affecting the demand for cut flowers to some extent. Business was unusually quiet the past week according to many of the leading retail florists who are hopeful of a change for the better now that stock is more reasonable and within the reach of practically all the buying public.

NOTES.

The trade was greatly shocked to hear of the sudden death of Peter Reinberg, president of the county board and well-known wholesale florist, February 21, an account of which appears in the obituary column this week. Mr. Reinberg had a host of friends in the trade who honored and respected him for his honesty and square business dealings which earned for him the reputation for being the most conscientious public official who ever held office in Cook county. The trade unites in extending its heartfelt sympathy to Mrs. Reinberg in the loss of a loving husband in this her great hour of sorrow.



Do not take any fake or imitation thread, claimed to be the Meyer silkaline, or smilax threads. Be sure the name Meyer in on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from and you will notice that our threads run full two ounces of thread to the spool. Be sure and get the Meyer thread.

Lower Prices Enable you to push cut flowers during the Lenten period—let your orders come—plenty of Spring Flowers.

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Excellent Roses

SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red GOOD CROP

Including the finest Mrs. C. W. Ward on this market, bar none

JONQUILS, TULIPS, DAFFODILS, VALLEY, FREESIA

Daisies, Calendulas, Violets, Lilies, Paper Whites, Pansies, Sweet Peas, Stevia and all other seasonable Cut Flowers.

Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

Allie Zech, of Zech & Mann, visited the greenhouses of the principal lily growers this week to get a line on stock for Easter. He says that lilies will be in good supply compared to last year but that there will not be as many flowers to the plant, taking the entire quantity as a whole.

N. J. Wietor, who spent several weeks in Florida recently with the late Peter Reinberg, was as much surprised as anyone else in the trade to learn of his sudden death February 21. They were cousins and boon companions and it is needless to add that he feels his loss keenly.

Poehlmann Bros. Co. is cutting a fine supply of roses and all other stock, especially Premier and Columbia. This firm never had such high quality stock throughout as this season when it reached such a point that it was almost impossible to produce it any better.

M. E. Poletsos had a very pretty window for Washington's birthday at his East Adams street store in which a portrait of the first president played an important part.

Flower Dye

For coloring roses, carnations, peas, etc.; green only.

Price, per 1½ qt. quantity.....$0.75

Air Plant or Sea Moss.

(Choice Imported Stock.)

Large size	Per doz.	Per 50	Per 100
bunches	$1.50	$5.50	$10.00

Get Our Complete List of Other Supplies. It's free.

GEO. H. ANGERMUELLER CO.

Wholesale Florist, 1324 Pine St., ST. LOUIS, MO.

The Bohannon Floral Co. had a special sale on roses February 21, when large quantities of stock was moved at a price that made the public buy.

R. E. Blackshaw, of the Ove Gnatt Co., La Porte, Ind., was a visitor this week. Mr. Gnatt and family have returned from a pleasant visit in Europe.

Robert Groves Hillsdale, Mass., called on the trade here last week. He ships large quantities of eastern ferns to the local wholesale market each season.

C. L. Washburn, of Bassett & Washburn, and wife are at French Lick, Ind. The force at the store is busy moving a large quantity of roses.

Chris Pederson, who was formerly located at 58 East Randolph street, is now conducting his business at 74 East Randolph street.

BUY YOUR CUT FLOWERS HERE

Satisfied customers recommend this establishment to their Florist friends when in the market for stock. **There's a reason.** Try us on that next order.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

ROSES & CARNATIONS

In All the Leading Varieties

WIETOR BROS., 30 East Randolph St., L. D. Phone Randolph 2081. **Chicago**

The Chicago Flower Growers' Association is proud of its enlarged shipping quarters and is receiving many flattering compliments in regard to it from all the visitors to the store.

The wholesale cut flower market closed from 10 to 11:00 a. m., Thursday, February 24, in honor of Peter Reinberg, whose funeral was held on that day.

The Joseph Foerster Co. is featuring a good supply of colored freesias in addition to a complete line of all other seasonable stock.

The J. A. Budlong Co. is enjoying a good shipping business and its city trade is showing a great improvement.

John Constantino, formerly with the Chicago Floral Co., died last week from pneumonia at the age of 30.

Miss Charlotte Paradise, of A. L. Vaughan & Co., celebrated a birthday February 22.

Visitors: Samuel Murray and A. F. Barbee, Kansas City, Mo.; Frank Stuppy, St. Joseph, Mo.; Glenn Wilcox, Council Bluffs, Ia.; W. W. Coles, Kokomo, Ind.; Fred Lemon and Joseph H. Hill, Richmond, Ind., and Irvin Frey, Lincoln, Neb.

Commercial Flower Growers' Association

The Commercial Flower Growers' Association held its regular monthly meeting at the Hotel Randolph, Thursday evening, February 17, President Kohout in the chair. The meeting was largely attended and there was a splendid display of roses which were judged by W. J. Keimel, August Poehlmann and Ernst C. Amling. Wehrmann & Wehrmann, Bowmanville, were admitted to membership. X. Wojtkiewicz, Niles, was reported to be in the St. Mary's hospital, and the secretary was instructed to send

FOUNDED BY PLANT KENNICOTT 1st

START TROUBLE and TALK ABOUT SERVICE

Many advertisements are repeatedly written about service but not always executed with the success they claim to offer.

Some good service can be given without pay, but more service can be given with pay.

Service is all right when nothing goes wrong, but give us the customer willing to pay for service as well as for the stock that is bought.

Wholesale Cut Flower Service costs money and somebody pays for it.

You Understand.
We're there.

KENNICOTT BROS. CO.,
174 N. Wabash Ave.,
CHICAGO.

PRINCIPAL LOCATION IN THE MARKET.

H. B. KENNICOTT, Pres.
J. E. POLLWORTH, Sec'y and Mgr.

Roses AND Carnations

Are in Heavier Supply With Us. Order Here.

Buy Direct from the Grower — **CURRENT PRICE LIST** — Subject to Change Without Notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$30.00
Fancy	25.00
Select	$18.00 to 20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
COLUMBIA	
Specials	$30.00
Fancy	25.00
Select	$18.00 to 20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
SUNBURST, OPHELIA	
Special	$25.00
Select	$18.00 to $20.00
Medium	12.00 to 15.00
Short	8.00
Killarney Brilliant.. Specials	$20.00
Select	$12.00 to 15.00
Killarney Medium	10.00
White Killarney Short	8.00

	Per 100
PREMIER	
Specials	$30.00
Fancy	25.00
Select	$18.00 to 20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
ROSES, OUR SELECTION	$ 8.00
Carnations	$ 4.00 to 5.00
Sweet Peas	1.50 to 3.00
Violets	.75 to 1.50
Jonquils	5.00 to 6.00
Tulips	5.00 to 8.00
Adiantum	2.00
Asparagus, per bunch.....50 to 75c	
Boxwood, per bunch.....35c	
Galax, bronze and green, per 1,000. 2.00	
Ferns, per 1,000.....$5.00	
Leucothoe Sprays	1.00
Smilax, per dozen strings..... 4.00	

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 **CHICAGO**

Cut Flowers Are in Enormous Supply with Us

Now is the time to conduct special sales, for prices are reasonable and the opportunity is ripe for quick turnovers at good profits and at prices satisfactory to the buyers.

GET IN TOUCH WITH US TODAY. DO IT NOW

the association's best wishes for a speedy recovery, and a part of the exhibits to cheer up the sick room.

Joseph H. Hill, Richmond, Ind., spoke on general business conditions, pertaining to the trade, and told why Red Columbia is a good commercial rose. Fred H. Lemon of the same city also addressed the meeting, and August Poehlmann spoke of the good work done by the Allied Florists' Association and stated that much of the business the trade has enjoyed was due to the fact that the local publicity campaign was launched at just the right time. Andrew Benson, of the Premier Rose Gardens, read a very interesting paper on "Roses of the Past and Future."

There will be an exhibit of miscellaneous cut flowers and potted plants at the March meeting. The folowing had exhibits at the last meeting:

Joseph Kohout, Libertyville.—Vase of splendidly grown Columbia and Premier roses.

Fred H. Lemon Co., Richmond, Ind.—Vase of Amelia Gude, which scored 85 points, and a vase of Angelus which scored 90 points. Both were recommended for a certificate of merit.

Wehrmann & Wehrmann, Bowmanville.—Well-grown vase of Sunburst.

Dramm Greenhouses, Maywood.—Vase of Golden Rule which scored 88 points.

R. J. Windler, Rogers Park.—Vase of well-grown Mrs. Charles Russell and an exhibit of blue daisies.

Wendland & Keimel, Elmhurst.—Vase of well-grown Crusader.

Fred C. Meyer Co., Addison.—Vase

EXTRA FANCY
CUT FLOWERS
ORDER HERE.

Roses, Carnations, Sweet Peas, Tulips, Freesias,
Paper White Narcissus, Jonquils, Valley, Lilies,
Callas, Stevia, Mignonette, Daisies, Pansies,
Romans, and a complete line of Greens

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The Ove Gnatt Co., Inc.
Preservers of Natural Foliages LA PORTE, IND.
Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

of splendidly grown Butterfly. Also vase of Columbia.

Amling Bros., Des Plaines.—Vase of magnificent Dunlop.

S. W. Kuhlmann, Maywood.—Well-grown vase of Columbia.

Peter Pearson, Chicago.—Vase of King Albert narcissus.

Wellworth Farm Greenhouses.—Vase each of choice Double White Killarney, Premier and Milady.

A. F. Amling Co., Maywood.—Vase each of splendidly grown Columbia and Premier.

Premier Rose Gardens, Maywood.—Magnificent vase of Premier.

Joseph H. Hill Co., Richmond, Ind.—Vase of Red Columbia, which scored 85 points and was recommended for a certificate of merit. Also honorable mention for a vase of Premier roses.

St. Louis, Mo.

A SMALL DECLINE IN PRICES.

There has been a sharp change in the weather and this has to a certain extent stimulated the trade. It may mean a serious set back to all out-of-doors grown material. Business is dropping off slightly at present, which is due to the observing of Lent by many patrons and flower lovers. Carnations are leading the list in popularity this week. The stock coming in is of excellent quality and is bringing good money. Roses have taken a slump due to the market being overloaded with them. Choice stock of Premier, Russell, Ward, Ophelia, Killarney and Butterfly roses are wholesaling for from $5 to $6 per 100. Very few are being shown in florists' windows. Good money is being made on jonquils which are scarce. The stock to be had is of the best quality. Narcissi are shortening up and are to be seen practically everywhere. The demand for them is moderate. There is a limited supply of fine Darwin tulips and a plentiful supply of the common varieties. Cattleya orchids and lily of the valley are valuable stock with plenty on hand and the demand rushing. Single, home-grown violets of unusual size and fragrance are plentiful, selling rapidly for use in corsage bouquets. Sweet peas are plentiful and the demand is good. Snapdragons are few and far between and are snatched by customers when seen. There is a limited supply of gladioli coming in. Bulbous stock is strengthening each day. Primroses are shown in many windows and bring top prices. Freesias are valuable stock this week and are plentiful. There is a good demand for them. Cyclamen are practically all gone and only a very few poor specimens are to be had at any price. This is also true of Jerusalem cherries. Cinerarias with their wide range of gorgeous colors, are now coming into their own. The demand is great and undiminishing but the supply as yet is rather limited. Many florists are making a special feature of them. Pandanus, dracaenas and ferns are seen in many windows. Several stores are displaying the so-called "prohibition dishes" which it is expected will gradually take the place of the well known and popular Fern Dish. Greens are plentiful this week and the demand is equally good. Ferns have taken a jump, due to their present scarcity. Prices in general have come down and they have not yet reached their minimum. This will hold until the Easter trade.

Sphagnum Moss
Vaughan's Seed Store
Chicago & New York
Single Bales or Carlots

NOTES.

The St. Louis Gardeners' Association held an official meeting February 17. A most interesting lecture was given by Prof. H. C. Irish on "The Control of Insect and Plant Diseases."

The floral department of Scruggs, Vandervoort & Barney is handling some fine roses and carnations, and a few good spring flowers. Their prices are much reduced from last week.

Street merchants are doing a small business this week, with a large supply of roses, narcissi, carnations, freesias and a few tulips, all of which are of a inferior grade.

The Garden Club of St. Louis held a meeting February 17. John Noyes

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

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Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

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Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES
COLUMBIA
RUSSELL
White Killarney
Butterfly
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS
Valley Cattleyas
CARNATIONS
Paper White Narcissus
Single VIOLETS Double
Sweet Peas
Calendulas
Tulips Jonquils
Freesia

GREENS
Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

lectured on "Garden Ornament, Its Location and Arrangement."

The Mullanphy Floral Co. reports a large increase in business since moving into their new establishment on Locust and St. Charles streets.

The executive committee of the St. Louis District of National Flower Growers Association held a meeting last week at Pana, Ill.

The "Say It With Flowers" bowling league met this week. Frank A. Windler of the carnation team bowled a record score of 245.

The St. Louis Wholesale Cut Flower Co. is kept busy filling orders for orchids, violets and freesias.

The Fred C. Weber Floral Co. is making a specialty of pot bulbous plants and cinerarias.

The Windler Wholesale Floral Co. is cleaning up on carnations, tulips and sweet peas.

The Bourdet Floral Co. has ready demand for their pot grown plants.

C. A. Kuehn reports a lively trade in his section of the city.

Grimm & Gorly report large funeral orders for this week.

H. G. Berning reports advance Easter orders.

Visitor: Martin Reukauf of H. Bayersdorfer & Co., Philadelphia, Pa.

R. D. M.

Nashville, Tenn.

TRADE BELOW NORMAL.

After all the preparation and anticipation for Valentine day, it was somewhat of a disappointment to the trade, and sales fell behind those of a year ago; but a very good business was done nevertheless. Since Valentine's day, business has been very quiet, only a few funeral orders occupying attention. Flowers are now coming in nicely. Roses, carnations, some lily of the valley, violets, sweet peas and a few of the smaller flowers are enough for all demands. Yellow jonquils are blooming out-of-doors, and are retailing on the streets at 10 cents a dozen.

NOTES.

A marriage of the past week was that of Clifford Joy Harrison, grandson of Thomas C. Joy, to Miss Rosa Lee Bennett. Mr. Harrison will have charge of the Atlanta, Ga., branch of the Joy Floral Co.

Louis Haury, Sr., is recovering from a recent illness at the home of his daughter, in Louisville, Ky.

Mrs. Lillian Joy is in Atlanta, Ga., for a brief visit.

M. C. D.

Kansas City, Mo.

TRADE EXCEPTIONALLY GOOD.

St. Valentine business was much better than was looked for, although the florists were stocked more this year than any previous Valentine period. A number of the trade said the large business was due to cooperation, club advertising in newspapers and Valentine day stickers that were used weeks before. Pot plants were the best they had been in years. Sweet peas, violets, roses, carnations, freesias, orchids, stevia, jonquils, Paper White narcissi and tulips made up the cut flower line and the prices were at their lowest this year. Novelties went good. Business for the past week was very good, in fact it kept the market cleared so well, that no old stock accumulated. There has been heavy funeral work and hospital boquets as well as luncheons, parties, etc. The auto show which attracted large crowds, also helped make more work for the trade.

The committee which has been working on the publicity fund have about two-thirds of their labors finished and they will start again February 21, to complete the work. The committee reports the stores and especially the greenhouses in fine condition. James Payne for the Missouri side and the Stockdale Greenhouses for the Kansas side, were the winners of prizes given by the committee for upkeep and neatness.

E. J. B.

Pittsburgh.

DECIDED DECLINE IN PRICES.

The long expected and overdue break in the market has arrived at last; not a serious glut, but a decided increase in every seasonable flower on the list, with a drop in prices on every item. The demand is not large enough to absorb it all, and it takes pushing and price concessions to move the surplus. St. Valentine day's business was satisfactory to everyone concerned. While total volume was not as large as 1920, it was larger than 1919, which is the year that it should be compared with. Stock was plentiful and with no increase in prices, and in some cases lowered prices, vast quantities of it were moved. Following St. Valentine day, large quantities of bulbous stock were dumped on the market, which caused an unsettled condition, and for the first time in weeks the wholesaler found his ice boxes full at the end of the day's business, but by Saturday night everything was pretty well disposed of. The rose cut is on the increase and the quality is of the best. The varieties include Premier, Columbia, Butterfly, Pilgrim, Ophelia, Sunburst, Hilda, Mrs. Aaron Ward, Maryland, Milady, Richmond, and Double White Killarney. A few Pink Killarney are seen but not enough to amount to anything. The carnation supply has nearly doubled in the last two weeks, with a noticeable drop in price. The supply of Easter lilies has also increased, but not enough to cause any big reduction in price. Calla lilies are still in short supply and clean up daily. Sweet peas are arriving in large quantities with a light demand, as also holds true of violets, lily of the valley and orchids; in fact the demand for corsage flowers is very light during Lent. Last year it was not noticed as every item could be used in funeral work. Jonquils, daffodils, Paper White narcissi and tulips are coming in large

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Especially made for plants or cut flowers. Artistic and novel in design and coloring. Strong, substantial and thoroughly practical.

LET US SEND YOU A SAMPLE ASSORTMENT.

Suitable for Cut Flowers.....$25.00, $50.00, $100.00
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BAMBOO POT COVERS

Especially well made. **Special Offer.** Dyed all colors, to fit pots.

	Natural.	Dyed.		Natural.	Dyed.		Natural.	Dyed.
4-inch.....	12½c	15c	6-inch.....	18c	20c	8-inch.....	25c	30c
5-inch.....	15c	18c	7-inch.....	20c	25c	Nest of 5.....	90c	$1.15

FOR ST. PATRICK'S DAY

Carnation Dye, per package, 50c. **Paper Novelty,** with cups for flowers, $12.50 per 100.
High Hats, of basket weave, 50c each.

Let us send you our New Illustrated Catalogue, A postal card will bring it.

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WILD SMILAX-That's Us

$7.50 Per Case, F. O. B. Chicago

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ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

quantities, and are hardly bringing enough to let the grower break even. The trouble is there is entirely too much bulb stock brought in at this time, and with the present high price of bulbs the grower is going to be the loser.

NOTES.

The florists of Beaver Falls, which includes H. L. Thompson, E. H. Carey, A. W. Smith Co., and D. Campbell, carried a full page ad for St. Valentine day in the local papers, and in spite of the fact that the mills of this district have not been in operation for weeks, they report the largest volume of business for the day they have ever had.

The McCallum Co. has just issued an attractive catalog of their new line of baskets. The employees of The McCallum Co. held a dance Friday evening, February 18, at the Garden parlors. A large crowd enjoyed a very pleasant evening. Refreshments were served by the firm.

Visitor: Navin of The Rayen Flower Shop, Youngstown, O.

E. C. T.

Seligman & Stein
FLORISTS' SPECIALTIES
116 W. 28th St., New York
IMPORTERS—MANUFACTURERS

Boston.

MARKET HOLDING ITS OWN

Conditions on the market this week have been variable. Prices were high at the opening but softened somewhat later in the week. The business in general is rather quiet and stock cleans up with difficulty. There has been considerable stock shipped to other markets this past week which has been a boon to the local market. Lilies both Easter and Callas have been somewhat of a drug on this market, but according to reports clean up at a fancy price in other markets. There is quite a supply of spring stock coming in at present with not a very ready demand. Sweet peas especially are coming in great quantities with no call for them. Roses are still shy on quantity but there seems to be enough to meet the demand. Carnations have dropped in price from a week ago. The very fancy ones will only bring $6 a hundred. Valentine business was very brisk, larger quantities of violets were sold this year than for four or five seasons back. The stock in general had a rise in price for a few days previous to Valentine's, but gradually got back to the old prices just after that.

E. F. S.

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30 E. Randolph Street, CHICAGO

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Wire Hanging Baskets

Price List, 1920. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST.

	Dozen
Roses, Beauty	3.00@ 8.00
	Per 100
" Mrs. Chas. Russell	8.00@ 40.00
" Butterfly	8.00@ 35.00
" Columbia	8.00@ 35.00
" Dunlop	8.00@ 35.00
" Premier	8.00@ 40.00
" Hoosier Beauty	8.00@ 35.00
" Killarney Brilliant	6.00@ 25.00
" White Killarney	6.00@ 25.00
" Mrs. Geo. Shawyer	6.00@ 25.00
" Milady	6.00@ 30.00
" Mrs. Aaron Ward	6.00@ 20.00
" Sunburst	6.00@ 20.00
" Ophelia	6.00@ 20.00
" Dble. W. Killarney	6.00@ 25.00
" Cecile Brunner	4.00
" Our Selection	8.00
Calendulas	3.00@ 6.00
Freesia	3.00 to 6.00
Jonquils	4.00 to 8.00
Paper Whites	4.00@ 6.00
Violets	.75@ 1.50
Mignonette	6.00@ 8.00
Sweet Peas	1.50 to 4.00
Cattleyas, per doz.	10.00@ 15.00
Cypripediums, per doz.	4.00
Valley	6.00@ 8.00
Carnations	4.00 to 8.00
Lilies, per 100	15.00@ 20.00
Adiantum	1.50@ 2.00
Ferns, per 1,000	4.50 to 5.00
Galax, per 1,000	2.00
Leucothoe	1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch
Mexican Ivy	1.00
Southern Wild Smilax, case	7.50
Boxwood, 35c per lb., case	9.00

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WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

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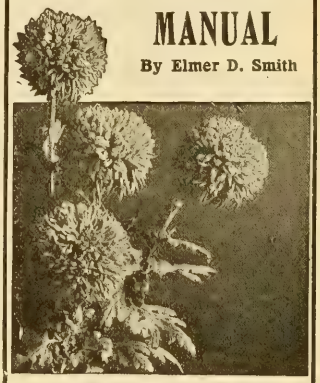
THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



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Oriental Goldfish & Supply Co.

Send for catalogue.

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White Lilac

We make a specialty of Lilac and we handle the entire output of the largest Lilac Grower in the East.

That establishes us as the most reliable source of supply when you need Lilac.

It will stand shipping most any reasonable distance.

$2.50 per bunch.

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1201 Race Street
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EDWARD REID

CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

Philadelphia.

STOCK SELLING CHEAPLY.

The past week has been one of extremes, very little business one day and quite a spurt the next, at times various items of stock cleaned up at good figures and again touched bottom. Take it all and all it has been a buyer's market. Daffodils and freesias were the quantity items, these being overstocked the entire week. Prices were as one wholesaler said, just what you could get. All kinds of stocks are getting more plentiful. Sweet peas are at about their height, some of the first cutting are exceptionally fine; there are rather more than can be moved at what are considered good returns for the growers. Snapdragon is now a factor, there being a large supply of from 18 to 24 inch stems. The quality is fine. Carnations have held their own and considering conditions sold up fairly close. Roses are increasing and there appears to be more short stemmed stock around. White Killarney of splendid quality is offered by several growers. The four leading varieties: Russell, Columbia, Premier and Pilgrim, are so large and fine that new sorts will have to have exceptional merit to get even a trial. Calendulas, daisies, pansies, mignonettes and other small items are increasing in the spring flower section. Easter lilies and callas are coming stronger every week, the high grades bring near top figures, but indifferent stock sells away down. Cattleyas are about equal to the demand and violets are a bit draggy. The green market has filled up again, some very good Florida asparagus being offered.

BULBS OR NO BULBS.

The Hollanders are around again smiling and energetic, but their glowing tales fall this year on ears that are not interested. Growers are wondering how they are going to get back in returns enough to pay for the bulbs they bought last year. Paper White and Golden Spur narcissi have been exceptionally good the past winter. No better production could be asked, but it is conceded because of an overstocked market that no grower has been able to get enough for the flowers to pay the initial cost of the bulbs, while all the overhead charges of growing and selling will have to be taken out of the profits of other lines. Growers' associations should have compiled reliable data on the needs or extent of their market, and then agreed among themselves that only such an amount should have been grown. Otherwise as in the present instance none of their dreams will come true. Had the growers for this market known of the size of the various stocks being brought in during January and February they might by a prepared schedule have avoided the overstocked market and arranged for a more or less continuous supply to cover the whole season.

CLUB MEETING MARCH 1.

The meeting of the Florists' Club on March 1 is to be the gala night of the season. There will be extensive exhibits of Easter plants and cut flowers. The W. Atlee Burpee Co. will stage a full line of their new seedling early flowering orchid sweet pea. A number of these varieties have not as yet been introduced and will be seen here for the first time. All who are interested in this popular flower should not fail to see the coming favorites. There will also be exhibits of commercial sweet peas by the best growers for this market. New roses, carnations and other choice cut flowers are also promised. There is a full literary program, Senator Geo. W. Cartwright, California, a most talented speaker, will address the Club on a subject we all know. J. Otto Thilow will tell of his recent trip to Porto Rico, while Geo. W. Kerr, president of the Sweet

BOSTON, FEB. 23.

		Per 100
Roses,	American Beauty	8.00@100.00
"	Russell	10.00@ 35.00
"	Dunlop	10.00@ 25.00
"	Pilgrim	10.00@ 30.00
"	Crusader	10.00@ 35.00
"	White Killarney	8.00@ 20.00
"	Ward	8.00@ 20.00
"	Maryland	8.00@ 16.00
"	Hoosier Beauty	8.00@ 25.00
"	Columbia	10.00@ 30.00
"	Hadley	10.00@ 35.00
"	Ophelia	10.00@ 30.00
"	Premier	10.00@ 30.00
Adiantum		2.00
Asparagus	bchs, per bch	.50@ 1.00
Asparagus	Strings, doz	12.00
B. Buttons		1.50@ 2.50
Bouvardia,	pink and red, doz. sprays	1.50@ 2.00
Calendulas		4.00@ 6.00
Carnations		6.00@ 8.00
Carnation	Laddie	10.00@ 12.00
Cattleyas,	per doz	9.00@ 12.00
Lily of the	Valley	16.00
Longiflorum	Lilies	20.00@ 25.00
Pansies		3.00
Paper White	Narcissus	4.00
Smilax,	per doz	4.00@ 6.00
Snapdragons,	doz	2.00@ 3.00
Mignonette,	doz	.75@ 1.00
Sweet Peas		2.00@ 4.00
Callas		3.00@ 4.00
Hellotrope,	per bch	1.00@ 1.50
English Daisies		1.00
Jonquils,	Spur	5.00@ 6.00
Freesias		4.00@ 6.00
Violets		1.00@ 1.50
Cypripediums		4.00
Stevia,	per bch	.75
Marguerites		3.00@ 4.00
Acacia,	per bunch	3.00@ 5.00
Heather,	per bch	1.00@ 6.00
Tulips		6.00@ 8.00

BUFFALO, FEB. 23.

		Per 100
Rose,	Killarney	6.00@ 10.00
"	White Killarney	6.00@ 12.00
"	Dbl. Wht. Killarney	8.00@ 15.00
"	Richmond	8.00@ 15.00
"	Maryland	8.00@ 15.00
"	Sunburst	6.00@ 15.00
"	Ward	6.00@ 8.00
"	Columbia	10.00@ 30.00
"	Ophelia	8.00@ 25.00
"	Russell	8.00@ 20.00
"	Premier	10.00@ 25.00
"	Cecile Brunner	4.00@ 6.00
Calendulas		3.00@ 6.00
Calla Lilies		15.00@ 25.00
Carnations		3.00@ 6.00
Easter Lilies		15.00@ 20.00
Freesias		4.00@ 6.00
Mignonette		4.00@ 6.00
Rubrum Lilies		6.00@ 8.00
Snapdragons		4.00@ 10.00
Golden Spur	Narcissi	4.00@ 5.00
Paper White	Narcissi	5.00@ 6.00
Soleil D'Or	Narcissi	6.00@ 8.00
Sweet Peas		1.00@ 4.00
Violets		.75@ 1.00
White Tulips		4.00@ 6.00
Yellow Tulips		4.00@ 6.00

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Berger Bros.

The Choice of the Market in EASTER LILIES, ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

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CINCINNATI, FEB. 23.

		Per 100
Roses,	Premier	6.00@ 20.00
"	Russell	6.00@ 20.00
"	Columbia	6.00@ 20.00
"	Butterfly	6.00@ 20.00
"	White Killarney	6.00@ 20.00
"	Pink Killarney	6.00@ 20.00
"	Sunburst	6.00@ 20.00
"	Mrs. Aaron Ward	6.00@ 20.00
"	Ophelia	6.00@ 20.00
"	Baby Doll	4.00@ 6.00
Carnations		4.00@ 6.00
Easter Lilies and Callas		15.00@ 20.00
Ferns, per 1,000		3.50
Forget-Me-Not,	bunch	.25
Freesia		3.00@ 4.00
Galax, per 1,000		1.50
Jonquils		3.00@ 4.00
Leucothoe, per 1,000		5.00@ 6.00
Plumosus (south)	per bch	.25
Smilax, per string		.15@ .25
Snapdragons		10.00@ 15.00
Violets		1.00@ 1.50
Primulas, bunch		.50

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462 Milwaukee St., Milwaukee, Wis.

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Choice Cut Flowers and Greens

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CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
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THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
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WHOLESALE FLORISTS
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WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506.
444-446 Milwaukee Street, **MILWAUKEE, WIS.**

Pea Society, will talk on the newer sweet peas. There should be a banner attendance.

NOTES.

The meeting of the Pennsylvania Horticultural Society was held February 15. The features were a lecture by J. Otto Thilow on Hawaii and the South Sea Islands, and a collection of choice cut flowers and plants. Very well flowered cattleya hybrids from the collection of Mrs. F. E. Dixon; cut flowers of choice cattleyas by Alphonse Pericat and Kurume azaleas from Henry A. Dreer were prominent features.

S. S. Pennock is to spend the coming summer in Germany with headquarters in Berlin. He goes in an official capacity, representing the Friend's Relief Association, whose succor to starving poor of that country since the close of hostilities has been of incalculable benefit. Mr. Pennock leaves on his mission immediately after Easter and expects to be gone six months.

The large St. Leonard greenhouse, boilers, sheds and farm of 75 acres, is to be sold peremptorily and awarded to the highest sealed bid received up to March 1. This operation cost the Lord and Burnham Co. something over $122,000 but it will be sold even if the best bid is not half this amount. Here is a great bargain for a man willing to take a chance.

Over 100,000 two-inch pot shamrocks for St. Patrick's day are coming along nicely with W. K. Harris. All are practically sold as most of the stock is grown under contract.

Pot coverings for Easter are a specialty with H. Bayersdorfer & Co. Curled edge crepe paper and bamboo pot covers in all colors are leaders.

Mrs. Chas. A. Russell roses, carnations, sweet peas and lily of the valley are specials with the Leo Niessen Co. Acacia pubescens is a novelty.

Tulips in variety are leaders with Berger Bros. Easter lilies, callas and sweet peas are also quantity stocks.

Wholesale Flower Markets

PHILADELPHIA, FEB. 23. Per 100

Roses, Beauty, special	50.00@	75.00
" " fancy	20.00@	35.00
" Mrs. Chas. Russell	15.00@	35.00
" Killarney	6.00@	12.00
" Hadley	15.00@	40.00
" Sunburst	10.00@	20.00
" Wards	6.00@	15.00
" Ophelia	6.00@	20.00
" Columbia	10.00@	25.00
" Premier	10.00@	25.00
Adiantum	1.50@	2.00
Asparagus, bunches		.50
Asparagus, strings	.75@	1.00
Calendulas	4.00@	6.00
Carnations	4.00@	8.00
Cattleyas	.75@	1.00
Easter Lilies	20.00@	25.00
Lily of the Valley	8.00@	12.00
Smilax		.35
Snapdragons, per doz.	1.50@	2.50
Mignonette	4.00@	6.00
Violets	.75@	1.00
Callas	15.00@	25.00
Sweet Peas	1.00@	3.00
Freesia	3.00@	5.00
Golden Spur Daffodils	3.00@	4.00

PITTSBURGH, FEB. 23. Per 100

Roses, Beauty, spl., per doz.		12.00
" " fcy., per doz.		9.00
" ex., per doz.		7.50
" No. 1, per doz.		5.00
" Killarney	8.00@	20.00
" Maryland	8.00@	20.00
" Sunburst	8.00@	20.00
" Mrs. Aaron Ward	6.00@	15.00
" Russell	15.00@	40.00
" Columbia	12.00@	35.00
" Ophelia	10.00@	25.00
" Hilda	8.00@	20.00
" Premier	15.00@	40.00
" Madam Butterfly	12.00@	30.00
Carnations	6.00@	8.00
Cattleyas, each		1.50
Cypripedium, per doz.		6.00
Easter Lilies	20.00@	25.00
Ferns, per 1,000		4.00
Galax, per 1,000		2.00
Plumosus, per bunch		.50
Sprengeri, per bunch		.60
Calendulas	3.00@	4.00
Sweet Peas	2.00@	4.00
Narcissus Paper Whites		6.00
" Yellow		10.00
Violets	1.00@	1.50
Baby Primroses	.75@	1.00
Smilax, per doz. strings		4.00
Jonquils		6.00
Valley	8.00@	10.00
Pussy Willow		6.00
Tulips		6.00
Freesias		6.00
Heather, per bch.	1.00@	8.00

Well flowered azaleas were features of J. J. Habermehl's Son's Bellevue-Stratford window the past week.

Jos. G. Neidinger Co. report an unusual call for plant baskets for Easter. K.

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MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

ST. LOUIS, FEB. 23. Per 100

Roses, Premier	8.00@	30.00
" Columbia	8.00@	20.00
" Ophelia	6.00@	15.00
" Killarney	3.00@	8.00
" White Killarney	6.00@	12.50
" Russell	8.00@	35.00
" Ward	4.00@	10.00
" Sunburst	6.00@	15.00
Calendulas	3.00@	8.00
Carnations, Laddies	12.50@	15.00
Ferns, per 1,000		4.50
Valley	25.00@	35.00
Boxwood, per lb., 35; 50 lbs., per lb.		.25
Narcissus	3.00@	6.00
Yellow Narcissus	4.00@	6.00
Mignonette	8.00@	10.00
Sweet Peas	1.00@	3.00
Smilax, per string		.20
Leucothoe		.75
Galax, green, per 1,000		1.50
" bronze, per 1,000		1.50
Carnations, short	2.00@	4.00
Carnations, fancy	5.00@	8.00
Stevia, per bunch		.50
Violets	.50@	1.00
Freesias	3.00@	5.00
Callas	10.00@	20.00
Jonquils	1.00@	5.00

MILWAUKEE, FEB. 23. Per 100

Roses, Kill'n'y, W. Kill'n'y	6.00@	15.00
" Ward	6.00@	12.00
" Premier	10.00@	30.00
" Ophelia	8.00@	20.00
" Columbia	10.00@	30.00
" Hoosier Beauty	10.00@	25.00
Callas, per doz.		3.00
Calendulas	6.00@	8.00
Carnations	4.00@	8.00
Daffodils	6.00@	8.00
Hyacinths	10.00@	12.00
Lilies, per doz.	2.00@	12.00
Orchids, per doz.	12.00@	15.00
Stevia		4.00
Sweet Peas	1.50@	3.00
Valley	6.00@	8.00
Violets	1.00@	1.50
Paper Whites	4.00@	6.00
Narcissus, Yellow	5.00@	8.00
Rubrums	10.00@	18.00
Freesias	4.00@	6.00
Tulips	6.00@	8.00

New York.

STOCK MOVING SLOWLY.

Although it did not appear that St. Valentine's day business averaged up to that of last year, there was considerable activity. For the remainder of the week the wholesale districts were quiet with increasing supplies of stock that moved slowly at falling prices. The only exceptions were American Beauty roses and gardenias, which were scarce. Beauties wholesaling at $18 per dozen and gardenias at $12 per dozen. Tea roses are wholesaling at about half the figures they were commanding a month ago and there have been heavy cuts on prices of bulbous stock, carnations, sweet peas and practically all minor stocks. Both orchids and violets are plentiful and move slowly. Aside from their cut flowers, some of the wholesalers are carrying pans and pots of tulips and hyacinths and in practically all of the retail stores such stock is being featured and seems to move fairly well. In minor features in cut flowers, such as mignonette, marigolds, pansies and other varieties there is an increasing supply.

February 21.—The snowstorm that raged all day Sunday passed off in the night, leaving slightly over one foot of snow. There is clear sunshine today and the city is busy digging itself out. Auto-truck service outside of the main north and south thoroughfares, is about paralyzed and no flowers have arrived this morning by that service. The Long Island steam and trolley lines have had much trouble, but steam lines through New Jersey and to up-state points seem to be fairly regular. In the city, the street department by making an early attack on the snow, did good work. The worst feature is the sidewalks, as the stores being closed, no one was on hand to shovel and the snow was tramped down. Little business is expected in the markets today.

NOTES.

A law suit has just been settled, at White Plains, that may be of interest to florists. Frederick W. Smythe of Wadley & Smythe of this city and Newport, R. I., sued Samuel Untermeyer, the noted lawyer, to recover a balance of $7,800 in commission for laying out and planting the Untermeyer gardens on the estate known as "Greystone" at Yonkers. Hearings have been going on for some time before a referee. The case was settled for $5,000. Mr. Smythe's total commission is said to have been $138,000. He stated that in 1915, Mr. Untermeyer told him that he wanted the finest floral gardens in America. Work was started in 1918 laying out Grecian gardens, planning temples and great floral displays. It was in evidence that about $1,000,000 was spent on the estate. The amount asked was on a basis of 10 per cent on the materials and plants. Mr. Smythe said that he went to England and bought more than $20,000 worth of rhododendrons. Mr. Untermeyer set up a counter claim contending that Mr. Smythe had received a commission from the English florists and nurserymen. Testimony was taken in England as to the value of the rhododendrons.

Sympathy is extended to Alfred H. Langjahr, the well-known wholesaler, on account of the death of his wife, Mrs. Agnes M. Langjahr, the sad event occurring on February 18. The funeral was held at the family home, Corydon Road, Jamaica estates, February 20. Besides her husband, she is survived by several children.

Costas Sakelos, formerly in business at Broadway and 181st street, as the Fort Washington Florist, has sold his interest there to his former partner and has purchased a retail store located at Eighth avenue and 125th street.

News has been received in this city of the recent death at Barrie, Ontaio, of Matthew Sampson, Sr., father of Matthew, Jr., William and Ernest Sampson, all well known in the trade here. He was born in Scotland in 1843.

A snowstorm that would do credit to Duluth, Minn., or Medicine Hat, Canada, struck this city at an early hour on the morning of February 20. The present outlook at noon is for an almost complete tie-up of traffic.

A. C. McCann and wife have taken the retail store at 5205 Fifth avenue, Brooklyn, long conducted by the late Henry Murphy and later by his widow. Mr. McCann had been with Joseph Trepel for seven years.

Hugh Peake, a veteran of the war with previous experience in the wholesale business, and Leon Devlin, also an experienced man, have formed a partnership and taken space with Harry Charles.

The Nippon Florist, who several months ago opened a retail store at 265 Columbus avenue, has recently made large additions to his stock of dwarf trees and other Japanese novelties.

L. A. Hauser, the well known salesman of the Cut Flower Exchange, has so far recovered from his recent attack of pneumonia as to pay the Exchange a short visit.

Peter F. McKenney, 42nd street near Fifth avenue, had an interesting and amusing window exhibit of St. Valentine's dolls, with appropriate floral decorations.

Joseph Trepel, Brooklyn, has leased another store, at 95 Main street, Flushing, and will take possession as soon as extensive improvements are completed.

At the store of Wadley & Smythe, Fifth avenue and 42nd street, it was stated their business had been good on Lincoln's birthday.

It is rumored that a new retail store will soon be opened on Thirty-fourth street, near Lexington avenue.

The Chas. A. Dards store reported that their St. Valentine's day business was excellent.

Visitors: President Thomas Roland of the Society of American Florists, Boston, Mass.; Wm. Swayne, Kennett Square, Pa.

A. F. F.

Nassau County Horticultural Society.

The meeting of the Nassau County Horticultural Society was held at Glen Cove, N. Y., February 9. Arthur Herrington, Madison, N. Y., gave a short talk on the spring show soon to take place in New York, and W. A. Sperling, New York, told of the Sweet Pea exhibition to be held there in June. Various prizes were awarded by the Society, one of the winners being Jack Everett, for a pot of Mrs. Charles Pike freesias. The committee on the tulip show reported that conditions looked favorable for a record exhibition. Exhibits for the March 9 meeting will consist of a pot of tulips, 12 antirrhinums, mixed, and three heads of cauliflower. Seven members were taken into the Society.

MINNEAPOLIS, MINN.—Members of the Minnesota Garden Flower Society recently held a meeting, at which several papers were presented.

SEATTLE, WASH.—The Green Lake Floral Co.'s range was damaged to the extent of $15,000 February 1, the principal loss being to plants and stock destroyed by the wind.

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Near the main entrance on 18th Street Wholesale Flower Market.
We are in short supply of Roses, Carnations, Valley and Orchids. Would be glad to correspond with small or large growers, same particular attention is given to all. Give me a trial and be convinced.
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NEW YORK, FEB. 23.	Per 100
Roses, Beauty	10.00@150.00
" Mdm. Butterfly	6.00@ 25.00
" Pilgrim	5.00@ 20.00
" Hadley	8.00@ 50.00
" Dunlop	6.00@ 25.00
" Dbl. Wht. Killarney	8.00@ 25.00
" Columbia	4.00@ 20.00
" White Killarney	4.00@ 15.00
" Aaron Ward	5.00@ 20.00
" Ophelia	6.00@ 25.00
" Mrs. Chas. Russell	8.00@ 25.00
" Premier	10.00@ 35.00
" Sunburst	4.00@ 20.00
Adiantum Croweanum and Hybridum	1.50@ 2.00
Asp. Plumosus, per bch	.25@ 1.00
Bouvardia, doz.	.40@ .50
Carnation Laddie	8.00@ 10.00
Carnations	3.00@ 5.00
Cattleyas	25.00@ 75.00
Gardenias, per doz.	12.00
Lilies, white	10.00@ 15.00
L. Rubrum	5.00@ 15.00
Lily of the Valley	2.00@ 5.00
Lilac, per bch	1.50@ 2.50
Acacias, cut, per bch	3.00@ 4.00
Narcissus, Paper White, doz.	.40@ .50
Narcissus, Majors and Spurs, per doz.	.25@ .50
Callas, per doz.	1.50@ 2.50
Smilax, doz. strings	2.00@ 2.50
Snapdragons, per doz.	1.00@ 2.00
Violets	.25@ .50
Daisies, yellow	1.50@ 2.00
Tulips, per doz.	.25@ .75
Tulips, Darwin, per doz.	1.50
Mignonette, per doz.	.75@ 1.00
Wallflowers, per doz.	.25@ .35
Buddlea, per dozen	.50@ .75
Freesia, per doz.	.25@ .35

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February 28.

FROM BOSTON, Ninian, I. M. M. Lines (Manchester).
FROM BALTIMORE, East Indian, I. M. M. Lines (Hamburg).
FROM BALTIMORE, Missouri, I. M. M. Lines (London).

March 1.

FROM PORTLAND, Vennonia, Cunard-Anchor Line (London).
Rotterdam, Holland-America Line (Rotterdam).
Leopoldina, French Line (Havre).

March 2.

Vasconia, Cunard-Anchor Line (London).
Calabria, Cunard-Anchor Line (Trieste).

March 3.

FROM BALTIMORE, Stadsdyk, Holland-America Line (Rotterdam).
Manchuria, I. M. M. Lines (Hamburg).

March 5.

FROM NEWPORT NEWS, Stadsdyk, Holland-America Line (Rotterdam).
FROM NEW ORLEANS, Zuiderdyk, Hamburg-America Line (Rotterdam).
FROM BOSTON, Massilia, Cunard-Anchor Line (Glasgow).
FROM PHILADELPHIA, Verbania, Cunard-Anchor Line (London).
Verdic, I. M. M. Lines (Liverpool).
Bardic, I. M. M. Lines (London).
Algeria, Cunard-Anchor Line (Glasgow).
Kroonland, I. M. M. Lines (Antwerp).
Gothland, I. M. M. Lines (Danzig-Hamburg).

Chicago.

A. Lange

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Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Wittbold CHICAGO

30 East Randolph Street

Members of Florists' Telegraph Delivery.

C. Frauenfelder FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK

CHICAGO

Staten Island, N. Y. F. T. D.

ALEX. S. GEORGE

(Not Incorporated)

National Florist

FLORAL ARTIST

423-425 Richmond Terrace

(V. M. C.)

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

Oak Park, Ill.

AVENUE STATE BANK BLDG.

WILLIAM PALMER

FLORIST

Member of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F.T.D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St.

KANSAS CITY, MISSOURI.

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Members of Florists' Telegraph Delivery

Milwaukee, Wis.

National Florist

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Incorporated

437-39-41 Milwaukee St.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

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Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

For St. Louis

WIRE

Grimm & Gorly

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FREY & FREY

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exch. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Greenville, S. C.—Rodgers Flower Shop.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—Alexander, Florist.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Dard's, 44th and Madison Ave.
New York—David, Clarke's Sons.
New York—Evans.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Olympia Florist.
New York—Thos. F. Galvin, Inc.
New York—G E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Savannah, Ga.

JOHN WOLF

The Largest Grower of Cut Flowers in the South

Mention the American Florist when writing

Knoxville, Tenn.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.
Members F. T. D.

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST K.C.M.O.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK,

413 Madison Ave.
Bellevue Avenue, NEWPORT, R.
Summer Season.

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists

Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

"SAY IT WITH FLOWERS"

Max Schling Flowers

Schling Service Nothing Better

785 Fifth Avenue
NEW YORK CITY

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York — Telephone Audubon 6618 Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY.
Orders from Other Cities filled with promptness

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Pittsburgh, Pa.

A.W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

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New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus.

Mention the American Florist when writing

New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Mention the American Florist when writing

New York

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)
2953 Broadway.
Members of Florists' Telegraph Delivery.

New York — Phone Whitehall 0331 Trinity Court Building

Alexander FLORIST

74 Trinity Place

In the heart of the financial and business district and within 15 minutes of any steamship lines.

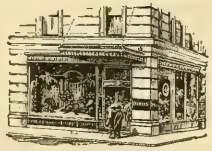
Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraph orders. Regular trade distcount.

229 WEST THIRD STREET



DARDS

341 Madison Ave.
Opp. Hotel Biltmore
New York

The Leading Florist for nearly Half a Century

FTD

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York

BROADWAY FLORIST

2094 Broadway, S. E. Cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Mention the American Florist when writing

Salt Lake City, Utah

Evans Floral Co.

261 South State Street
Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.

Mention the American Florist when writing

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florist
JOHN BREITMEYER'S SONS
1314 Broadway
PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders In or around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

LITTLEFIELD, Florist
WORCESTER, MASS.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Etc
FLORISTS
135 Carondelet St.
ROSES ORCHIDS VIOLETS
NEW ORLEANS
F.T.D.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to
The Dominion Floral Co.
484 St. Catherines St., West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

Mention the American Florist when writing

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

DAYTON, OHIO
W. G. Matthews Co., Inc.
18 West Third Street.
Conservatories in Riverdale.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street

Mention the American Florist when writing

Randolph & McClements
Floral Experts
5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing

NASHVILLE and CHATTANOOGA
MEMBER Florists' Telegraph Delivery
Joy's

Mention the American Florist when writing

New York
Matthew A. Battista
FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS. EXPERTS TO ARRANGE THEM.

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D.
799 Park Avenue
Telephone Rhinelander 3087

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.

J. W. RODGERS
Elks' Building,
4 South Jefferson Street, **Dayton, O.**
Telegraph orders for Dayton will receive our immediate and careful attention.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Hartford, Conn.

WELCH'S Flower Shop

Also Store at New Britain, Conn.
Established 1885.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

FLOWERS

Mail and Telegraph orders carefully filled.

138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell
FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Michigan Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

CHICAGO OPPOSITE FIELD'S DETROIT

Central Floral Co. 132 N. State, CHICAGO 1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

ROANOKE, VA.

FALLON, Florist.

Seattle-Rosaia Bros. Finest floral studio in Northwest. Member F.T.D.

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORIST

930 PROSPECT AVE., Erie Building. CLEVELAND

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

GUDE BROS. CO. FflorisTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Salt Lake City

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass.

First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho.

Members of Florists' Telegraph Delivery.

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Rodgers Flower Shop

Ottaray Hotel, GREENVILLE, S. C.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers Personal Service Members F. T. D.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

Mention the American Florist when writing

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEW YORK, N. Y.
644 Lexington Ave., near 55th St.

EVANS
FLOWERS

F. E. Evans, over 20 years experience in the retail florist business in New York City.

Mention the American Florist when writing

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

Tacoma, Wash.

California Florists

will take care of all telegraph orders.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel. Next annual meeting, will be held at St. Louis, June 20-21, 1921.

BROOKLYN, N. Y.—The wife of Martin Brunjes was critically ill last week.

E. C. DUNGAN, of the Wm. Henry Maule Co., is confined to his home with illness.

MINNEAPOLIS, MINN.—Northrup, King & Co. report their commission box business excellent to date.

THE nominal price of bags at Chicago, February 23, was $30 to $32 with a few brands holding out for $35.

THE big eastern snowfall of February 20 has closed out the premature spring weather and slowed down the seed business.

HON. W. H. WOODRUFF, of F. H. Woodruff & Sons, Milford, Conn., is at Harvey, Ill., in jumper and overalls cleaning onion sets.

MECHANICSBURG, O.—The manager of the Wing Seed Co. is reported combining Florida interests, with new headquarters at Jacksonville.

CHAS. P. GUELF, of the Jerome B. Rice Seed Co., Cambridge, N. Y., who was detained a week in New York with influenza, is again on the trail.

DOYLESTOWN, PA.—Howard M. Earl, of the Jerome B. Rice Seed Co., Cambridge, N. Y., who has been seriously ill at his home here, is progressing favorably.

A CO-OPERATIVE plan for the selling of wheat has been adopted by the executive board of the National Association of Wheat Growers, who claim the plan means the saving of approximately 55 cents a bushel, through elimination of the middlesman's profit.

CINCINNATI, O. — The Cincinnati Seed Co., has been incorporated with a capital of $50,000 to operate a seed business and conduct nurseries. The incorporators are Robert O. Strong, A. C. Creamer, D. R. Van Atta, Milbourne D. Moore and H. P. Henderson. —J. W. L.

VISITED CHICAGO: L. W. Wheeler, of the Pieters-Wheeler Seed Co., Gilroy, Calif., returning from the east; C. C. Massie, of Northrup, King & Co., Minneapolis, Minn., Ed Reynolds, of the Crabb, Reynolds, Taylor Co., Crawfordsville, Ind., L. M. Kimberlin, of the Kimberlin Seed Co., San Jose, Calif.

THE W. Atlee Burpee Co., Philadelphia, Pa., says its mail trade is considerably ahead of a year ago. This is true of most of the eastern mail order houses catering to the small garden seed trade, but does not apply to the market garden and jobbing business. Market gardeners and seed dealers in the small towns are still withholding their orders.

EVANSVILLE, IND.—W. H. Small is now with the Milwaukee Seed Co., Milwaukee, Wis. D. Peck is with S. M. Isbell & Co., Jackson, Mich. J. H. Warren, Jr., and Harry Rankin, formerly with Small, are now with the Albert Dickinson Co., Chicago, and Paul Warren is with the Crabb, Reynolds, Taylor Co., Crawfordsville.—W. B. C.

Field Seeds.

There was but little activity in most seed markets during the week ending February 12 and further declines took place in prices of kinds of seed that have been tobogganing for several weeks. It is the opinion of many in the trade that country dealers will not buy in large quantities until prices become more stable. These dealers have done little or no speculative buying this year. Farmers are slow to buy and apparently are undecided as to what crops to plant in the face of declining values in practically all agricultural commodities.

Clovers. — Approximately 320,000 pounds of red clover seed arrived at New York City from France. In several important markets declines of $1 to $2 per 100 pounds in red and alsike clover seed prices took place during the week. Sweet clover prices were a little lower in a few cities and growers were having much difficulty in obtaining bids from dealers even on the present low level of prices, which are about one-third of those prevailing last year on the same date.

Grasses.—Timothy was quoted 25 cents per 100 lbs. lower in a number of markets. Approximately 195,000 pounds were exported during the week to Denmark, Scotland, and Holland. The export demand for meadow fescue has been fairly good, about 85,000 pounds going principally to Denmark and England during the week. Only minor changes occurred in the prices for other grass seeds.

Seed Grains.—The demand for seed oats has been very good in many southern states and in a few, at least, of the eastern states. Stocks in most cases are ample to take care of the demand. Texas shippers have been selling Red Rust Proof oats at 55 to 60 cents per bushel, in carload lots. In Alabama and Mississippi the same variety is being sold at 70 cents to 85 cents per bushel wholesale, and Tennessee Burt Oats are being sold at about 10 cents per bushel over these prices. In the central northwest the demand for oats has been small and seedmen are not carrying large stocks. Minnesota and Dakota-grown oats are being wholesaled at 60 to 75 cents per bushel, depending upon variety and quality, and Canadian-grown at 80 to 90 cents. The stocks of all seed grains held by seedmen in the northwest,

Retail Catalogue Prices of Vegetable Seeds.

The retail catalogue prices given in the following table represent the average of prices quoted for standard varieties of vegetable seed by a number of representative mail-order dealers.

	1921		1920		1919		1918		1917	
	Per oz.	Per lb.	Per oz.	Per lb.	Per oz.	Per lb.	Per oz.	Per lb.	Per oz.	Per lb.
Beans, dwaf snap		$0.39	.....	$0.39	.....	$0.41	.....	$0.43	.....	$0.32
Beans, garden pole		.41	.....	.40	.....	.43	.....	.41	.....	.26
Beet, garden	$0.14	1.15	$0.14	1.36	$0.18	1.75	$0.20	2.34	$0.13	1.32
Beet, mangel	.12	.80	.11	.89	.13	1.18	.13	1.32	.08	.57
Cabbage	.37	3.90	.48	5.24	.91	11.12	.45	5.06	.26	2.98
Carrot	.15	1.10	.14	1.28	.18	1.70	.22	2.23	.14	1.42
Celery, domestic	.29	3.00	.32	3.19	.35	2.89	.29	2.84	.25	2.62
Celery, imported	.85	9.85	.94	10.45	1.28	13.57	1.39	15.33	1.46	17.00
Cucumber	.16	1.40	.14	1.30	.14	1.32	.14	1.77	.11	.93
Lettuce	.19	1.60	.16	1.53	.17	1.49	.15	1.41	.14	1.34
Muskmelon	.17	1.50	.16	1.48	.15	1.36	.14	1.30	.13	1.08
Watermelon	.14	1.15	.13	1.10	.13	1.15	.12	.97	.11	.79
Onion seed	.29	3.00	.30	3.14	.37	3.82	.55	5.16	.23	2.50
Parsley	.14	1.10	.14	1.10	.15	1.25	.13	1.07	.11	.88
Parsnip	.14	1.05	.14	1.24	.19	1.80	.18	1.76	.10	.68
Peas, garden		.42	.....	.45	.....	.38	.....	.37	.....	.23
Radish	.14	1.15	.14	1.28	.17	1.67	.17	1.67	.10	.67
Spinach	.11	.70	.11	.81	.13	1.23	.19	2.12	.11	.89
Squash, summer	.18	1.65	.17	1.64	.14	1.50	.14	1.38	.10	.94
Squash, winter	.18	1.60	.18	1.68	.17	1.59	.15	1.48	.12	.96
Sweet corn		.36	.....	.36	.....	.35	.....	.38	.....	.26
Tomato	.40	4.25	.41	4.47	.38	4.02	.38	4.11	.29	2.97
Turnip, English	.14	1.15	.15	1.42	.20	2.07	.18	1.96	.10	.69
Turnip, Swede	.13	1.00	.14	1.36	.20	2.04	.22	2.35	.09	.65

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

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PRICE, $1.00 POSTPAID
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Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Western Seed & Irrigation Co.
WHOLESALE SEED GROWERS
SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.
Write for Special Contract and Spot Prices.
Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.
Mention the American Florist when writing

—THE—
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.
Mention the American Florist when writing

with the possible exception of spring rye, are reported to be sufficient to meet their requirements, which in general are expected to be smaller than last year.

Alabama and Mississippi were among the few states whose dealers indicated that there would be a good demand for seed corn. Elsewhere dealers are of the opinion that, except in certain localities, plenty of seed corn of excellent quality will be available close at hand. In the southern states native seed corn is being sold by dealers at $1.85 to $2 per bushel. In eastern states dent corn grown in Ohio, Indiana and Illinois is being wholesaled at $1.30 to $1.75 and flint corn grown in the east at $2.50 to $3.75, depending mostly upon variety. In the central northwest the northern-grown varieties in greatest demand are being sold at about $2.25.

Catalogues Received.

Vaughan's Seed Store, Chicago and New York, seeds, bulbs and plants; James Vick's Sons, Rochester, N. Y., wholesale, seeds, bulbs and plants; John Lewis Childs, Floral Park, N. Y., seeds, bulbs and plants; I. W. Scott Co., Pittsburgh, Pa., seeds and supplies; G. H. Hunkel Co., Milwaukee, Wis., seeds; W. C. Slate, South Boston, Va., seeds; J. S. Wilson Seed Co., Newark, N. J., seeds; Schultz's Seed Store, Washington, D. C., seeds; Harrison's Nurseries, Berlin, Md., nursery stock; Englewood Dahlia Garden, Denver, Colo., dahlias; Leslie E. Doolittle, Del Monte, Calif., dahlias; Fraser Nursery Co., Birmingham, Ala., nursery stock.

R. A. Von Der Schoot, Hillegom, Holland, Dutch bulbs.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover at principal points of distribution, February 12, 1921, as given by the Government Market Reporter of February 19, 1921:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$7.50	$25.00	$13.50	$18.50
Baltimore	7.15	26.00	13.50	19.50
Richmond	9.20	29.00	16.00	22.30
Buffalo	7.15	26.75	14.00	19.00
Toledo	6.55	27.50	15.00	17.85
Louisville	8.00	26.50	14.00	22.00
Chicago	6.60	26.00	12.00	17.75
Minneapolis	6.50	26.50	14.00	18.50
St. Louis	7.00	27.00	13.00	19.75
Kansas City	7.00	28.00	14.00	19.00
Denver	8.00	29.00	15.00	21.50
Salt Lake City	6.50	29.00	15.00	17.00
Seattle	9.50	30.00	18.00	21.00
Average for the United States same date 1920	$14.90	$30.10	$21.10	$58.85

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: Cambridge, New York

R. C. McGILL & CO.
WHOLESALE SEED GROWERS
SPECIALTIES IN VARIETY
ONION-CARROT-BEET-RADISH-PARSNIP
CONTRACT PRICES MAILED ON REQUEST
SAN FRANCISCO CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO CALIFORNIA

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

Return Envelopes
Catalogue Envelopes
Seed Packets
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

LAWN SEED MIXTURES
FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

Lily of the Valley Pips
EXTRA FINE STRAIN EXHIBITION
Size GERMAN "LUBECK" PIPS
Just Arrived.
Price in cases, 1000, 500 or 250 each, on application.
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GET QUOTATIONS FROM
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Seeds Which Succeed
Bloomsdale Farm BRISTOL, PA.

An experience of half a century in producing high grade
GARDEN SEEDS
at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.
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JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

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GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

Missouri Field Seeds.

The seed list issued last week by the Missouri Corn Growers' Association through its Secretary C. E. Carter, of the Missouri Agricultural Extension Service, includes nearly 10,000 bushels of tested and certified field seeds—a notable increase over former lists. The list offers 6,790 bushels of corn at prices averaging $4 a bushel, 2265 bushels of soybeans averaging $6 a bushel, 140 bushels of Red clover at $12 and 20 bushels of cowpeas at $5.

Pumpkin Vision.

Who would expect to find the temper of a people in a pumpkin seed? Who would dare to characterize the American will to face the issues of the present day as the dried-up progeny of Nature?

Do not consult the scientists, it will avail nothing. Instead, page that honorable body of men in Washington who are supposed to represent the people.

The house of representatives got back to pre-war form by passing an appropriation of $365,000 to shower its constituents with free seeds during the year. Just why it should favor seeds, in discrimination against phonographs, hand painted china, kitchen cabinets, and a wealth of other material that the average American household can use, is not known. But the river and harbor bill bringing ocean transportation up Peshuty creek, Tennessee, is still in abeyance! In any case the free seeds bill passed with little objection.

There should be no need of making light of the problems that face our government. We are confronted with issues that not alone touch the very welfare of all citizens today, but which reach down into the coming generations to exact their toll. It is well therefore that we consider what this free seed bill signifies, in relation to the people and our present status.

The American people have signified through the house of representatives that they are not awake to facts. They have intimated that the biggest lesson of the war, a lesson on waste, has not struck home. It marks a lack of realization that the government is in debt to the extent of some twenty-five billions of dollars, which means that the American people—you, me, your neighbor and every single one of us, man, woman or child—must dig down into our pocketbooks every year and keep on digging down until we, the people, have given our government twenty-five billion dollars.

With these facts before us consider the nerve of congressmen who saddle you with an additional debt for seeds, they call "free," but for which every citizen will contribute payment. The truth of the matter is the times and conditions in this country seem to affect the people, but do not affect the representatives of the people. There is yet no sign in congress of a complete paring down of appropriations such as is warranted by the nation's debts. The fault is with the people.

The tempest of their wrath has been recently expended in getting rid of an administration where inefficiency and waste ruled. The people having made a good job of it now return to the slumber that permitted the inefficiency in the first place. The result is about as could be expected.

Certain politicians have gauged the people's temper to a pumpkin seed with the result—there is another raid on the American treasury. Such practices will stop when the people sincerely show that they want them to stop.—Minneapolis Journal.

Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS SEED
GREENHOUSE GROWN

1000 seeds	$ 4.00	10,000 seeds	$36.00
5000 seeds	19.00	25,000 seeds	85.00

ASPARAGUS SPRENGERI SEED

1000 seeds	$1.50	10,000 seeds	$12.50
5000 seeds	6.75	25,000 seeds	28.75

ASTER, QUEEN OF THE MARKET

	Tr. Pkt.	Oz.		Tr. pkt.	Oz.
Blush Pink	$0.25	$1.00	Rose Pink	$0.25	$1.00
Crimson	.25	1.00	White	.25	1.00
Dark Blue	.25	1.00	Mixed	.20	.75
Light Blue	.25	1.00			

ASTER, EARLY ROYAL BRANCHING

	Tr. Pkt.	Oz.
Lavender	$0.40	$2.25
Purple	.40	2.25
Rose Pink	.40	2.25
Shell Pink	.40	2.25
White	.40	2.25
Mixed	.40	2.00

ASTER, CREGO

White	$0.40	$2.00
Shell Pink	.40	2.00
Rose Pink	.40	2.00
Purple	.40	2.00
Lavender	.40	2.00
Mixed	.30	1.50

ASTER, MICHELL'S IMPROVED SEMPLE'S BRANCING

White	$0.30	$1.50
Shell Pink	.30	1.50
Rose Pink	.30	1.50
Lavender	.30	1.50
Purple	.30	1.50
Crimson	.30	1.50
Mixed	.30	1.25

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List—It's Free.

HENRY F. MICHELL CO., 518-516 Market St., **Philadelphia, Pa.**

KELWAY'S SEED CATALOGUE FOR 1921

has been posted. Get your copy and keep it for reference. All inquiries will receive prompt attention.

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Seed Growers
Angers, - - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

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SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
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SEEDS
Flower, Vegetable and Farm
Send your inquiries to
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Garden Seeds
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Lily of the Valley For Easter

NEW STOCK READY FROM COLD STORAGE.

Bruns' Celebrated Chicago Market Brand

$35.00.....per 1000 $10.00.....per 250
20.00.....per 500 5.00.....per 100

Florists' Money Maker Brand

$30.00.....per 1000 $8.00.....per 250
16.00.....per 500 4.00.....per 100

I carry over 2,500,000 of the finest **Valley Pips** in storage and my facilities enable me to make shipments the same day or not later than the day following receipt of order.

If it's **VALLEY,** I can supply it. Tell me what you want.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

Lily Bulbs

New Crop. Write for Prices.

GIGANTEUM from Chicago, Denver, Toronto and New York. **HARDY VARIETIES** and **FORMOSUM** from New York.

For Immediate Shipment.

T. R. BEGONIA Bulbs; **BAMBOO STAKES,** green and natural; **RAFFIA,** natural and colored; **VALLEY PIPS,** Dutch and German type; **Rosa Multiflora JAPONICA** Seeds and Stocks.

For Fall Shipment, 1921.

FRENCH BULBS, DUTCH BULBS, LILY BULBS, VALLEY PIPS, MANETTI STOCKS, PALM SEEDS.

Write for prices, stating your requirements.

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Canary Seed---"Mel-O-Dee" Brand

Composed of proper proportions of Canary, Millet, Sweet Rape and Poppy Seed. Price: 13c per package; $4.68 per case of 36 packages.

Wholesalers Get 25% Off These Prices.

Put it in your store and watch the sales. Samples sent on request.

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Wholesale Bulb Growers and Importers

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THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

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WHOLESALE FLORIST

Chrysanthemum Novelties My Specialtiy.

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New Colors in Gladiolus

Are you acquainted with my Gladiolus Primulinus varieties? Nothing is more elegant and beautiful than my Gladiolus Primulinus, with their artistically arranged flowers and their oriental colors. And nothing is more bright and brilliant than my Gladiolus Chautauqua Red.

Catalogue, including Iris and Peonies, free on request.

The Chautauqua Flower Fields
C. Zeestraten, Prop.
BEMUS POINT, NEW YORK

TOMATO SEED

Grown for the Wholesale Seed Trade

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SPECIALTY

Easter Potted Plants

To Trade Only.

A. L. MILLER, Jamaica, N. Y.

Mention the American Florist when writing

For an extra fine stock of

Lilies, Hydrangeas, Roses, Genistas

and other plants for Easter, See

WM. K. HARRIS
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ROUTZAHN SEED CO.

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Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

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Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France

NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

DUTCH BULBS

Standard Bulb Company
BENTON HARBOR, MICH.
Ask prices.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June, 1921.

THE Springdale Floral Co. is arranging to reopen its nurseries, near Lincoln, Va.

THE American Forestry Association estimates 30,000,000 feet of lumber were used this year for toy-making.

JESSE M. LEWIS, at one time a prominent nurseryman of Toledo, O., died recently at his home, Ontario, Calif.

A NEW botanical garden is to be established at Versailles, France, as an adjunct to the famous Jardin des Plantes in Paris.

FRUIT growers held a meeting recently at Fennville, Mich. for the purpose of reorganizing the Saugatuck and Ganges Pomological Society.

THEODORE WIRTH, superintedent of Minneapolis parks, delivered addresses with stereopticon views before the park commissioners of Council Bluffs, Ia., February 21, Omaha, Neb., February 22, and the Mountain Club of Colorado at Denver, February 24. Mrs. Wirth accompanied him.

New York State Nurserymen's Association

The annual meeting of the New York State Nurserymen's Association was held at the Powers Hotel, Rochester, February 17, with an attendance of 75. C. R. Burr, Manchester, Conn., read a paper entitled, "How Should Nurserymen Regulate Their Plantings?" and John H. Dayton, Painesville, O., discussed the "Necessity for Maintaining Present Prices." Officers elected for the ensuing year were: C. H. Perkins, Newark, president; C. J. Maloy, 209 Linden street, Rochester, secretary-treasurer; C. H. Perkins, Newark, Horace Hooker, Rochester, J. P. Rice, Geneva, and W. J. Maloney, Dansville, executive committee. The pleasant and profitable meeting closed with a banquet at the hotel in the evening.

The next summer meeting will be held the first week in September and the annual meeting the first week in February.

Connecticut Nurserymen's Association.

The fourteenth annual meeting of the Connecticut Nurserymen's Association was held in Hartford, February 10, President Chester F. Brainard, presiding. The advent of the apple thorn skeletonizer and the European mite are new pests added to the trials of the nursery business, said Dr. William E. Britton, state entomologist. Other papers that were presented were: "Native Plants and Their Uses," by Kenneth Gillett, Southwick, Mass.; "Duty of the Nurseryman to His Customers," by John Barnes, Yalesville; "Thoughts of Interest to Nurserymen," by State Forester Walter O. Filley, New Haven; and "Fungei," by Dr. G. E. Clinton, New Haven.

This was the first time that ladies had been invited to a meeting of the Association. The following officers were elected to serve during the ensuing year: Henry W. Gottschalk, president; William W. McCartney, New Haven, vice-president; Frank J. Rippin, Manchester, secretary, and William W. Hunt, Hartford, treasurer. Executive committee: C. R. Burr, Manchester; F. S. Baker, Cheshire, and W. E. Campbell, New Haven.

Fruit Stocks and Brown Tail Moth.

The following telegram has been forwarded to state officials, by the Federal Horticultural board: "French fruit seedlings arriving heavily infested brown-tail moth nests. Urge thorough inspection all shipments your state."

The board has just been advised that since January 1, 1921, 12 shipments of French fruit seedlings have been found to contain nests of the Brown-Tail moth. These interceptions were made, with the exception of two, by federal inspectors in New York, by officials of the following states: New York, Indiana, and North Carolina. The finding of so many shipments in such a brief period harboring nests of the Brown-Tail moth, would indicate a decided laxity on the part of the French inspectors, and should emphasize the urgent need of careful and consistent examination of all shipments from France coming under your jurisdiction.

Owing to lack of facilities and inspectors at the port of first arrival, it is possible to make only a superficial examination of a limited number of cases in each shipment. State officials should therefore make careful inspection of all foreign nursery stock, especially of French origin, and the board heartily recommends the burning of all packing material.

Experiments are under way in Boston, Mass., to determine the possibility of killing hibernating Brown-Tail larvae by vacuum fumigation. In the meantime, steps have been taken to have all French shipments given such fumigation as is now required for cotton. If vacuum fumigation will not kill all larvae contained in nests, it may be necessary to cancel all existing permits for French stock.

Attention is also called to the repeated finding of nests of the White Tree pierid on French suit seedlings. The larva of this insect is a general feeder and is recorded as injuring the foliage of fruit and wild rosaceous plants and oak trees in Europe. Nests of the White Tree pierid are usually smaller than those of the Brown-Tail moth, and sometimes do not contain living larvae. If there is any doubt in your mind as to the insect collected, it should be forwarded to the Horticultural board for determination by specialists, after steps have been taken to kill any larvae which may be contained in the nests.

—Chairman Federal Hort. Board.

VIBURNUM PLICATUM

Also **Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.**

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO WEST GROVE PENN'A.

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If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

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Peach Trees

Fine Trees. Standard Varieties.

50,000 Trees, Straight and Well Rooted

W. T. MITCHELL & SON, Beverly, Ohio

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2yr. Ibolium Privet.

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The New HARDY HEDGE

Resembles California. HARDY AS IBOTA.

Dormant Summer Cuttings, $15.00 per 100

All larger grades sold.

Box-Barberry

Summer Frame Cuttings, $25.00 per 1000 For Lining Out.

10 samples postpaid for 50c.

Hard Wood Cuttings for Greenhouse Bench Propagation, $7.50 per 1000. READY NOW.

SURPLUS

Am. Hemlock, Pin Oak, Gingko, Red Maple Japan Iris.

ELM CITY NURSERY CO., Woodmont Nurseries, Inc. NEW HAVEN, CONN.

Buy Box-Barberry and Ibolium Privet of the Introducers.

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Hill's Choice Stock

STOCK FOR LINING OUT

Ornamental Evergreens and Deciduous Tree and shrub seedlings, Rooted Cuttings, Grafts, etc., in large assortment of rare, choice and standard varieties for lining out. Annual output, 2,000,000 plants.

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New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

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EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

DWARF PEARL TUBEROSE.

CALADIUMS

The kind with real sound center shoots.

	100	1000
5- 7 inch	$ 4.50	$ 40.00
7- 9 inch	7.50	70.00
9-11 inch	14.00	125.00

GLADIOLUS

Grown on our own farms from our own Planting Stocks. Machine Graded; True to Name.

	1000
America, First	$27.00
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Chicago White, First	35.00
Chicago White, Medium	30.00
Halley, First	40.00
Halley, Medium	35.00
Mrs. F. King, First	25.00
Mrs. F. King, Medium	20.00
Mrs. F. Pendleton, First	50.00
Mrs. F. Pendleton, Medium	45.00
Niagara, First	45.00
Niagara, Medium	40.00

Canna Roots

King Humbert .....per 100, $ 5.00; per 1000, $45.00
Yellow Humbert .....per 100, 5.50; per 1000, 50.00
President.....per 100, 15.00

And a Full Line of Standard Kinds.

GLADIOLUS (Continued)

	1000
Mad. Monneret, First	$30.00
Mad. Monneret, Medium	25.00
Schwaben, First	60.00
Schwaben, Medium	55.00
Peace, First	45.00
Florist Mixed, First	25.00
Rainbow Mixed, First	40.00
Standard Mixed, First	22.00
Standard Mixed, Medium	19.00

Write for special prices on PLANTING STOCK in Black Bulblets and first two sizes of White Bulblets.

TUBEROSES

Well Cured; Free From Rot.

	100	1000
Dwarf Excelsior Pearl, 2nd size, 3-4 in	$2.75	$25.00
Dwarf Excelsior Pearl, 1st size, 4-6 in	4.00	35.00
Variegated Leaved, single	3.75	32.50
Albino, early single white	3.75	32.50
Armstrong's Ever-Bl'm'g	3.75	32.50
Mexican	3.00	25.00

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

STREET TREES

ORIENTAL PLANE, NORWAY MAPLE, 1 to 5 in. cal., at 75c. per in.; in lots of 100 or more.
SUGAR MAPLE, at $1.00 per in.
NORWAY SPRUCE, 4-6 ft., B. B., at 50c. per ft.
HEMLOCK, 4-6 ft., B. B. at $1.00 per ft.
3000, 4-yr. cut back **CALIFORNIA PRIVET,** 3-3½-ft., at $75.00 per 1000.
AMERICAN HOLLY, 3-6 ft., B. B. $1.00 per ft.

Packing at cost.

Woodlane Nurseries
MT. HOLLY, NEW JERSEY

Alonzo J. Bryan

WHOLESALE FLORIST

Grower of

GERANIUMS, FUCHSIAS, HELIOTROPES, CANNAS

and all kinds of **Bedding Plants** by the hundreds of thousands. Correspondence solicited.

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Plant Propagation, Greenhouse and Nursery Practice.

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342 pages, illustrated. Price, $2.25.

American Florist Co.
440 S. Dearborn St., CHICAGO

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD, Delaware County, PA.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

CANNAS

Good strong plump roots, 2 to 3 eyes, **Souv. de Ant. Crozy, Indiana,** 3c; **Yellow King Humbert, Wintzer's Colossal,** 4c. Will exchange for Geraniums or R. Carnations.

W. W. COLES, Kokomo, Ind.

50,000 Dracaena Indivisa

From 2 inch pots, ready for 3 or 4 inch pots, at $4.00 per 100. From 2 inch pots, good strong average sized plants at $3.00 per 100.

GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud. Good short jointed plants from 2 inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Ageratum Fraserii

We feel confident in offering **Ageratum "Fraserii"** to our customers that we are offering what will be one of the most valuable acquisitions to the bedding plant line in recent years, that it is a blue, a decided blue, that will be continually in bloom. In our trial grounds last summer **"Fraserii"** attracted more attention than any other bedding plant. It only grew about 8 to 10 inches high and was covered the entire summer with what can easily be classed as immense truss of flowers, as many of them were over 2½ inches across, while the individual flower would be ⅞ of an inch in diameter. The plant spread about 12 to 15 inches across. It can very easily be used with alternantheras as a border plant.

Being an early bloomer and dwarf, compact grower, it makes an excellent pot plant.

2-inch, $1.00 per doz.; $ 6.00 per 100.
3-inch, 1.50 per doz.; 10 00 per 100.

R. Vincent, Jr. & Sons Co.
White Marsh, Md.

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

CYCLAMEN

We must have room and offer for one week.
2,500 2¼ in. **Cyclamen,** at $10.00 per 100; $90.00 per 1000.
3,000 3 in. **Cyclamen,** at $20.00 and $25.00 per 100.
1,000 4 in. **Cyclamen,** at $40.00 per 100.
Ask for our prices of **Easter Greeting Pelargoniums** and **Ferns.**

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Dooley, Cook County, Ill., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

POTATO acreage in Ohio has decreased to the extent of 88,000 acres in the past ten years. An important factor in the lessened production is said to be diseased seed.

Prices of Indoor Fruits and Vegetables.

Chicago, February 22.—Cucumbers, 2-dozen box, $6.50 to $7.50; leaf lettuce, per box, 22½ to 25 cents.

New York, February 18.—Cucumbers, per dozen, 75 cents to $4.00; mushrooms, $1.00 to $2.00 per three-pound basket; tomatoes, per pound, 15 to 50 cents; radishes, per 100 bunches, $3.00 to $4.00.

Soil Warmers.

Tile drainage is an important means of warming the soil in the spring and thus making it fit for use, say experienced farmers. F. L. Allen of Trumbull county, Mo., reports having taken the temperature of rain water many times as it fell and then again as it emerged from the drain tile. The drainage water was 20 degrees Fahrenheit colder than the original rain water. At this rate, specialists say that each inch of rainfall in the spring might be expected to raise the average temperature of the top 30 inches of soil 2.8 degrees Fahrenheit. The greater part of this heat would be left in the upper areas of the soil, thus raising its temperature considerably more than the average of 2.8 degrees. Mr. Allen also points out that snow in the spring melts more rapidly on drained than undrained land. This, he believes, is due to the warmer temperature of the tiled soil.

Greenhouse Tomatoes.

One of the perplexing problems on many a greenhouse place where lettuce is grown exclusively is how to find a warm spot to produce the young tomato plants for inside planting. Some growers accomplish their purpose by starting their plants very early—as early as December. It takes a long time to grow a good plant in such a low temperature as is prevalent in lettuce houses. Recently we saw an equipment where a grower arranged a special heater provided with hot water pipes for bottom heat, to produce his tomato plants. He used gas, but we suppose in the absence of gas, either coal oil or gasoline could be used. This man equipped a sufficient length of bench in one of his plant houses to hold his tomatoes and he is pleased with the results. We believe in the long run, plants started later, and given a brisk heat, are superior to those which have been under way for a long time in cold, dark weather. Also there is a strong belief among many growers that the less transplanting one is compelled to do, the better the final crop will be. In other words, these men want to produce a strong, healthy seedling plant and shift directly from the seed bed to permanent location, without the use of any flats, pots, or dirt bands. This practice may seem doubtful, but those who have tried it, are much in favor of it.

Of all the plans that we have seen to produce tomato plants quickly and cheaply, none beats the hot-bed right inside of a greenhouse. Simply build a frame on the ground, of ample size to hold your plants and fill with hot horse manure about 12 inches deep. Compact thoroughly and use three inches of soil on it. Be sure and have the material full to the top, so as not to confine the plants too much. Sow the seed into this bed, and be sure to sow thinly, as an over abundance of plants means a bad beginning. We have seen plants make more headway in such a place in six weeks than in three months by the cold process. This indoor hot-bed needs no attention whatsoever, which is a big factor in its favor.

MARKETMAN.

Farm Census of United States.

The director of the fourteenth census of agriculture for the United States, 1920, announces, subject to correction, that the total number of farms in the United States is 6,459,998, compared with 6,361,502 in 1910, and 5,737,372 in 1900. The average increase in the 1910-1920 period was one and one-half per cent, the states showing the greatest gain being California with 29,493 additional farms, Montana, 31,227, Minnesota, 22,451, Texas, 17,896 and North Carolina, 16,015. The greatest decreases showed in New York, 22,537, Pennsylvania, 17,039, Ohio, 15,346 and Illinois, 14,719. The increase in number of farms during the 1900-1910 period was 10.9 per cent.

Columbus, O.

TRADE STEADY THOUGH QUIET.

The past week has been rather dull, following the activity incidental to St. Valentine's day. All of the florists report a quiet week, but with a generally steady trade. This is usually the condition following February 14 and was not unexpected. Funeral work has not been very brisk and the same is true of party work. In fact parties have not been as good as usual and with the coming of Lent they are still further reduced. A fair demand for corsages and loose flowers as well as pot plants is seen. Orders are rather numerous, but they are generally small and that reduces the volume somewhat. Florists anticipate a steady trade from this time on with nothing to break the monotony until Easter. Preparations are being made for an extra heavy demand around Easter. Roses, sweet peas, carnations, violets, narcissi, tulips and jonquils are the leading flowers at this time. Sweet peas are probably in the best demand, followed by violets, roses and carnations. Prices are fairly steady at the levels which have prevailed for some time. The supply of all flowers is generally good and the quality is excellent. Sunshine recently has had the effect of ripening flowers. In pot plants there is a fair demand for primroses, hyacinths and jonquils.

NOTES.

The Rolf Zetlitz Co., Lima, has been incorporated with a capital of $350,000 to operate greenhouses, retail and wholesale floral concerns and to do all necessary work to carry on such business. The incorporators are Rolf Zetlitz, J. C. Fletcher, H. O. Bentley, E. N. Zetlitz and Berg. Fletcher.

The J. N. Spanoble & Sons Co., Columbiana, has been chartered with a capital of $5,000 to deal in both wholesale and retail flowers and to operate a nursery and greenhouse. The incorporators are J. N. Spanoble, E. E. Spanoble, R. R. Spanoble, H. L. Darner and B. H. Vaughan.

James McKellan had attractive window displays over the Valentine period.

J. W. L.

SEASONABLE STOCK

Ready for Delivery

	Per 100
Asparagus Sprengeri, 2¼-in.	$ 5.00
Flowering Begonias, wonderful young stock—	
Argentea Guttata, Otto Hacker, Pride of New Castle	10.00
Gloire de Chatelaine	6.00
Metallica and Mrs. M. A. Patten	8.00
Begonia Metallica, heavy 5-in., $4.00 per dozen	30.00
Cyperus Alternifolius, 2½-in.	8.00
Fern Dish Ferns, 2½-in. grand stock, Pteris Adiantoides, Cretica Alba Lineata, Magnifica, Wimsettii and Wilsoni	5.00
Cyrtomium Rochfordianum	7.00
Boston Ferns, 8-in., heavy, $1.50 each; 10-in. specimens, $3.50 each.	
Genistas, a grand block of 5-in. pot stock	40.00
Palms, Kentia Belmoreana, 2½-in. stock, $12.00 per 100; $100.00 per 1,000;	
3-in. pots	20.00
Roses, special grade for pots, long tops, well ripened, 2-yr. field grown,	
Excelsa and White Dorothy	35.00
Tausendschon	45.00
Baby Rambler, 2-yr. field grown, No. 1 grade, lighter than our XX grade, but good for 5-in. pots	40.00

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

Ready Reference Section

15 CENTS, NET, PER LINE

AGERATUMS.

Ageratum Fraserii. An early bloomer and dwarf compact grower, 2-in., $1.00 per doz., $6.00 per 100; 3-in., $1.50 per doz., $10.00 per 100. R. Vincent, Jr. & Son's Co., White Marsh, Md.

AMPELOPSIS VEITCHII.

Ampelopsis Veitchii. A large stock of one and two year in all grades. Two year transplanted are heavy for grades. Some three year, with heavy tops and roots. Light stocks for lining out very cheap. CHAS. BLACK, Hightstown, N. J.

ASPARAGUS.

Asparagus plumosus, 2-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

BARBERRY.

Box-Barberry, well rooted summer cuttings $25.00 per 1,000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BEGONIAS.

BEGONIAS.
In Bud and Bloom.

Patten, (New Dark Pink Chatelaine) 2¼-inch pots, $8.00 per 100; $75.00 per 1,000. 3-inch $15.00 per 100. Strong 4-inch pots, $25.00 per 100. Chatelaine, 2¼-inch, $7.00 per 100; $65.00 per 1,000; 3-inch pots, $12.00 per 100; 3½-inch pots, $20.00 per 100. New Pride of Newcastle. Dark Red, Luminosa color, 2¼-inch $14.00 per 100; $130.00 per 1,000.
Ask for Price List of Canna Roots and Gladioli Bulbs.
ROMAN J. IRWIN
43 West 18th St., New York

BEGONIA CHATELAINE
Well-Rooted Cuttings,
$20.00 per 1000.
PETER REINBERG,
Wholesale Florist
30 East Randolph St., Chicago.

Begonias, Metallica, Otto Hacker and Pres. Carnot, $10 per 100. The Storrs & Harrison Co., Painesville, O.

BOXWOOD.

300,000 Boxwood edging. Suffruticosa, 5 to 6 and 6 to 7-in. Strong bushy plants. Old boxwood hedges. Write for prices. Specialty: moving boxwood hedges and trees without disturbing the roots. ROBERT H. BENDER, Chestnut Hill, Philadelphia, Pa.

BULBS.

Bulbs. Gladiolus. All bulbs are first class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

R. A. VAN DER SCHOOT
Hillegom, Holland
Extensive own cultures of bulbs and plants. Prices on application.

CALCEOLARIA.

Calceolaria Hybrids, 2¼-in., $8.00 per 100; $70.00 per 1000. See Primulas.
ROMAN J. IRWIN
43 West 18th St., New York.

CANNAS.

Cannas. Good strong, plump roots. 2 to 3 eyes. For varieties and prices see advertisement elsewhere in this issue. W. W. Coles, Kokomo, Ind.

CARNATIONS.

Ready Now!
New Varieties:

	100	1000
Harvester, splendid white and a free bloomer	15.00	120.00
Edna, wonderful red and sure to please	15.00	120.00

Send for Complete Description.

PINK	100	1000
Laddie	$12.00	$ 90.00
Ruth Baur	10.00	90.00
Enchantress Supreme	5.00	45.00
Morning Glow	7.00	65.00
Mrs. C. W. Ward	5.00	35.00
Alice	4.00	35.00
Pink Enchantress	5.00	35.00
Rose-pink Enchantress	4.00	35.00
Miss Theo	5.00	45.00
Rosalia	6.00	50.00
Cottage Maid	5.00	45.00
Rosette	4.00	35.00
RED	100	1000
Ethel Fisher	$10.00	$ 90.00
Nebraska	5.00	45.00
Belle Washburn	5.00	45.00
Aviator	5.00	35.00
Herald	5.00	40.00
Beacon	5.00	40.00
Thenanthos	4.00	35.00
WHITE	100	1000
White Benora	$ 7.00	$ 65.00
Crystal White	5.00	45.00
White Enchantress	4.00	35.00
White Wonder	5.00	45.00
Matchless	4.00	35.00
White Perfection	4.50	40.00

Send Your Order To-Day. Get the Best that Money will Buy.
M. C. GUNTERBERG,
Wholesale Florist
8 East Randolph St., Chicago, Ill.

ROOTED CARNATION CUTTINGS

	100	1,000
Aviator	$4.00	$35.00
Enchantress	4.00	35.00
White Enchantress	4.00	35.00
R. P. Enchantress	4.00	35.00
C. W. Ward	4.00	35.00
Alice	4.00	35.00
Thenanthos	4.00	35.00

PETER REINBERG
Wholesale Florist
30 East Randolph St., Chicago

ROOTED CARNATION CUTTINGS
Recognized as the leading quality by growers everywhere. Place your order with us and get the best.

	100	1000
Enchantress	$4.00	$35.00
White Enchantress	4.00	35.00
Matchless	4.00	35.00
Mrs. C. W. Ward	4.00	35.00
Rosette	4.00	35.00

WIETOR BROS.
Wholesale Florists.
30 E. Randolph St. Chicago.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CARNATIONS.

CARNATIONS, STRONG ROOTED CUTTINGS

	100	1000
Enchantress Supreme	$5.00	$45.00
C. W. Ward	5.00	45.00
White Enchantress	4.50	40.00
Aviator	4.50	40.00
Matchless	4.00	35.00

CHAS. N. MILLER & BRO.
Morton Grove, Illinois.

CARNATIONS—NOW READY
STRONG ROOTED CUTTINGS

	100	1000
Mrs. C. W. Ward	$5.00	$45.00
Enchantress Supreme	5.00	45.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Matchless	4.00	35.00

J. A. BUDLONG CO.
184 North Wabash Ave., Chicago, Ill.

CARNATIONS
Choice Rooted Cuttings
$5.00 per 100; $40.00 per 1,000.
Our cuttings are all made from flowering side shoots.
BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago.

CHRYSANTHEMUMS.

ROOTED CHRYSANTHEMUM CUTTINGS
Now Ready

	100	1000
White Chadwick	$6.00	
Golden Chadwick	5.00	
Seidewitz	3.00	$25.00
Nagoya	3.00	25.00
Dr. Enguehard	3.00	25.00
White and Yellow Razer	3.00	25.00
Buckbee	3.00	25.00
Ready March 1		
Golden Glow	3.00	25.00
Golden Queen	3.00	25.00
Early Rose	3.00	25.00
Oconto	3.00	25.00
Chieftain	3.00	25.00
Pompons		
Buckingham	20.00	
Golden Wedding	20.00	
Godfrey	20.00	
Yellow Baby	20.00	
Golden Climax	20.00	
Lillian Dotty	20.00	

Ready March 1
Elegant new Pompon, Hamilton Lewis, $5.00 per 100. Recognized as one of the best in Chicago wholesale cut flower market.
PETER REINBERG,
Wholesale Florist,
30 East Randolph St., Chicago, Ill.

CHRYSANTHEMUMS, ROOTED CUTTINGS.
Clean, healthy stock free from midge.
Standard Varieties.
Golden Glow, Early Frost, Charles Razer, Seidewitz and all other standard varieties, $3.50 per 100; $30.00 per 1,000.
Pompons—Hardy Early Flowering, Single varieties. Anemones, $3.50 per 100; $30.00 per 1,000.

Choice Commercial Varieties.	
White Chadwick	White Turner
Pink Chadwick	Yellow Turner
Yellow Chadwick	White Mistletoe
Bronze Chadwick	Golden Mistletoe
Sun Glow	December Gem
Glen View	Odessa
Wells' Late Pink	C. H. Totty

Price on all above, $5.00 per 100; $45.00 per 1,000.
White Seidewitz, $6.00 per 100; $50.00 per 1000.
Hamburg Late White, $5.00 per 100; $35.00 per 1000. Pink Turner, $8.00 per 100. Ask for Price List of Carnation Cuttings.
ROMAN J. IRWIN
43 West 18th St., New York

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

CHRYSANTHEMUMS.

CHRYSANTHEMUM PLANTS.
In 2-inch pots.

Our celebrated early white pompons will be ready to ship February 15. This variety commences to bloom October 1, and will continue three months producing quantities of double white pompons, which are fine for either cut flowers or potted plants.

$ 6.00 per 100
50.00 per 1000

BASSETT & WASHBURN
178 N.Wabash Ave. Chicago.

Chrysanthemums. Hamburg Late Pink. One of the best pinks for commercial purposes. Rooted cuttings, $8.00 per 100; $75.00 per 1000. 2-in. stock, $9.00 per 100; $85.00 per 1000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIAS.

Cinerarias, Columbian mixture. Strong, well-grown plants, 3-in., $10.00 per 100. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

COLEUS.

COLEUS ROOTED CUTTINGS.
$1.50 per 100; $14.00 per 1,000, by express. If postpaid, special delivery and insured, at customer's risk, add 15c per 100; 75c per 1,000. Golden Bedder, Verschaffeltii, Queen Victoria, Firebrand, Beckwith Gem, Trailing Queen and others.
American Beauty and Brilliancy, $2.50 per 100; $20.00 per 1,000.
Ask for Price List on All Bedding Plants.

ROMAN J. IRWIN
43 West 18th St., New York

Coleus. Best bedding kinds, 2-inch pots, $3.00 per hundred. Cash. JOSEPH BANCROFT & SONS, Cedar Falls, Iowa.

CYCLAMEN.

Cyclamen. The kind you have been looking for. Strong, well grown named varieties in separate colors in the following:

	Per 100
From 2½-in. pots	$12.00
From 3 -in. pots	20.00
From 4 -in. pots	40.00
From 5 -in. pots	75.00

Write for discounts on large orders.

We pay special attention to boxing and packing and the using of paper pots should insure safe arrival at destination. The stopping of express cars at our plant enables us to make direct shipments without unnecessary rough handling, which will be appreciated by our customers. Plants are moving fast and we advise ordering at once.

J. W. DAVIS COMPANY
Terre Haute, Indiana.

Cyclamen. Extra heavy plants, well in bloom. 5% off for cash with order.
6-inch............... .75 each
Packing charges included.

DAVIS FLORAL COMPANY
Davenport, Iowa

Cyclamen, assorted. All leading varieties. German strain. 2-in., $8.00 per 100; $75.00 per 1,000. Ready for delivery about March 1. Cash with order. MATTHEWSON'S, Sheboygan, Wis.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias. Best cut flower varieties; get our list before placing your order. LYNDHURST FARM, INC., R. F. D. No. 2, Hammonton, N. J.

DAISIES.

DAISIES, Mrs. Sanders and Single White, 2¼-inch, $6.00 per 100; $50.00 per 1,000. Boston Yellow, 2¼-inch, $8.00 per 100; Blue, 2-inch, $6.00 per 100; $50.00 per 1000.
Ask for Price List on Ferns, Cyclamen Seedlings, Etc.

ROMAN J. IRWIN
43 West 18th St., New York

DRACAENAS.

Dracaena Indivisa. 2-in., ready for 3 or 4-in., $4 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

FERN RUNNERS, READY MARCH FIRST AT $15.00 per 1000. FOLLOWING VARIETIES: Boston, Roosevelt, Teddy Jr., Whitmanii, Whitmanii Comp. and Verona.
2¼-inch of above, also Scottii, $6.00 per 100, $50.00 per 1000. New Macawii, 2¼-inch, $10.00 per 100, $95.00 per 1000. Larger sizes ask for prices.

ROMAN J. IRWIN
43 W. 18th St., New York.

Ferns. Boston, Roosevelt and Harrisii, 2¼-in., $7.00 per 100; $65.00 per 1,000. Macawii, 2¼-in., $12.00 per 100; $100.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

Ferns. Table and fern dish. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Ferns, 6-in., $1.00; 8-in., $1.50 and $2.00 each. Birds-nest, 5-in., $1.50; 6-in., $2.50 each. Wm. K. Harris, 55th and Springfield Ave., West Philadelphia, Pa.

Ferns, Verona. Elegant plants, 4-inch, 25c each; 5-inch, 50c each; extra strong, 6-inch, $1.00 each. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

Ferns. Pot grown and in good shape. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Boston Ferns, good strong, bushy stock, 5-in., at 50c. Add 5 per cent for packing. DAVIS FLORAL CO., Davenport, Ia.

Ferns, Smithii (Lace Type). A special lot of these. 5-inch, 75c each. Cash with order. MATTHEWSON'S, Sheboygan, Wis.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns. Ill. descriptive list mailed. L. MOSBÆK, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums. Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GLADIOLI.

GLADIOLI

Jack London, Anna Eberius, Thomas T. Kent, Mrs. H. E. Bothin. The four greatest and most perfect gladioli in existence They have won the greatest admiration wherever shown and will soon be grown by the million. Our new catalogue showing some of our varieties in natural colors and describing many of our other new creations is free on request. Write for it today.

RICHARD DIENER CO., INC.
Kentfield, California.

First size bulbs, 1½-in. America, $25.00 per 1000; Augusta, $35.00 per 1000; Halley, $30.00 per 1000; Mrs. F. King, $27.00 per 1000; Schwakben, $50.00 per 1000; Primulinus Hybrids, $25.00 per 1000. Ask for full list of all varieties.

ROMAN J. IRWIN
43 West 18th St., New York.

Gladiolus Bulbs. Last call. Mixed lot. 1½-in. and up, 5000 lots for $65.00; 1000, $14.00. Nice, well matured bulbs. Only 15,000 on hand today. TAIT BROS. CO., Brunswick, Ga.

Gladiolus primulinus with artistically arranged flowers and beautiful oriental colors. Catalogue free upon request. The Chautauqua Flower Fields, Bemus Point, N. Y.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

LYCOPODIUM.

Four-pound sample package of my high-grade dyed and prepared Lycopodium will be sent postpaid anywhere in the United States upon receipt of $1.00. JOHN PERMAN, Catawba, Wis.

NARCISSI.

Cut Flowers. Narcissus: King Alfred, Sulphur Phoenix, Barri Conspicuus, Sir Watkins, Emperor, Empress and other kinds. Write for prices. TAIT BROS. CO., Brunswick, Ga.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PANSIES.

Giant flowering and Giant Trimardeau pansy seedlings. Superb selection of mixed colors and gigantic blossoms, $4.00 per 1000; $17.50 per 5000, prepaid. Price list on request. HILLCREST GARDENS, Albert Lea, Minn.

Pansy Seedlings. Giant Trimardeau mixed; large flowering and choice colors. Prepaid by mail, special delivery, $4.00 per 1,000; $17.00 per 5,000. F. DANLEY, Macomb, Ill.

PELARGONIUMS.

Try our stock of big 2¼-in. Easter Greeting Pelargoniums at $9.00 per 100. Packing free. Fumigated with cyanide. C. H. KETCHAM, South Haven, Mich.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

PETUNIAS.

PETUNIAS.

Dieners' Ruffled Monsters, single. The largest and most beautiful ruffled varieties of Petunias in existence. Ruffled Monster seed in separate colors, pink, red, variegated, white, red with black center, pale lilac, and all colors mixed.

The following somewhat smaller than the Ruffled Monsters, colors, flesh, pink frilled, (Pearl of Kentfield), purple or blue, and white frilled (dwarf). Price, per package, 50c. Catalogues will be sent free on request. Write for it today.

Mr. W. I. Ferguson, Smiths Falls, Ontario, under date of Dec. 2nd, 1919, writes us the following in regard to our petunias: "Last year I purchased petunia seed from you. I think every seed germinated and the blooms were the finest ever seen in this part of Canada. Only about 8% of the plants could be classed as common. I want more of the same quality each year."

Mr. Rudolph Nagel, Lancaster, Pa., under date of Dec. 14th, 1919, writes us: "I had, last year, just a few of your petunias, but I am sure I could have sold thousands of them. They surely came up to your claim and way ahead of my expectation."

RICHARD DIENER CO., INC.,
Kentfield, California.

PRIMULAS.

Primula obconica, 2¼-in., good, strong plants at $5.00 per 100; $55.00 per 1,000; 4-in. at 25c; 6-in. at 50c; 6-in. at 75c; Malacoides, 2¼-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIMULAS. Sim's Hybrid Yellow Polyanthus, strong divisions, $7.00 per 100, $60.00 per 1000.

ROMAN J. IRWIN
43 W. 18th St., New York.

PRIVET.

Privet. Ibolium privet, hardy hybrid; cross between California and Ibota privet. 2 years, 2-3 ft., $2.50 each; 1 year, 1-2 ft., $1.00 each; summer frame cuttings, 50c each. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

ROSES.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Russell Bench Plants	$16.00	$150.00
Milady Bench Plants	15.00	140.00
Killarney Bench Plants	12.00	115.00
Ophelia Bench Plants	12.00	115.00
Sunburst Bench Plants	12.00	115.00
American Beauty	20.00	190.00

M. C. GUNTERBERG,
Wholesale Florist
8 East Randolph St. Chicago, Ill.

ROSE PLANTS.

	100	1000
2000 White Killarney, 3-in.	$10.00	$ 90.00
3500 Pink Killarney, 3-in.	9.00	80.00
11000 Ophelia, 3-in.	9.00	80.00
7500 Columbia, 3-in.	14.00	125.00
5000 Russell, 3-in.	14.00	125.00
9000 Richmond, 2½-in.	7.00	60.00

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Plants from 2¼-inch Pots.
All Best Varieties for Forcing and Bedding.
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The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
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Roses. Dorothy Perkins and Excelsa, 2-year field-grown, extra long tops, staked and ripened, $35 per 100. The Storrs & Harrison Co., Painesville, O.

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THE DIENER TOMATO

Increase your tomato yield one hundred per cent by raising the new DIENER TOMATO. 30-40 tons of ripe fruit to the acre.

This tomato was raised last year all over the United States and Canada with the greatest satisfaction.

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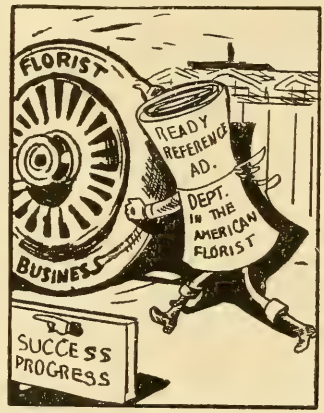
Price of the DIENER TOMATO SEED: Sample pkg., 25c; one-quarter of an acre pkg., 50c; one acre pkg., $1.50.

RICHARD DIENER CO., INC.
Kentfield Marin Co., Calif.



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RICHARD DIENER CO., INC.
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Seeds. Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

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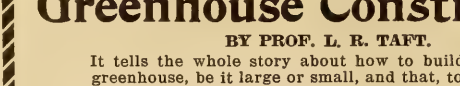
10	20 in.	$4.95	$54.45	$412.50	50	12 in.	$1.45	$16.50	$126.50
20	18 in.	3.65	39.60	322.30	60	10 in.	1.00	10.90	85.25
30	16 in.	2.60	28.60	220.00	70	8 in.	.85	8.80	67.10
40	14 in.	2.10	23.65	187.00					

The Riverton Tub is sold exclusively by us, and is the best ever introduced.



The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.

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2263 Lumber St., CHICAGO, ILL.

Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. **PRICE, $2.25.**

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By the same author. Covers the subject completely. 382 pages. **PRICE, $2.25.**

American Florist Co., 440 S. Dearborn St., **Chicago**

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas"

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Toronto, Ont., 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa., President; F. L. ATKINS, Rutherford, N. J., Vice-President; JOHN C. WISTER, 606 Finance Bldg., Philadelphia, Pa., Secretary; CHAS. H. TOTTY, Madison, N. J., Treasurer.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at Hotel Pennsylvania, New York, September 27-30, 1921. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK 205 Elwood Ave., Newark, N. J., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Boston, Mass., 1921. LEE R. BONNEWITZ, Van Wert, O., President: A. P. SAUNDERS, Clinton, N. Y., Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Sweet Peas From Cuttings.

New sweet pea varieties being always expensive and not always seeding freely, multiplication by cutting may be made to increase the production from a certain amount of seed four or five fold. First of all, the mother plants must be grown short and stocky, for cuttings from weak plants would be worthless. When the plants are four to five inches high and have five to six joints, make the cuttings with a good pair of scissors, just above the third joint. Scissors are better than a knife, on account of the fibrous stems, which, resisting the knife, are apt to tear or pull the roots. Remove the leaves from the cutting, except the upper two, and pot in sand in thumb-pots, taking care to place them near the edge. Water before and after potting and cover with glass; wipe the glass now and then, to remove superfluous moisture, and shade if too hot, though the cuttings like the light. They will be rooted in two or three weeks, when the glass may be removed, and a week later they may be repotted and treated the same as seedlings, well cared for, and will bloom and give the same results about the same time.

Marguerites.

As the warm days of spring approach, the marguerite plants will bloom profusely and those in pots will have, to a great extent, exhausted the plant food in the soil, so to keep up the size of the flower and length of stem watering with liquid manure will be necessary. Liquid cow manure can be safely used in frequent waterings with no danger of any injury if the plants are in a healthy condition. The flowers should be cut daily and placed in water; they will keep much longer than if allowed to remain on the plants, where they quickly fade if not picked when the warm spring days come on. This should be prevented, for it not only gives the plant an untidy appearance but takes the strength of the plants and the following flowers are often much shorter in stem. A few well bloomed plants are very decorative at Easter, especially in churches, where they make a splendid showing. Propagation for next year's stock should now be carried on; the cuttings root easily and there are plenty to be obtained at this time. As soon as rooted they should be grown on in good soil, and to secure the best results another year given the best culture.

Easter Lilies.

The one important crop to the plantsman at this time is the lilies for Easter, for they must be properly timed to be at their best on that date. Easter this year comes March 27, and most growers like to see buds on their plants six weeks before that time. If the buds are not showing, the temperature will have to be increased to 70° at night. This will do the plants no harm if they have good sunlight during the day and are given all the ventilation possible, but the ventilators should not be opened unless the sun is shining and the thermometer at least at the same degree as the night temperature, and avoid all draughts possible, for the plants grown so warm are very tender. It is next to impossible to bring a lot of lilies in all together, so it is better to grow them so the slowest ones will be in on time, and move those that are more advanced into a cooler house and retard them, but this should not be done until the buds are nearly full grown. A lily retarded when the buds are forming is very difficult to start into active growth again, but after the first buds begin to turn white the plants can be moved into a house of 50° or lower and they come on slowly and will be of better quality than those grown warmer. The plants should be all tied to a neat stake as soon as the buds form, if not already done, for the buds add consid-

erable weight to the top of the stems and they bend over very quickly. When the buds form, if the plants are pot bound, a watering of liquid manure will increase the size and substance of the flower. It will be a continual fight against aphis from this time on, and fumigation or spraying with nicotine will have to be regularly and continually practiced to bring the plants into bloom in the best condition.

Violets.

With the approach of spring the violet plants grow rapidly and quantities of runners will spring from the old stools and propagation of the runners at this time will save much time and room later in the season when the spring stock is insistently demanding space, and much better plants are procurable from cuttings taken now than from divisions in May, when the days are often warm and the plants more or less exhausted. And if the young stock is procured now the old plants can be thrown out as soon as through blooming, securing available room at once. These runners or laterals root easily at this time in a propagating bench or can be taken off with a few small roots and either potted or placed in flats and will take but little room, and as early as possible placed in a cold frame. Treated in this manner, splendid stock may be obtained for planting out early, either in the field or in the houses, and with good strong stock to start with much better results are sure to be attained than by being obliged to plant small, weak stock later in the year. As the warm days approach the houses will need to be shaded, for the sun bleaches the flowers, and a watering of liquid manure will greatly assist in maintaining the size of the blooms and also keeping up the color.

Mignonette.

The grower will always find some plants in his beds of mignonette that produce exceptionally large spikes of bloom; the plants are more vigorous in foliage or the blooms of better form, and these spikes that show special characteristics should be selected and the seed saved, and in this way the grower can produce a strain which, after two or three years' selection, will be far ahead of any seed he can buy. This seed should, however, be saved before the bees and other insects are flying around and attracted to the houses, for they will cross-fertilize the flowers with undesirable strains. The seeds of mignonette do not ripen all at once, and as the pod remains open the ripe seed falls out and is lost, so special preparation must be made to receive it. Select the spikes that are to be saved for seed and tie them to strong stakes and mark them. The flowers should then be cross-fertilized by rubbing a camel's hair brush up and down the flowers. This should be done every bright day, so as to secure a thorough polination. To catch and hold the seed, take a piece of heavy brown paper and roll it into a cone shape, and after winding a piece of cotton around the stem and stake below the flowers tie the small end of the cone-shaped paper around the cotton, the paper spreading upwards so as to catch all the seeds that drop out of the seed pods. This can remain until all the seed has ripened, and as the spike grows, the cross-fertilization continues, but care should be taken that no water gets into the paper to wet the cotton, and the seed must be gathered before the days become so warm that insects and bees are in the houses.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Theatre Decorations.

At a recent opening of the new Rivoli theatre at La Crosse, Wis., the entire theatre and foyer were decorated under the direction of C. E. Schaefer, superintendent of the floral department of the John A. Salzer Seed Company. The effect was unusual and very pleasing. On entering the lobby a large floral horseshoe standing eight feet high composed of over 2,500 roses and other flowers received very favorable comment. The theatre proper and the stage were decorated with huge bask-

Bride's Bouquet, French Style.
By S. Kramer, Passaic, N. J. Freesia and Lily of the Valley.

ets of American Beauty roses. The artistry of Mr. Schaefer was freely commented upon. This was by far the largest display of flowers ever exhibited in La Crosse.

Next Week in the Flower Shop.

Business is not very brisk these Lenten days except for the early morning funeral orders, without which work, three-fourth of the stores would have to close and the balance go on half-time. However, much one dislikes to admit it, this demand is the backbone of the florist's industry, and every retailer should do everything in his power to foster this branch of the business and be prepared at all times with his best possible service.

At one time the conventional color was white. Designs of all kinds were in favor; pillows, crosses, wreaths, gates ajar, harps, crescent and star, standing hearts, broken columns, etc. Now all colors are popular and the more simple the arrangement the better, 70 per cent of the orders call for sprays, half or more of the balance are wreaths. At a recent funeral of a young woman, there were 78 pieces, two of which were wreaths, the balance being clusters and sprays; some small, others large and elaborate. Every flower in the market was seen in the collection: Roses, carnations, Easter and Calla lilies had the preference, but freesias, calendulas, daffodils, snapdragons, tulips, narcissi and violets were all used, separately and in combination. There were also some cattleyas. Now that the color line is broken, every flower regardless of hues, either by itself or in combination, is suitable to carry a message of sympathy. Vase baskets are now being used quite extensively as they make a good showing of the flowers, and the stems being in water do not wilt when it is necessary to be carried over into the next day.

The most should be made of boxes of spring flowers, which with the aid of cut flowers of various sizes, some filled and open and others closed, make a good display with but little perishable material. The store should be gay with pans and pots of bulbous stock and other flowering plants, all featured in one way or another to make them inviting.

THE BIRTHDAY CALENDAR.

The birthday feature should also be well displayed every week or two, as it frequently brings to mind such an anniversary that would otherwise be missed. In fact a nicely decorated calendar in which the "whose birthday is today" idea is well worked out, should be on duty all the time on the stationery and have a prominent place on the wall of the store.

A most attractive feature for the windows are miniature table decorations for the luncheon or dinner. With a nice white cloth, dishes are not necessary, except possibly plates. These can be made in various color combinations and will be sure to secure attention and make business for the shop.

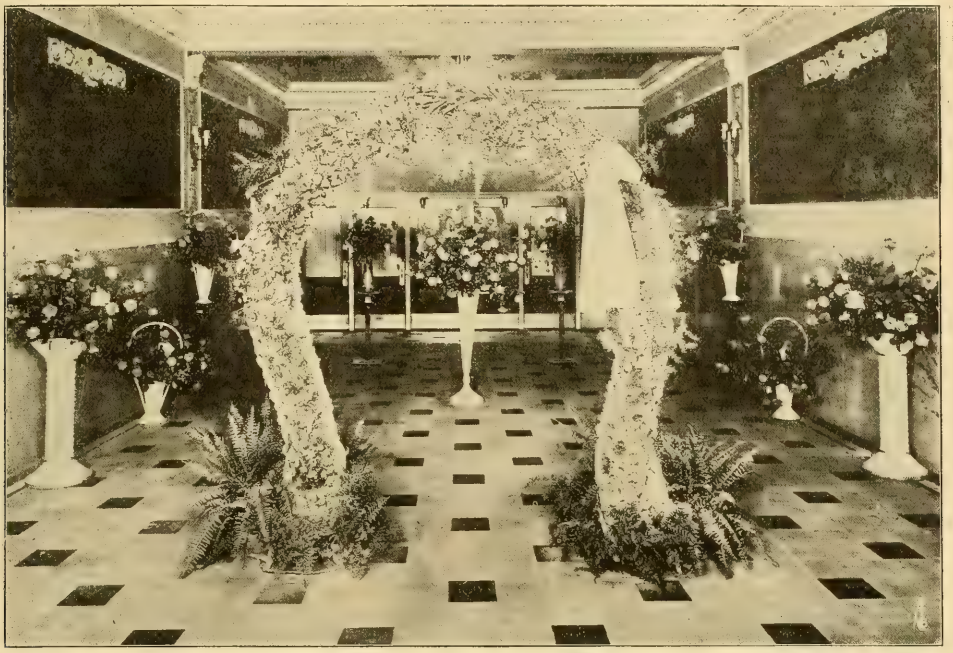
A small table in the front of the store should always contain a few artistically arranged vase baskets with just a few flowers, such as a dozen daffodils or 12 short roses, a bunch of sweet peas, etc. These always have an inviting, salable look, particularly when the conspicious price card shows them to be within reach. Many little knicknacks such as these are sold because they are seen, that would otherwise never be asked for.

A large vase filled with Easter lilies, flanked with decorated pans of bulbous stock, hyacinths and tulips in various colors will if properly labeled make a good pre-Easter window. It is none to early to call attention to the day, and the decoration on account of its novelty will be well worth while for several days.

Speaking about Easter, now is the time to get your order in for all the fancies and first choices of flower stocks, as there is never enough of the scarce things to go around and it is always "first come, first served."

If a dull time appears likely, do not let it get set, but get busy at once and liven matters up by sending out sample boxes of spring flowers to customers. Fifty or 100 of these boxes with just a bunch of choice sweet peas, daffodils, calendulas or other quantity stock, each of a kind, will be well received and appreciated. It will be found the best kind of direct advertising.

Every customer on the store's list should receive an interesting communication of some sort from the shop at least once a month during the busy season. It keeps the establishment before them and there is a thought that they must take a look in at the first opportunity. There should always be some interesting feature in the store to attract attention of customers,



THEATRE DECORATION BY SALZER, LA CROSSE, WIS.

something that they will remember and may speak about to others. A flower picture in a frame, an imitation of a painting on an easel is always striking. A nicely decorated screen with a tall palm or fern or two and a vase of flowers on a pedestal will make an attractive corner. Such artistic touches are sure to give a finish to the store interior.

WITH THE GROWERS

At Richmond, Ind.

At the J. H. Hill Co.'s greenhouses, roses are grown exclusively, and a superior plant cannot be found in America. The houses are of the latest model, of iron construction, and with one exception, every house on the place was either constructed or newly painted last year, giving the whole range a clean and new appearance.

Probably two-thirds of the place is given over to Premier and Columbia roses, with the former a favorite. Madam Butterfly is also grown in large quantity and is quite a favorite, while Double White Killarney and Crusader are in smaller supply. The stock is free from mildew, red spiders or spots. The Premier rose shows up splendidly. One house that stands out prominently is a Lord & Burnham steel structure, 26 by 187 feet, in which 2,141 grafted Premiers are planted. They are all two-year stock, being grown the first year in one of the 60-foot houses. The plants were dried off and cut back last May, and transplanted into the present structure. No picture ever displayed to such good advantage as this house full of roses. The cut to date averages exactly 22 blooms per plant. They are planted 12 to 16 inches apart.

This firm is the possessor of a red sport of Columbia. While the flower is not quite so double as the parent plant, the color is a pleasing bright red and a very free bloomer. The stock of this variety is being worked up as fast as possible and may be put on the market next year. One of the special features of this range is grafted roses and they are turned out in hundreds of thousands. Some are out of the grafting box on benches and ready for shipment; others to be taken out of the box and great quantities are still to be grafted. Plants to be taken out do not lose more than five per cent.

THE E. G. HILL CO. RANGE.

The E. G. Hill Co.'s range is in close proximity to the Jos. H. Hill Co. The veteran E. G. Hill takes great delight in showing his seedling roses. He has given us such sterling varieties as Richmond, Columbia, and Premier, the cream of the forcing varieties and a number of garden varieties of merit. There is still in store some wonderful new colors that Mr. Hill hopes will prove good commercial forcing sorts. There is no doubt that he has produced one variety which he has named Hill's America, and which will surprise the trade.

A large force of men are busy grafting thousands of roses. The stock in the benches is in excellent condition. Young chrysanthemum plants are given a large space at this plant. White Ophelia and Golden Ophelia as novelties have been tried this winter with satisfactory results.

A visit would not be complete without taking in the Fred H. Lemon & Co.'s place. The new white rose which they are growing is to be disseminated next year. Its appearance will supply a long felt want for a white rose. The growth is everything to be desired and it seems to be a very free producer. While not a snow white it is white enough for all purposes. This concern also makes a specialty of Primula Malacoides Rosa and cyclamen. Both are grown in large quantity and are well finished plants. Also worthy of note is a large stock of Godfrey callas. W. W. C.

At Lancaster, Pa.

The establishment of Chas. M. Weaver has sweet peas by the million and in almost every known variety, including all of the new ones of the W. Atlee Burpee Co., and with Geo. W. Kerr, Philadelphia, the originator of these new varieties as a guide, it is an educational and intellectual treat to walk down the 300-foot rows and compare the different varieties. The cut from this place is enormous and almost continuous. A house of mignonette, having passed it's zenith, has been torn out to make way for a house of gladioli, of which Mr. Weaver has the second largest lot of bulbs in the county.

THE ELMER WEAVER RANGE.

At Elmer Weaver's range, one house is given half to sweet peas and the other half to carnations. The house is a mile or less high and the the sweet peas are hunting the roof, double tier walks being necessary to pick the flowers. In carnations, White Benora carries the honors in the white class and it will take something phenomenal to beat it, as it is done at this establishment. Aviator is the standard scarlet carnation, showing better quality than in most places. Laddie is, of course, the cream of them all, with

some seedlings not so far behind in quality. Ruth Baur is also showing up in pretty good shape, but, of course, the main attraction is the Eicholz varieties and they all show up in good form. Lassie especially, is a mass of buds and blooms, the color even and pleasing and the stems are reasonably strong, carrying the flower in good shape. Red Matchless has extra fine growth, a real Matchless flower as to stem and form, but not as bright a red as Redhead, which has that orange red shading in its pedals that makes it ideal for use under artificial light. Redhead is not quite as strong a grower as Red Matchless, but is a free bloomer and has many good points.

The immense house of Pilgrim roses here is an eye opener as to what Lancaster county can do in roses. They are ideal in growth and quality and number of blooms showing. Mushrooms are also part of this establishment.

At the range of H. D. and A. K. Rohrer, primroses have their home. Primula Obconica and Primula Forbesii are here by the thousand and as good as it is possible to grow them. They also grow, as pot plants several houses of cinerarias and cyclamens, and are not very far behind the best growers of the country. In cut flowers, carnations and calla lilies are their specialties.

A. M. H.

New York Spring Show.

MARCH 14-20.

Entries covering exhibits in the competitive section of the show are coming in well, in fact, much better at this date than for the same time previous to other shows. Some of the entries cover a dozen or more classes. The advantage of making early entries cannot be too strongly emphasized. With the entries at hand early, the work of preparing exhibitors' cards and judges' books is advanced so as to be in line with the other work preceding the opening. At more than one show, when the management has been liberal with exhibitors in the matter of last-moment entries, the result has been a delay in the posting of cards on the exhibits because the cards could not be prepared in time for the judges, in spite of extra volunteered assistance to the clerical staff.

At the last meeting of the flower show committee, it was decided that Rule 2 of the rules governing the exhibition should be strictly enforced. This rule stated that all entries must be in the secretary's hands not later than March 10, and that a charge of $2 will be assessed for every entry made after these dates covering classes where the first prize listed is $10 or more, and $1 in classes where the first prize is less than $10; and the management reserves the right to reject any or all entries received after the date named. The committee believes that any prospective exhibitor can decide whether his proposed exhibit will be in readiness for the staging date, and can make his entry by the date established.

In the early notice covering the class for the bird bath with planting arrangement, through a misunderstanding, it was stated that the arrangement was to cover a space of three feet in diameter. This was later corrected to read 50 square feet of floor space or seven by seven feet. The competition is open only to member clubs of the Garden Club of America, and the prizes are offered by the Horticultural Society of New York and the flower show management. Several entries in this class have already been received. In the class for the best vase or basket of cut flowers, open also only to member clubs of the Garden Club of America, the prizes are by the same donors. A correction is also made concerning the class covering window boxes. This class is for garden clubs and amateurs only, but of course the assistance of commercial florists may be availed of on the procuration of materials. The competition is to be staged under the auspices of the Cities Garden Club.

The Garden Club of America, through Mrs. Samuel Sloan, acting president, will award a gold medal, to be known as "The Garden Club of America Medal," for the finest exhibit in the show. Very little more space is available for trade exhibit purposes, the trade section being now almost completely filled. It is confidently expected that every foot of trade space will be reserved before the opening.

The official catalogue is now being prepared for press, and carries the usual support of trade interests. Anyone desiring space in this publication would do well to make immediate application for same, as the forms cannot be kept open beyond a certain date. Trade tickets are now in good demand, and are furnished promptly upon receipt of application for them. A rebate will be made on all tickets not used, provided the purchase covered a block of 100 or more.

Considerable optimism prevails as to the success of the exhibition show, on the part of the management, every member of which is enthusiastically confident that the show of 1921 will eclipse all its predecessors in point of magnificence and attendance.

ADDITIONAL EXHIBITORS.

Exhibitors not previously announced are:

Hanfling & Son, New York.
Markle & Co., Chatham, N. J.
S. H. Russin, New York.

JOHN YOUNG, Sec'y.

Allied Florists' Association of Illinois.

The Allied Florists' Association of Illinois has closed its first year's work and celebrated the occasion with a dinner at the Hotel Randolph, Chicago, February 28. There was a good attendance and the members have every reason to feel proud of their inspiring record of service to the trade. After dinner Chairman Asmus told of the work of the association, urging increased efforts of growers, wholesalers and retailers. August Poehlmann, Peter Pearson, J. E. Pollworth, C. Clemenson and others, discussed the importance of trade advertising and the reports of officers indicated a progressive and promising future for the organization. August Lange, Eric Johnson and Peter Pearson were re-elected directors for three years, the holdover directors being August Poehlmann, Otto Amling, Paul R. Klingsporn, George Asmus, John Michelsen and W. J. Smyth. It should be stated that practically all the work of the association falls upon the board of directors and Secretary Hilmer V. Swenson. A stereoptican display showed many of the effective advertisements which appeared in the local newspapers during the year.

REPORT OF SECRETARY.

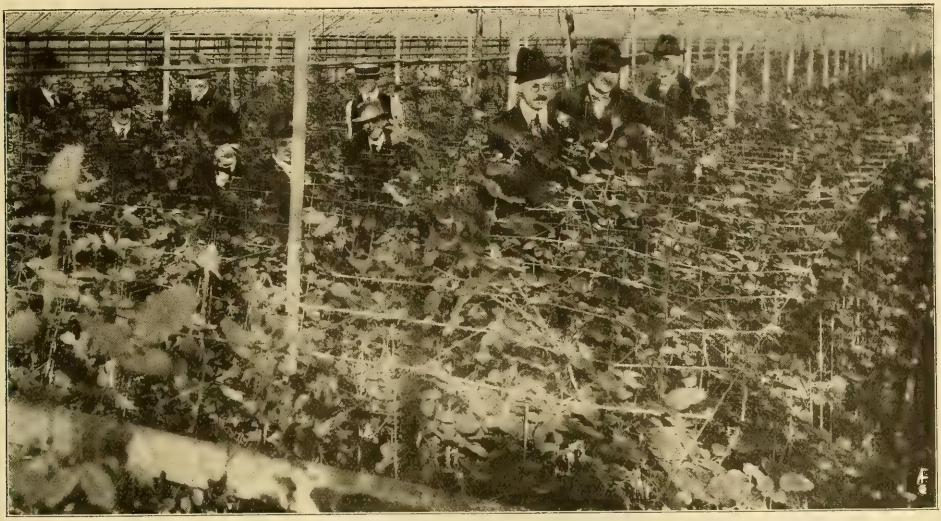
Secretary Swenson in his annual report stated that the Allied Florists' Association had been in existence just a year. The average member, he said, does not comprehend the extensive activity carried on by the association. A year ago, the membership consisted of 342 wholesalers, retailers and growers. Today the association has 450 members, showing an increase of 90.

The finances are in very good condition, a total of $34,455.99 having been received with disbursements of $33,823.76, leaving a balance of $632.23. By March 10, $5,000 is expected to be added to the treasury.

EFFECT OF ADVERTISING.

A total of $25,682.87 has been expended for advertising. This amount had been distributed among the newspapers of Chicago and a few outside mediums, 155 distinct advertisements having appeared during the year, the secretary brought out. The association has recently purchased illuminating bill-board sites, one of which is already showing on Michigan boule-

SWEET PEAS AT CHAS. B. WEAVER'S RONKS, PA.
Vines 14-15 Feet High, Plank Suspended 10 Feet Above Floor of House.



PILGRIM ROSES AND SOME VISITORS AT E. J. WEAVER'S, RONKS, PA.

yard, just south of Chicago avenue. Another will appear shortly on West Jackson boulevard. All of this advertising has stimulated business materially. The Memorial day drive revived the business for that day, Mr. Swenson said. In spite of business depression in other lines the opportune advertising for New Year's day and St. Valentine's day made trade for both of these days exceptionally good. Every retailer interviewed by the secretary reported gains over last year. One reported an increase of $1,100 on one day's sales for St. Valentine's day. People often refer to the advertising and the familiar reminder the association has been using, "Whose Birthday Comes this Month?"

PRESS PUBLICITY.

The Allied Florists' Association has received more reading matter write-ups in the papers during the past year than any other industry in Chicago, the secretary continued. All the newspaper write-ups received have been secured directly or indirectly through the association. Ella Grant Wilson, whose wonderful articles on flowers have been appearing in the papers, is employed on a yearly contract by the association. Another example of good free publicity was last Memorial day when the association joined hands with the Tribune Memorial day fund for decorating the graves of soldiers in France.

"Say It With Flowers" week was the record in free publicity. The total space, if figured on an advertising basis, would have cost approximately $15,000. The giving of flowers to hospitals, soldiers and sailors and by cooperating with the Red Cross and other organizations brought further publicity which is impossible to estimate.

The publicity campaign of the association and its other activities have benefited the business in a very decided degree, said Mr. Swenson. "Say It With Flowers" is so universally known that it has become a part of everyday talk.

There is not a firm directly interested in the sale of flowers who can say they have not gotten back $3 or more for every dollar they've been assessed. This would mean that a man buying $500 in flowers on the market, pays $5 in assessment. He would only have to get back $15.00 in additional profit during the month to make this possible. The success of the advertising campaign has been phenomenal. During the last few months practically every line of business has fallen off 10 to 50 per cent, yet the flower business has kept up to normal.

The secretary, in concluding, said the results of the first year's activity, handicapped as it had been in perfecting organization, should warrant double the unified action in the future, and everyone in the trade should get behind the Allied Florists' Association. He wished to thank the board of directors for their sacrifices in attending meetings.

San Francisco, Calif.

PRICES REMAIN HIGH.

There is still a great scarcity of all greenhouse flowers and prices are ruling exceedingly high for this season of the year. There has been a noticeable increase in the demand for all kinds of flowers and trade may be said to be in fine condition. Roses are one of the principal items that are scarce. There is a shortage of every variety and color. American Beauty roses have improved wonderfully in quality during the past few weeks and what stock that is coming in is of the best. Mrs. Chas. A. Russell is in great demand and the best grade is bringing $3.50 to $4.50 a dozen. Columbia and Hadley are both scarce and are bringing the growers fancy prices. Premier is had in limited quantities and is a very popular variety. Ophelia of good quality is in particularly short supply. Very few Killarney roses are seen here now. Cecile Brunner is almost out of the market entirely. Carnations, which are usually cheap at this season of the year, are in strong demand and bring $6 per 100 for Enchantress, in variety. Victory and other colors. Laddie holds firm at $12 per 100. Daffodils have shortened up in quantity and prices have stiffened accordingly. They are now bringing from $1.25 to $1.50 per 100 for outdoor grown stock. They are in strong demand from all quarters and the daily cut cleans up early in the day. There seems to be enough tulips to go around but most of the stock is rather short-stemmed. Dutch hyacinths are improving every day and are filling in nicely during these days of short supply. Freesias continue in heavy supply and of the very best quality. Prices remain firm for all offerings. Sweet peas continue to arrive in small lots. At the present time the stock is only of mediocre quality. Growers of this flower are demanding and receiving fine prices for their flowers. A few Easter lilies are beginning to appear in pots at the various stores. There is the usual heavy supply of violets coming in. The shipping trade is the great outlet for the most part of every day's cut. Marie Louise violets continue to be very popular for corsage work. There is a fair cut of lily of the valley arriving, which brings satisfactory figures. Cattleyas are quite plentiful, but the demand for them is so strong that they clean up well at $3 each retail. Cypripediums are not so plentiful as heretofore. Very few gardenias are to be had these days. Erica branches still are plentiful and are largely used on funeral work. Acacia is also plentiful and cheap. The supply of fruit blossoms is now at its height and all the stores carry large stocks, giving them a very beautiful appearance these days. The flowering plants, cinerarias, azaleas and primulas are about the principal offerings. Dutch bulbs in pans are also to be seen everywhere. From various sources we learn that the Easter lily supply is coming along in good shape with every prospect of a good supply for the Easter trade. Some of the growers cut down their plantings considerably this year, due no doubt to the disasterous effects of last season, when the greater part of the supply came in after Easter and flooded the market for many weeks. There is also going to be an excellent supply of pot roses, in every popular variety. Pot grown ericas will also be largely featured.

NOTES.

John Carbone is filling large orders for cattleyas, of which he is cutting a heavy supply these days. His cypripedium houses are also in full crop.

He has several new houses of gardenias, which produce well.

Pelicano, Rossi & Co. are showing a finely grown lot of spring bulbs in pans. Tulips in variety and Dutch hyacinths, according to Angelo J. Rossi, are very popular with the public.

Cypress Lawn cemetery has recently added two greenhouses, 35x125 feet each, to its range at Colma. They will be used for the growing of cut stock for the cemetery trade.

Henry Anensino, who some time ago purchased the McLellan greenhouses at San Lorenzo, is preparing to erect two large greenhouses at his range to be devoted to roses.

John Kilroy, proprietor of the Castro Floral Shop, reports business to be excellent in his part of the city. Funeral work has been heavy and decorations plentiful.

G. Rossi & Co. say that the shipping demand is ahead of last season. Their nurseries at Colma are supplying large quantities of bulbous stock and foliage plants.

Joseph Scatena is receiving from three to four thousand daffodils a day from San Lorenzo, where he is handling the entire cut of several growers.

The MacRorie-McLaren Co. has a fine house of Lilium Giganteum, which will be just right for their Easter trade.

Mrs. R. E. Darbee, on Hyde street, says the shipping demand for violets keeps up just as strong as ever.

J. A. Axell has just closed a lease for five years more on his present location at 463 Bush street.

The Okada nursery at Haywards is producing an excellent crop of carnations these days.

Visitor: H. Ebel, Sacramento.

JAMES T. LYNCH.

Milwaukee, Wis.

SUPPLY ADEQUATE FOR DEMAND.

Market conditions have not been very satisfactory since St. Valentine's day; all kinds of stock in cut flowers which up to the middle of February were always on the short side, began to come in more plentifully with the result that prices weakened all along the line. But it appears that that spell is over with and with Easter only four weeks hence, we believe that the prospects are good. Sweet peas, which suffered for lack of sunshine are coming better, but they have not the pep as in former seasons; still the demand for them is on the increase, pushing the once favorite violet to second place. Calla lilies are of good quality and sell well; the few good snapdragons that find their way to the market are quickly disposed of. The supply of calendulas is adequate and the quality from fair to fine. Fancy greens are not over plentiful.

NOTES.

Richard Haentze, president of the West State Florists' Association, has been mailing letters to members asking their co-operation in working for a bill to provide for an appropriation of $75,000 for a new horticultural building at the state fair grounds.

Another florist by the name of Henry, Jr., son of Henry Welke and wife, arrived on February 18. Mr. Welke has been elected a director of the upper Third street Commercial association.

An illustrated write-up on orchids was featured by a local paper on February 20, following a visit by a reporter to the Holton & Hunkel Co.'s range. Every little bit helps.

The Seebach-Marggraff Pottery Co. who recently acquired the Milwaukee Pottery Co., West Allis, is very busy trying to fill the numerous orders coming in.

Gustave Pohl, who grows stevias on a large scale, will make the last cutting March 1; the vacated space will then be devoted to sweet peas.

Aug. F. Kellner spent the week end at Madison, visitng his brother.

E. O.

Boston.

MARKET REMAINS QUIET

Business this week has been very quiet and stock has been exceptionally low in price for this season. On February 20, there was a blizzard which prevented a great many growers from getting their stocks to market at the beginning of the week. Prices were good and stock sold well owing to that fact, but the brace was only temporary; by mid-week things were normal again and stock became very plentiful. There is a lot of spring stock arriving especially jonquils and Paper White narcissi and they affect the market in general. Roses and carnations have been of very good quality but would not bring a good price under existing circumstances. Fancy carnations were selling as low as four cents, and roses proportionately. Sweet peas are a drug; even the very fancy long stem ones move with great difficulty.

The Late John M. Good.

NOTES.

The meeting of the Florists' Club was held at the Parker House, March 1. A complimentary dinner was tendered by the Club to Thos. Roland, president of the Society of American Florists.

A. Thomas, for many years with Patten & Son, Tewksbury, but now the Boston correspondent of The Florists' Exchange, is seriously ill at his home with heart trouble.

The Waban Rose conservatories passed into the hands of a receiver this week. F. G. Goodale, Weston, will now manage the affairs of that company.

E. F. S.

Toledo, O.

A SLIGHT DECLINE IN SALES.

After interviewing representative florists concerning their St. Valentine's day business, it can truthfully be reported that sales fell off about 10 per cent. which is considered remarkable by florists in view of the present depressing conditions. Despite this, it was also noted that flowers and plants are becoming increasingly popular as valentines. It was not the young men alone who bought flowers this year, but a large number of married men sent a bouquet or plant to their wives. This is encouraging and points to an ever-growing demand for Cupid's favorite day. The market, due to several bright days, was in excellent shape to take care of all demands and the quality of all offerings was splendid. There was a brisk demand for violets and sweet peas. The former were plentiful while the latter were scarce. Roses met with favor and there was a good supply. Daffodils, freesias, calendulas and jonquils were extensively used. Plants were in good supply and were featured. Many of them appropriately trimmed as hearts and arrows made appealing valentines and sold well. Nothing new in the line of novelties was offered in the flower shops, but there was a fair demand for such as were offered. Florist Telegraph Delivery Association orders played a substantial part in the day's business. Funeral work has been heavy during the past week. Business conditions are gradually showing improvement and florists hope that by Easter things will be near normal.

NOTES.

Bulbous stock in pots was an excellent offering at Schramm Bros. for St. Valentine's day that met with favor. This firm advertised extensively and reports a very good business, almost equal to that of last year.

Metz & Bateman were busy all day and state that the Florist Telegraph Delivery Association orders were particularly good. Violets and sweet peas led in the selling here.

The two shops of Wm Feninger did a big business and he had a fine display of cut flowers and plants.

K.

Rochester.

MARKET IS STEADY.

Since the beginning of Lent, business has been somewhat dull, although there are occasional spurts of trade in funeral work and social functions. St. Valentine's day was an improvement over last year. Bulbous stock is very plentiful just now, so much so that the price on daffodils, tulips and narcissi take occasional drops. Carnations are only fair and the supply limited. Roses are excellent and the price is firm.

NOTES.

J. B. Keller's Sons' spring display window consisted of a huge mound of various colored crocus. Arranged around the window were baskets of Purple and Yellow crocus. Orange colored tulips were placed in baskets here and there, while pussy willows and Cibotium ferns formed the background.

S. C. Hubbard, superintendent of the test rose garden of the American Rose Society, Ithaca, spoke before the Rose Society recently on "Selection of Varieties of Roses for the Garden; Their Planting, Culture and Necessary Winter Protection."

William H. Medcalf, who was connected with the department of parks for 26 years, died February 17. Mr. Medcalf was born in England in 1854 and at the time of his death had charge of all of the trees in the streets of this city.

Miss Lillian Wheeler, who was severely injured by a fall two weeks ago, has resumed her duties at the H. E. Wilson store.

Herman John has purchased a home on Saint Paul boulevard, which he will occupy soon.

H. E. Wilson reports St. Valentine's day trade very good this year.

Geo. Keller is growing some excellent pussy willows.

CHESTER.

OBITUARY.

Orland P. Bassett.

Orland P. Bassett, founder of the firm of Bassett & Washburn, Chicago, died February 26th at Pasadena, Cal., where he had resided since 1907. His health had been gradually failing for several months.

Mr. Bassett was born on a farm in western Pennsylvania, near Pittsburgh, March 31, 1835. In early life he was in the newspaper business, and located in Illinois, where he conducted the Sycamore Republican, and was an ardent supporter of Abraham Lincoln in his campaign work. In 1870 he moved to Chicago and established the Pictorial Printing Co., making labels for druggists and others in that line of manufacture. This business was later moved to Aurora, Ill., and is now one of the leading industries of that city. Mr. Bassett, being the principal owner up to 1916, when he sold out to his associates in the company.

Purchasing some 30 acres of land at Hinsdale, Ill., Mr. Bassett built a home and moved there in 1887. He added a conservatory and soon after engaged in the commercial culture of American Beauty roses, having greatly admired this variety on a visit to Washington, D. C. The commercial growing of roses made rapid progress, as many as 100,000 American Beauty plants being grown at one time. The commercial greenhouses were later removed to Greggs station and now contain about 600,000 feet of glass. In 1893 his son-in-law, C. L. Washburn, who married Mr. Bassett's only daughter, joined him in the business, Mr. Bassett retiring from the greenhouse business in 1906.

Mr. Bassett is survived by his widow, Imogene D. Bassett, a son-in-law, Charles L. Washburn, a grandson, Edgar B. Washburn, and three great grandsons. Burial will be in the family lot at Hinsdale, Ill.

John M. Good.

John M. Good, former mayor of Springfield, O., and president of the Good and Reese Co., died February 16 at his home in that city, 1355 South Fountain avenue, aged 67 years. Mr. Good had not been in right health since last winter, when he fell while on the way to his office during one of the heavy snow storms. His condition gradually failed. He went to Florida the first of the year, but was forced to return 10 days previous to his death.

Mr. Good specialized in roses and peonies and in addition to directing the work of the widely known Springfield establishment, was president of the United States Nurseries Co., Roseacres, Miss., and of the Perennial Gardens Co.

Mr. Good was mayor of Springfield about 20 years ago, and actively engaged in politics at that time. Of late years he turned his attention to other public work. He was one of the active workers in all of the dry campaigns in the country, and was reputed to be one of the most liberal contributors to that cause. He also gave his services in the various government drives and Red Cross campaigns in that city.

He was a member of the First Lutheran church of Springfield and also a 32nd degree Mason. He was a member of the local Clark lodge, F. and A. M. He leaves his wife, Jessie Good; a daughter, Helen Good; a son, John M. Good, Jr.; a sister, Miss Jessie L. Good; and two brothers, Frank Good and Harry Good, all of Springfield.

Though born in Johnstown, Pa., Mr. Good spent the greater part of his life in Springfield, locating there in 1877. He became connected with the old C. A. Reese Floral Co., now the George H. Mellen Co., shortly after moving to Springfield. Some years later he organized the Good and Reese Co., finally acquiring the Reese interests in the firm and retaining the old trade name.

Ancestors of Mr. Good came to this country during the Quaker emigrations to the new world. One of the coincidences of his life is said to be the fact that a great, great uncle of Mr. Good's was captured by the Indians at Fort Tecumseh near Springfield during the Revolutionary war period, while the latter was on one of Clark's expeditions through that territory. He later escaped from Fort Niagara and made his way back to Pennsylvania.

The funeral services were held February 18 at the residence and many florists were present. The room was banked with many beautiful floral offerings.

Frank E. Good and Harry F. Good, brothers of the deceased, will carry on the business.

The Late O. P. Bassett.

Louis H. Haury

Louis H. Haury, Sr., veteran florist of Nashville, Tenn., passed away at the home of his daughter, Mrs. T. H. McHatten, Louisville, Ky., where he had gone, hoping to improve in health. He had been ill since the first of January, being confined to his bed the greater part of the time.

Mr. Haury was born in Lorraine, France, in 1848, coming to this country when 27 years of age. Four years later he came to Nashville, where he established a floral and vegetable garden. In 1916 Mr. Haury opened a floral store with his two sons as partners. Three children survive, the daughter mentioned above, John Haury, manager of the Nashville store, and Louis, Jr., owner of a range near that city. M. C. D.

Joseph B. Muldoon.

Joseph B. Muldoon, Philadelphia, Pa., failing to recover from an operation for appendicitis, died on February 23. The funeral was from the residence of his father-in-law, F. J. Michell. Mr. Muldoon occupied a position of importance with the H. F. Michell Co., having charge of the trade of the large estates in the Philadelphia district. He was of a kind and genial disposition and had hosts of friends in all branches of the trade. He is survived by his wife and one child. K.

The Late Peter Reinberg.

The funeral of the late Peter Reinberg, whose death was recorded in our obituary columns last week, took place February 24, when the city authorities, the trade and the public paid generous tribute to a worthy citizen. The wholesale houses in the trade were closed during the funeral services, the county building was closed the entire day. Men, women and children thronged the route of the procession between the residence and the church in which the funeral services were held. A platoon of mounted police led the way, followed by many marching platoons of police, firemen and various civic and fraternal bodies, the attendance including Former Governors Dunne and Deneen, Senator James Hamilton Lewis, Mayor Thompson and many other notables. The floral offerings from all sections of the country, were the most numerous seen on any similar occasion in this city for many years past.

Mr. Reinberg's will, filed for probate February 28, leaves an estate valued at $550,000, bequeathed to members of his family.

Pittsburgh.

STOCK MOVED WITH DIFFICULTY.

There was very little change in market conditions last week when compared to the previous week. Vast quantities of stock of all kinds arrived and the market was congested with more stock than at any time this season. But by the wholesale houses making price concessions and most of the retail stores holding week end specials, the surplus was moved and by Saturday night there was very little to be carried over. Considerable poor stock was dumped on the market, on which it was hard to even realize enough to pay express charges. While at times it looked as if the situation might develop into a serious glut, at this writing the worst seems to be over and while prices were low all stock was moved out and nothing lost. The rose supply has been large and with plenty of the short and medium lengths to be had it was hard to move the fancy ones, and in the end they did not bring any more than good medium lengths were selling for. The long expected carnation crop is coming in in large quantities. Easter and Calla lilies are more plentiful and with the absence of funeral work, they do not move very fast. The sweet pea shipments are smaller than they were a week ago, which caused them to clean up daily. Bulbous stock is in heavy supply, and it has been hard to realize enough on it to let the grower pay for his bulbs, let alone his expense of growing them. Snapdragons and iris are arriving in small quantities and sell readily, as they are something different. Mignonette, calendula, Baby primrose and freesia are hard to move at any price.

NOTES.

The Retail Florists' Association held their regular monthly meeting March 3. The McCallum Co. jazz orchestra entertained. Easter advertising was the principal subject before the meeting, as this is the last meeting before Easter.

Among those who held week end sales were the A. W. Smith Flower Stores Co., Randolph and McClements and The Alpha Floral Company.

The E. A. Williams windows are a thing of beauty these days with their combinations of spring flowers and blooming plants.

Randolph and McClements were the decorators for the Elks banquet February 24.

A. W. Smith, Jr., has returned from a three weeks trip to Porto Rico.

E. C. T.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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PIERSON and West Palm Beach, Fla., are the largest centers for growing Asparagus plumosus for cutting.

C. O. D. PARCELS cannot be held by postmasters for delivery to addressee in excess of 30 days, according to a recent ruling of the third assistant postmaster general.

No matter how little importance you regard your surplus stock, it may be just what your brother grower is looking for. Turn this surplus into cash through a few lines in the Ready Reference Section.

ATTEND your florists' club meetings. Show that you are alive to the needs of the business in your community. Wherever there has been concerted action of the trade in flower shows and other publicity movements, the volume of business has very perceptibly increased.

Canadian Botanic Garden.

The project of a botanic garden appealed strongly to Prof. A. H. R. Buller, who lectured on the "Romance of Wheat" before the Royal Canadian Institute at Winnipeg, Manitoba. He said: "I do not think 500 acres too large, and if I had the opportunity, I would take 1,000 acres. The larger the plan, the more it will appeal to the popular imagination."

Illinois State Florists' Association.

The sixteenth annual meeting of the Illinois State Florists' Association will be held at the Floriculture building, University of Illinois, Urbana, March 8-9. The headquarters for the florists will be at the Inman hotel, Champaign.

The address of welcome will be delivered by Prof. J. C. Blair, of the state university department of horticulture, at the opening session, Tuesday, at 9:30 A. M., March 8. Joseph Kohout, Libertyville, one of the vice-presidents, will give the response, and will be followed by President W. J. Hembreiker, Springfield. After the reports of the officers have been read, the following papers will be presented: "The Golden Rule of Wholesaling Cut Flowers," by J. E. Pollworth, Chicago; "The Growers' Association, Its Aims and Objects," by J. F. Ammann, Edwardsville; "The Advantages of a Scientific Training in Floriculture from a Student's Viewpoint," by J. D. Smith, student, Long Island, N. Y. "What Our Fertilizer Studies Have Taught Us," by Dr. P. A. Lehenbauer, Urbana, and "What Lines of Experiment Work Will Be of Greatest Interest to the Florists," a general discussion by all members, led by Dr. Lehenbauer. The unfinished and new business of the Association will then be taken up, and the afternoon session will conclude with the election of officers.

A two reel film entitled "Wonderland Under Glass," and released through the courtesy of the American Greenhouse Mfg. Co., Chicago, will begin the evening's programme. This feature will be followed by slides loaned through the courtesy of Henry Penn, Boston, Mass., showing Florists' Telegraph Delivery Association advertising. The students of the university will present a play entitled "The Flower Shop," and a special display of student work in artistic designing on the exhibitions brought by members during the afternoon, will be presented.

The Association will convene at 9:30 A. M. for the final session. An open forum in the greenhouse and of vital interest to the growers will be conducted by Prof. H. B. Dorner and Dr. P. A. Lehenbauer, both of Urbana.

HOTEL AND RAILROAD RATES.

The rates at the Inman hotel, Champaign, are from $1.50 to $7 per day, while at the Beardsly hotel, $1.50 to $3 will be asked. Luncheon can be had on the grounds, either at the university or the Illini cafeteria.

Following is the schedule of trains leaving Chicago for Champaign, over the Illinois Central Railway:

Leave Chicago.	Due Champaign.
8:45 a.m.	11:59 a.m.
4:50 p.m.	8:45 p.m.
6:15 p.m.	9:25 p.m.
8:15 p.m.	11:20 p.m.

The train fare will be $4.92 one way or $9.84 round trip, including war tax.

Florist Tourists in Florida.

Occasionally a visitor deserts the porch parties for good. One well-to-do old fellow who came here in a yacht stood idleness one season, but at the beginning of the second bought a farm and returned to work. He still has his yacht, an automobile and money, but has completely tired of having a good time. He is also tired of his yacht, although he longed for one 50 years. It may amuse you to learn that he begs me to get up parties to go out to sea with him. But many I invite refuse to go. Having been accustomed to prairies, woods and hills, the sport found outside the harbor makes them dizzy.

This yacht owner is a wholesale rose grower at home and is raising ferns here. A few women help their husbands mainly by attending to the family's social affairs, but my friend's wife helps in a more practical way. He has told me that in the old days, when they were getting a start, she often helped him until midnight. And when I saw her up at the farm here she was packing ferns for shipment north, and enjoying it. One reason I greatly admire the women I see here is that so many of them are of that admirable class who helped in getting a start.—Ed. Howe about Kinsman in Saturday Evening Post.

Plant Quarantine No. 37.

The Federal Horticultural Board, Department of Agriculture, Washington, D. C., has issued a lengthy statement on the "Restrictions on Entries of Foreign Plants widely Misunderstood." We hope to find space for this statement in a later issue, but in the meantime copies may be had on application to that office.

Club Meetings Next Week.

Chicago, March 9, 8 p. m.—Gardeners' and Florists' Union No. 10,615 at 180 W. Washington street. Bernard Wahlstead, secretary, 851 N. Trumbull avenue, Chicago.

Cleveland, O., March 7, 8 p. m.—Cleveland Florists' Club at Hotel Hollenden. Charles F. Bastian, secretary, 14625 Colt road, Cleveland.

Davenport, Ia., March 10, 8 p. m.—Tri-City Florists' Club at homes of members. William Knees, secretary, Moline, Ill.

Grand Rapids, Mich., March 7, 8 p. m.—Grand Rapids Florists' and Gardeners' Club at office of members. Edward Freyling, secretary, 1057 Wealthy avenue, Grand Rapids, Mich.

Hartford, Conn., March 11, 8 p. m.—Connecticut Horticultural Society at County building. S. H. Deming, secretary, Hartford.

Hartford, Conn., March 8, 8 p. m.—Hartford Florists' Club. George Marchant, secretary, 13 Huntington street, Hartford.

Knoxville, Tenn., March 8, 7:30 p. m.—Knoxville Florists' Society at stores of various members. Robert E. Mapes, secretary, R. 1:6, Knoxville.

La Crosse, Wis., March 11, 8 p. m.—Associated Florists of La Crosse at the Flower Shop. L. E. Metcalf, secretary, 501 Main street, La Crosse.

Lenox, Mass., March 9, 7:30 p. m.—Lenox Horticultural Society at Town hall. Hy. Heeremans, secretary, Lenox.

Louisville, Ky., March 9, 8 p. m.—The Kentucky Society of Florists at Y. M. H. A. hall. Jos. Abele, secretary, Louisville.

Madison, N. J., March 9, 8 p. m.—Morris County Florists' and Gardeners' Society at Masonic hall. Edw. Reagan, secretary, Morristown.

Newark, N. J., March 10, 8:30 p. m.—Essex County Florists' Club at Rover's hall, David Murphy, secretary, 181 Clinton avenue, Irvington, N. J.

New London, Conn., March 10, 8 p. m.—New London Horticultural Society at Municipal building. Stanley Jordan, secretary, Harkners estate, Waterford, Conn.

Newport, R. I., March 10, 8 p. m.—Newport Horticultural Society at Music hall. Fred P. Webber, secretary, Nelville, R. I.

New York, March 9, 8:30 p. m.—Greek-American Florists' Association at 119 E. 23rd street. Spiros Sakas, secretary, 260 Third avenue, New York.

New York, March 12, 4:30 p. m.—Horticultural Society of New York at American Museum of Natural History. Geo. V. Nash, secretary, New York Botanical garden, Bronx Park, New York.

Poughkeepsie, N. Y.—March 9, 2 p. m.—Dutchess County Horticultural Society at Falkill building. T. H. De Groff, secretary, Hyde Park, N. Y.

Rochester, N. Y., March 11, 8 p. m.—Rochester Florists' Association at 95 E. Main street. Irving W. Briggs, secretary, Rochester.

Saginaw, Mich., March 7, 8:30 p. m.—Saginaw-Bay City Floricultural Society at Saginaw. H. W. F. Goetz, secretary, 126 S. Michigan avenue, Saginaw.

Seattle, Wash., March 8, 8 p. m.—Seattle Florists' Club at Henry building. Thos. Wylie, secretary, Holly street, Seattle.

St. Louis, Mo., March 10, 2 p. m.—St. Louis Florists' Club. J. J. Beneke, secretary, 3648 Humphrey street, St. Louis.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted — Experienced growing chrysanthemums, carnations, roses, bedding plants and in general greenhouse work. Single, middle age. Address

Key 550, Care American Florist.

Situation Wanted

Young man expert designer and salesman desires position in high class flower shop in Chicago. Address

Key 541, care American Florist.

Situation Wanted

Expert salesman
and designer.

Key 540, care American Florist.

Help Wanted

Industrious man as foreman and grower of carnations, chrysanthemums, sweet peas, cyclamens and general line of bedding stock. Good permanent position to one who can produce results. Send references and salary expected in first letter. Address

Key 528, Care American Florist.

Help Wanted

Salesman for a Toledo, O., retail store. Good wages.

**Key 543,
care American Florist.**

HELP WANTED

Industrious man as foreman and grower of carnations, 'mums, sweet peas, cyclamen and general line of bedding stock. Good permanent position to one who can produce results Send references and salary expected in first letter. Address

Key 548, care American Florist.

Salesman Wanted

Territory open in several states; Holland bulbs; well-known grower; catalogues furnished; good side line; commission basis; replies treated confidentially. Address

Key 545, care American Florist.

Nursery Manager Wanted

Experienced in retail nursery work, growing trees, shrubs and hardy plants, and the filling and packing of orders. A first-class place for a first-class man. Address with full particulars.

ELLIOTT NURSERY
506 Magee Bldg., Pittsburgh, Pa.

FOR SALE

Retail store in Chicago at a bargain. Good live man can make a success of this place, which can be had immediately.

Key 525, care American Florist.

FOR SALE

Three houses. 22,000 feet of glass, practically new, rebulbed this year; hot water heat; 7-room house; 1½ acres land; located at Wilmette, Ill., 14 miles north of Chicago.

FRANK FELKE,
R. F. D. 4, Box 158, ELKHART, IND.

FOR SALE

Used hot water heating boilers in first-class condition ready for immediate shipment.

1 American,	will heat 1500 ft. glass, price....	$ 50
1 Cottage,	will heat 1600 ft. glass, "	60
1 Niagara,	will heat 1800 ft. glass, "	70
1 Niagara,	will heat 2500 ft. glass, "	110
1 Spence,	will heat 3000 ft. glass, "	140

Also a number of larger sizes, write or wire us your wants.

ROGERS HEATING COMPANY, Ransomville, New York

FOR SALE.

140 roof bars, 13 ft. 8 in. long, 1½c per foot; 230 ft. purlins, 2c per foot; 2 ventilating machines, $7.00 each; 100 hangers for ventilating pipe, 10c each; 100 rods cables for same, 10c each; 40 purlin clamps: 75 pair galvanized hinges, 15c; 3,000 ft. 1¼-in. pipe; some 1-in. pipe; 1¼-in. globe valves; 2½-in. flower pots. We have some glass, 16 x 24, 16 x 22, 16 x 20, 16 x 18, 16 x 16, 16 x 12, 16 x 10, 14 x 20, 12 x 16 and 10 x 12, all double strength. This material is first-class.

E. HUSTON & CO., Sistersville, W. Va.

For Sale

SECOND-HAND PIPE

All sizes from ¾ inch to 10 inch, A-1 condition, good collars and threads. Also lot of 14 inch pipe suitable for culverts. Write Dept. F.

MAX ZEIGLER & BROS., Muncie, Indiana

Forced Sale

Exceptionally fine greenhouse property in Evanston, Illinois, must be sold by order of court to close litigation. Located on corner, 172 x 251 feet; greenhouses cover over 30,000 square feet and are equipped with concrete benches. There is also a 7-room heated dwelling on the premises and necessary sheds, etc. Property worth double what you can buy it for now.

Frederick H. Brammer
138 North La Salle Street
CHICAGO

FOR SALE

Glass: 16x24, 16x20, 16x22, per box..	$5 50
16x16, 14x16, per box..............	4.50
12x16, 10x16, per box..............	4.00
1¼ in. wrought iron pipe, per foot..	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each..........................	2.50
Rafters or sash bars, per foot.......	.02
Shafting (heavy), per foot...........	.10
Shafting (light), per foot...........	.06
Ventilating arms, each...............	.25
Ventilating hangers, each ...	.10
Garland iron gutters, per foot.......	.40

PETER REINBERG
30 East Randolph Street, CHICAGO

Garden Books at Half Cost

You Can Handle Them at a Handsome Profit

Or use for advertising purposes at small expense.

Written by one of the country's best known authorities on Home Gardening, handsomely illustrated in color and printed by Country Life Press.

We have more of these books than we need, and are offering them in lots of fifty or more at less than half the cost to reproduce today. Sample book and price on request from responsible dealers

American Seed & Seedtape Company
NEWARK, N. J.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾ x 5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid. $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Home-Grown Stock

Greatly Increased Demand

If you have any to offer, or are likely to have any soon, **advertise in these columns now.**

AMERICAN FLORIST CO.
440 South Dearborn Street, CHICAGO

Burpee's Fordhook Hybrid Gladioli

FORDHOOK HYBRIDS have created a sensation wherever shown. They have set the Gladiolus world talking and marveling at their unequaled beauty. Amateur and professional alike agree that this distinct new race is unique in habit, size of flowers, rare colors, shading and marking. The flowers frequently measure from 4 to 5 inches in diameter and range in color from cream-white, lemon, clear yellow, soft salmon-pink, to bright red and deepest crimson; and there are also light lavender and sky-blue shades, and most charming, rare "pastel" and art shades in wonderful combinations of rose, pink, salmon and amber.

12 for 60c; 100 for $3.40; 1000 for $32.00, delivered.

W. Atlee Burpee Co.,

Seed Growers Philadelphia.

LARGE-FLOWERING CANNAS

Fine 2 or 3 eye, plump, dormant roots, true to name

	Doz.	100	1000
AUSTRIA. Lemon chrome, spotted red, green foliage, 5 feet	$0.60	$3.75	$32.50
A. BOUVIER. Rich velvety red, green foliage, 5 feet	.60	3.75	32.50
BEAUTE POITEVINE. Crimson, green foliage, 4 feet	.65	4.00	35.00
CHAS. HENDERSON. Deep crimson, green foliage, 4½ feet	.60	3.75	32.50
CRIMSON BEDDER. Intense crimson, green foliage, 3½ feet	.65	4.00	35.00
DAVID HARUM. Red, dark bronze foliage, 3½ feet	.65	4.00	35.00
DUKE OF MARLBOROUGH. Crimson maroon, green foliage, 4 feet	.65	4.00	35.00
EGANDALE. Currant red, bronze foliage, 4 feet	.65	4 00	35.00
FIREBIRD. Scarlet red, green foliage, 4 feet	1.25	9.00	80.00
FLORENCE VAUGHAN. Yellow spotted red, green foliage, 5 feet	.60	3.75	32.50
GLADIATOR. Deep yellow, dotted red, green foliage, 4½ feet	.65	4.00	35.00
GLADIOFLORA. Crimson with irregular edge of gold	.65	4.00	35.00
KING HUMBERT. Scarlet, bronze foliage, 4½ feet	.85	5.50	50.00
LOUISIANA. Bright scarlet, green foliage, 7 feet	.60	3.75	32.50
METEOR. Scarlet, green foliage, 4½ feet	$0.75	$5.00	$45.00
MONT BLANC. Almost white, green foliage, 3½ feet	.70	4.50	40.00
MME. CROZY. Scarlet with orange yellow border, green foliage, 3 feet	.65	4.00	35.00
PENNSYLVANIA. Vermilion scarlet, green foliage, 5 feet	.60	3.75	32.50
PILLAR OF FIRE. Brilliant red, green foliage, 6 feet	.65	4.00	35.00
PANAMA. Rich orange, red bordered with a broad edge of golden yellow, green foliage, 5 feet	.65	4.00	35.00
QUEEN CHARLOTTE. Rich pomegranate, red bordered with golden yellow, green foliage, 3½ feet	.65	4.00	35.00
RICHARD WALLACE. Light yellow, green foliage, 4½ feet	.60	3.75	32.50
SOUV. D'A. CROZY. Crimson, with gold band, green foliage, 4 feet	.65	4.00	35.00
THE PRESIDENT. The best canna of recent introduction, immense trusses of large red flowers	3.00	20.00	.....
WINTZER'S COLOSSAL. Bright scarlet, green foliage, 5 feet	.85	5.50	50.00
WYOMING. Orange chrome, bronze foliage, 6½ feet	.65	4.00	35.00

A. HENDERSON & CO., 166 N. Wabash Ave., CHICAGO, ILL.

Lancaster County Pa., Florists' Ass'n.

The meeting of the Lancaster County Florists' Association was held February 17, at Lancaster. Cards were given each member of a firm present to write his opinion about the proposed flower show to be given in the Autumn. On account of Easter coming in close proximity to the March meeting, April 21 was decided upon as the date for the next session. Henry Eicholz, Waynesboro, spoke upon his new Carnation Red Matchless which was meeting with considerable success. Robert Kift, Philadelphia, Pa., who attended the meeting, displayed a box of exceptionally large freesia. Other visitors included: S. S. Pennock, Edw. Fancourt, George W. Kerr, W. K. Harris and M. P. Mills, Philadelphia; J. H. Thompson and E. C. Marshal, Kennet Square.

A. M. H.

RIGHT ON TIME

For the Easter and Spring Trade

You can secure a large share of this business, which promises to surpass that of all previous years, by liberal advertising in the

SPRING NUMBER

—OF—

The American Florist

To Be Issued March 17

Stimulated by the nation-wide publicity campaign of the Society of American Florists and many local organizations, the opportunities offered the trade this spring have never been more promising.

Go after your full share of this business by using

THE BEST SELLING MEDIUM IN THE TRADE

One inch single column, $1.75 net, for one insertion. By the year, $1.25 net, for each insertion. Full page, 30 inches, $52.50 net, for one insertion. By the year, $37.50 net, for each insertion.

AMERICAN FLORIST COMPANY

440 South Dearborn St., CHICAGO, ILL.

For upwards of 30 years the representative paper of the Florists, Seedsmen and Nurserymen of the United States and Canada.

☞ *Please send your copy for this issue as early as possible.*

"Over the River
From Champaign."

TRADE EXHIBITS
SOLICITED.

OFFICERS.

W. J. HEMBREIKER, President,
Springfiield.

A. T. HEY, Secretary,
Maywood.

F. L. WASHBURN, Treasurer,
Bloomington.

VICE-PRESIDENTS.

JOSEPH KOHOUT, Libertyville.
A. LANGE, Chicago.
CHAS. LOVERIDGE, Peoria.
G. W. JACOBS, Canton.
E. W. GUY, Belleville.
PHILIP J. DAUT, Decatur.
A. W. NIELSEN, Pana.

Once a Year

You can afford to spend a day at the State Florists' Experimental Station at Urbana, Illinois, and the meeting place of the Illinois State Experiment Association.

The things to be seen and the questions to be answered are worth thousands of dollars to you. A strong program and a big show BIDS YOU WELCOME.

OF YOUR TIME it asks only ONE DAY, TUESDAY, MARCH 8th, while your absence would mean a delay of a year.

$10.00 will make the round trip, not much more or less.

Be on hand at the opening meeting, Tuesday morning, March 8th.

BETTER GO.

Your Experiment Station. A $75,000.00 investment that returns a million benefits.

Toronto, Ont.

STOCK IN PLENTIFUL SUPPLY.

Flowers are now more plentiful. The large amount of sunshine lately, has brought along the blooms and with a considerable supply of bulbous stock the market is at times glutted. There are heavy price reductions all along the line; roses, carnations, violets, orchids and bulbous stock are now being sold at prices which no doubt will help transient trade considerably. Business continues good, especially in decorations and funeral work, and the lowering prices are appreciated by the retailers, who are now in a position to give a customer value for his money. The quality of the stock is good, especially in roses, as there are not enough of the cheaper grades to meet the demand. Carnations are also good and the weekend saw many reductions in the better grades to clear the ice boxes. Flowering plants are plentiful; rhododendrons, azaleas, lilacs, spiraeas, cyclamens and primulas give effect to the windows.

NOTES.

There is some diversity of opinion on St. Valentine's Day business. The local Club did some good advertising and the window displays were most attractive. Violets, orchids, lily of the valley, sweet peas and stock for corsage use were most in demand.

J. J. Higgins, Yonge street, finds a large increase in business since the opening of the Pantages theater. He keeps a good window display and sells at popular prices. Mr. Higgins has been in the hospital for the past week, but is again feeling better.

The annual social of the Gardeners' and Florists' Club was held in the Club rooms February 1. P. L. Whytock, superintendent for Sir John Eaton, was presented with a pipe and pouch, as he is leaving on a visit to Scotland.

Emery B. Hamilton, London, Ont., past-president of the Canadian Florists' and Gardeners' Association, stopped off on his return from Peterboro, where the executive committee met February 21 to plan next summer's convention.

FERNS

Good clean stock, all pot grown, shipped without pots. **Bostons, Scottii, Cordetta,** 4-in., $3.60 per doz.; $25.00 per 100; 5-in., $5.40 per doz.; $40 00 per 100. **Cyrtomium Rockfordianum, Holly Ferns,** 3-in., $1.50 per doz., $8.00 per 100; 4-in., $3.00 per doz., $25.00 per 100.

R. Vincent, Jr. & Sons Co.
WHITE MARSH, MD.

The annual dance of the Florists' Club was a most successful one. The ballroom of the Metropolitan assembly room was nicely decorated and the club members and friends had a most enjoyable evening.

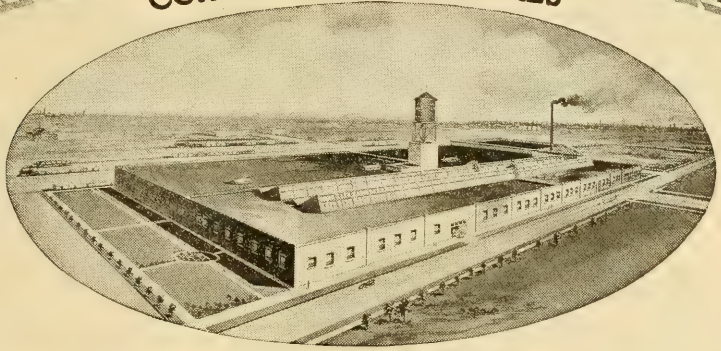
George Hall of the Lord & Burnham Co. is back on the job and feeling better after an operation for appendicitis; business is good with them and a number of good prospects are in view.

The Peoples Florist, Queens street, is installing a large refrigerator, a beautiful case and spacious enough to hold large quantities of flowers.

A. G. D.

CHICAGO CARTON COMPANY

CORONA FLOWER BOXES



Representatives:
M. E. CHAPIN
516 Fifth Avenue
New York City

T. A. DIXON CO.
1526 Blake St.
Denver, Colorado

T. S. FINCH
601 Elm St.
Dallas, Texas

Home Office
and Factory
4433 Ogden Ave.
CHICAGO
Telephone
Lawndale 906

For Violets and Corsages

Size		Per 100
7 x 4 x 4	2-inch Top	$ 5.00
10 x 6 x 5½	2-inch Top	6.00
12 x 8 x 5½	2-inch Top	7.65
14 x 10 x 8	2-inch Top	12.60

For Cut Flowers

18 x 5 x 3	2-inch Top	$ 6.10
20 x 4 x 3	2-inch Top	6.05
21 x 5 x 3	2-inch Top	7.25
24 x 5 x 3½	2-inch Top	7.70
24 x 8 x 4	2-inch Top	10.80
28 x 8 x 4	2-inch Top	12.10
28 x 8 x 5	2-inch Top	13.05
30 x 5 x 3½	2-inch Top	9.25
36 x 8 x 5	**2-inch Top**	**16.20**

The sizes given here are carried in stock, in the popular MIST-GRAY and GREEN colors.

5% DISCOUNT
CASH WITH ORDER

The prices quoted herewith are f. o. b. Chicago.

When printing is wanted there will be a charge of $9.00 per color for printing 500, $12.00 per color for printing 1000.

Border printing and embossing will be charged for as time work in accordance with the amount of work involved.

For Sprays, Designs and Cut Flowers

Size		Per 100
16 x 16 x 8	Telescope	$29.25
20 x 20 x 8	Telescope	38.95
21 x 5 x 3	Telescope	7.25
24 x 5 x 3½	Telescope	8.90
24 x 24 x 10	Telescope	55.75
30 x 10 x 5	Telescope	22.00
30 x 12 x 6	Telescope	30.25
32 x 32 x 8	Telescope	63.75
36 x 10 x 5	Telescope	25.20
36 x 12 x 6	Telescope	36.35
36 x 14 x 8	Telescope	46.55

DWARF PEARL TUBEROSE.

CALADIUMS

The kind with real sound center shoots.

	100	1000
5- 7 inch	$ 4.50	$ 40.00
7- 9 inch	7.50	70.00
9-11 inch	14.00	125.00

GLADIOLUS

Grown on our own farms from our own Planting Stocks. Machine Graded; True to Name.

	1000
America, First	$27.00
America, Medium	22.00
Glory of Holland	50.00
Pink Beauty	55.00
Halley, First	40.00
Halley, Medium	35.00
Mrs. F. King, First	25.00
Mrs. F. King, Medium	20.00
Mrs. F. Pendleton, First	50.00
Mrs. F. Pendleton, Medium	45.00
Niagara, First	45.00
Niagara, Medium	40.00

Canna Roots

King Humbert	per 100, $ 5.00; per 1000, $45.00
Yellow Humbert	per 100, 5.50; per 1000, 50.00
President	per 100, 15.00

And a Full Line of Standard Kinds.

GLADIOLUS (Continued)

	1000
Mad. Monneret, First	$30.00
Mad. Monneret, Medium	25.00
Schwaben, First	60.00
Schwaben, Medium	55.00
Peace, First	45.00
Florist Mixed, First	25.00
Rainbow Mixed, First	40.00
Standard Mixed, First	22.00
Standard Mixed, Medium	19.00

Write for special prices on PLANTING STOCK in Black Bulblets and first two sizes of White Bulblets.

TUBEROSES

Well Cured; Free From Rot.

	100	1000
Dwarf Excelsior Pearl, 2nd size, 3-4 in	$2.75	$25.00
Dwarf Excelsior Pearl, 1st size, 4-6 in	4.00	35.00
Variegated Leaved, single	3.75	32.50
Albino, early single white	3.75	32.50
Armstrong's Ever-Bl'm'g	3.75	32.50
Mexican	3.00	25.00

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

We Are Now Cutting A

LARGE CROP OF ROSES

We grow our own Roses especially for the Shipping Trade. Give us a Trial Order.

Buy Direct from the Grower

You always get fresh flowers and a more even run of stock.

PRICE LIST—Subject to Market Changes

RUSSELL	Per 100
Fancy Long	$20.00 to $25.00
Good Length	16.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

COLUMBIA	
Fancy Long	$20.00 to $25.00
Good Length	16.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

PREMIER	
Fancy Long	$20.00 to $25.00
Good Length	16.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

HOOSIER BEAUTY	Per 100
Long	$20.00
Medium	$10.00 to 16.00
Short	6.00 to 8.00

OPHELIA	
Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	5.00 to 6.00

SUNBURST	
Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	5.00 to 6.00

WHITE KILLARNEY	
Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	5.00 to 6.00

ASSORTED ROSES
—OUR SELECTION—

Good short and medium, including some **Russell, Columbia and Premier.** In lots of 200 or more. $8.00 per 100.

Fancy Ferns, per 1,000	$4.50 to $5.00
Adiantum, per 100	1.50
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per 100	4.00

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

STOCK IS IN LARGE SUPPLY.

Stock is still in large supply at this writing and obtainable in quantity lots at bargain prices. At times the past week the market appeared to be cleaned up better than usual during the past month, which some attribute to an increased demand, while others claim it is due to a shortening up of stock. The sales so far last month have been very discouraging compared to those of the same period of 1920, which were unusually heavy, but the wholesalers in general are not complaining because of the existing conditions in other lines and are confident that things will take a change for the better in the very near future. The city demand is showing some improvement and the out-of-town call for stock is holding its own. American Beauty roses are a trifle more plentiful, but are in good demand considering the large supply of other stock now being offered in this market. Mrs. Chas. Russell, Premier and Columbia are having the best call in roses, but the other varieties are being moved after considerable pushing although prices are not anywhere near what they should be. Carnations are plentiful and are to be had at very attractive prices. Callas are seen in large numbers at some of the stores and there is a fair supply of lilies available. Sweet peas appear to be holding their own about as good as any particular item offered and while they are not bringing very attractive prices, they are more easily disposed of. Freesias are in exceptionally heavy supply and the returns have been very disappointing to the grower. Colored freesia have not sold any better in some instances than Purity. Violets are very reasonable in price and are now within reach of any of the buying public. Paper White narcissi are not so plentiful. Tulips and jonquils are in large supply. Calendulas, pansies, snapdragons, for-get-me-nots, cattleyas, lily of the valley, stevia, mignonette, gardenias, cypripediums, daisies and all other miscellaneous seasonable stock is to be had and give the retailers a chance to make a very attractive window display in which variety can play an important part. Pot plants continue to occupy a big place in the retail store displays, especially cyclamens, tulips, jonquils, cinerarias and primroses. Many of the people in the trade are noticing that the retailers are using their window space to better advantage of late and some of the showings are remarkably fine and equal to those arranged by paid experts in other lines. This kind of advertising pays and is bound to bring results and help the general business conditions.

ONCE A YEAR

With demand we must have the supply. The Florist Experimental Station at Urbana, Illinois, is the agency to demonstrate ways and means to **better production.** It is essential that we go there once a year.

MAKE IT TUESDAY, MARCH 8th

Joseph Kohout, Libertyville, Illinois.

Mention the American Florist when writing

Lower Prices Enable you to push cut flowers during the Lenten period—let your orders come—plenty of Spring Flowers.

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Excellent Roses

SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red GOOD CROP

Including the finest Mrs. C. W. Ward on this market, bar none

JONQUILS, TULIPS, DAFFODILS, LUPINES, VALLEY, FREESIA

White and Blue Daisies, Calendulas, Violets, Lilies, Paper Whites, Pansies, Forget-Me-Nots, Sweet Peas, Stevia and all other seasonable Cut Flowers.

Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

NOTES.

Another step toward the achievement of the city beautiful plan was taken February 26 when the house of representatives at Washington agreed to permit the city to take possession of a three-cornered lot on the southeast corner of the boulevard link bridge. The city will use the ground, which has been the site of the government barge office, in straightening South Water street. The city will pay not less than $25.50 per square foot for the land and, in addition, has agreed to turn one of the towers on the bridge over to the government for use as a barge office for 20 years.

Poehlmann Bros. Co. is now booking orders for lilies for Easter and will have its usual supply of both pot plants and cut blooms to offer. The outlook is very encouraging for a heavy cut of orchids for this occasion.

Vaughan's Seed Store has moved some good sized lots of gladiolus bulbs from the Homewood farm and completed liberal orders for new seed Asparagus plumosus.

Flower Dye

For coloring roses, carnations, peas, etc.; green only.

Price, per 1½ qt. quantity..... $0.75

Air Plant or Sea Moss.

(Choice Imported Stock.)

Large size	Per doz.	Per 50	Per 100
bunches.....	$1.50	$5.50	$10.00

Get Our Complete List of Other Supplies. It's free.

GEO. H. ANGERMUELLER CO.

Wholesale Florist, 1324 Pine St., ST. LOUIS, MO.

Frances Kennedy, the actress who sang "Say It With Flowers" at the Majestic Theatre here some time ago, was hurt in the railroad wreck at Porter Junction, Ind., February 28, when about 40 people were killed.

The annual meeting of the Illinois State Florists' Association will be held at Champaign, March 8-9, with an elaborate programme.

A. L. Vaughan & Co. report a great improvement in business this week with a substantial increase in both the local and out-of-town sales.

Fred Ottenbacher is again on duty at E. C. Amling Co.'s store and will hereafter devote his entire time to the wholesale business.

The J. A. Budlong Co. is featuring a fine supply of lupines and blue daisies in addition to its regular line of cut flowers.

Quantity and Quality

Heavy supply of all the choicest offerings in Cut Flowers in this market. We fill all orders best. **There's a Reason.**

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

ROSES & CARNATIONS

In All the Leading Varieties

WIETOR BROS., 30 East Randolph St., L. D. Phone Randolph 2081. **Chicago**

Illinois wild flowers will be protected soon by more than sentiment, it is hoped by the Chicago members of the Wild Flower Preservation Society of America. A bill for the protection of such flowers, for which the society has been working, has been introduced into the legislature. The bill, which makes any person liable to fine who shall willfully destroy or pull up wild flowers, was indorsed by the Illinois Woman's Legislative congress at its biennial meeting in December. It also is designed to prevent the despoiling of the woods and fields of flowers for commercial purposes. "We are hopeful that the bill will pass," said Mrs. Charles H. Hutchinson, president of the society. "It will mean much in furthering the work of the society." The bill is as follows: "Section 1. Any person who shall willfully destroy or pull, tear or dig from the property of another without the permission of owner or person entitled to possession, any spring beauty, bloodroot, lady slipper, columbine, lotus, trillium or gentian, or who shall willfully sell, expose for sale or purchase any flowers, roots, bulbs or whole plant of any such so gathered or taken, shall be punished by a fine of not less than $10 nor more than $100. One-half of said fine shall be paid to the person making and filing the complaint, and one-half to the school fund of the county in which said conviction is obtained. Section 2. Prosecutions under this act shall be commenced within six months from the time the offense was committed and not afterward."

George Wittbold, son of Henry Wittbold, and Miss June Vivian eloped and were married at Crown Point, Ind., last week to avoid a big wedding which had been planned to take place later in the season.

FOUNDED BY FLINT KENNICOTT 1st

Be on time at the opening meeting of the Illinois State Florists' Association and note the results obtained at the Experimental Station at Urbana, Illinois.

PEOPLE WE HAVE NEVER MET.

Our most striking success is the handling of OUT-OF-TOWN orders that come from retail florists whom we have never met.

In making a special appeal for the out-of-town buyer, our advertisements would not serve their purpose if our service was not profitable with those with whom we are presently doing business.

HOW ABOUT YOU?

KENNICOTT BROS. CO.,

174 N. Wabash Ave.,
CHICAGO.

H. B. KENNICOTT, Pres.
J. E. POLLWORTH, Sec'y and Mgr.

PRINCIPAL LOCATION IN THE MARKET.

Roses AND Carnations

Are in Heavier Supply With Us. Order Here.

Buy Direct from the Grower — **CURRENT PRICE LIST** — Subject to Change Without Notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$30.00
Fancy	25.00
Select	$18.00 to 20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
COLUMBIA	
Specials	$30.00
Fancy	25.00
Select	$18.00 to 20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
SUNBURST, OPHELIA	
Special	$25.00
Select	$18.00 to $20.00
Medium	12.00 to 15.00
Short	8.00
Killarney Brilliant, Killarney, White Killarney — Specials	$20.00
Select	$12.00 to 15.00
Medium	10.00
Short	8.00

	Per 100
PREMIER	
Specials	$30.00
Fancy	25.00
Select	$18.00 to 20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
ROSES, OUR SELECTION	$ 8.00
Carnations	$ 4.00 to 5.00
Sweet Peas	1.50 to 3.00
Violets	.75 to 1.50
Jonquils	5.00 to 6.00
Tulips	5.00 to 8.00
Adiantum	2.00
Asparagus, per bunch	.50 to 75c
Boxwood, per bunch	35c
Galax, bronze and green, per 1,000	2.00
Ferns, per 1,000	$5.00
Leucothoe Sprays	1.00
Smilax, per dozen strings	4.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 **CHICAGO**

Cut Flowers Are in Enormous Supply with Us

Now is the time to conduct special sales, for prices are reasonable and the opportunity is ripe for quick turnovers at good profits and at prices satisfactory to the buyers.

GET IN TOUCH WITH US TODAY. DO IT NOW

Mrs. Caroline Amling, beloved wife of Albert F. Amling, mother of Ernst, Otto, Paul, Walter and Clarence, died this week. The funeral was held Thursday, March 3, at 1:30 p. m. from the late residence, Fifteenth street and North avenue, Maywood, and 2 p. m. from St. Paul's Evangelical Lutheran church, Eleventh avenue and Lake street, with interment at Oakridge cemetery. The Amling family have the sympathy of the entire trade in the loss of a loving wife and mother. The floral offerings from the trade were many and most beautiful.

The trade was grieved to hear of the death of O. P. Bassett at Pasadena, Calif., an account of which appears in the obituary column this week. Mr. Bassett was well known to the trade through his connection with the wholesale firm of Bassett & Washburn, with which he was identified for a long time.

Articles of incorporation have been issued to the Kaspar Mfg. Co., 3234 W. Thirtieth street, with a capital of $15,000, to deal in florists' specialties novelties, etc. The incorporators are Geo. J. Kaspar, Frank J. Kaspar and Chas. A. Nemecek.

Allie Zech says that Zech & Mann will have a large supply of cut lilies again this Easter and is now booking orders for same. Business is showing a great improvement at this house and the sales so far this week are very encouraging.

P. J. Foley, of the Foley Greenhouse Mfg. Co., and wife, have now reached Los Angeles on their Pacific Coast trip.

EXTRA FANCY
CUT FLOWERS
ORDER HERE.

Roses, Carnations, Sweet Peas, Tulips, Freesias, Paper White Narcissus, Jonquils, Valley, Lilies, Callas, Stevia, Mignonette, Daisies, Pansies, Romans, and a complete line of Greens

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

The Ove Gnatt Co., Inc.
Preservers of Natural Foliages LA PORTE, IND.
Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Estimates made February 26 by the family of Peter Reinberg, late president of the board of commissioners of Cook county, and his attorney, Joseph E. Fitch, place the value of his estate as close to $1,000,000. The will, distributing the entire estate among those who survive him, was filed this week in the Probate court. The beneficiaries will be his widow, Mrs. Mary Reinberg, 5643 Sheridan road, a brother, five sisters and an adopted son. Mr. Reinberg, according to his family and friends, gave large sums to charity during his life. Hardly a week passed, it is said, that he did not answer the plea of some institution or of individuals. This, it is pointed out, explains the absence of charitable bequests. The widow will receive almost half of the estate, it is said. She assumes title to the Sheridan road home through joint tenancy. Probably a rough estimate of the value of the personal property places its value at $400,000. Among the valuable pieces of real estate are his greenhouses. Under a plan, said to have been approved by Mr. Reinberg, the greenhouse business will remain in the family. The adopted son, Charles Reinberg, who is also a grand nephew, is provided with a trust of $50,000. He is 16 years old. It is stipulated that the fund be created out of the proceeds of the first sales of the real property. The young man is a student at St. Thomas college, St. Paul, Minn. The relatives, aside from the wife and son, who share in the estate are: Mrs. Margaret Weiland, wife of Mathew Weiland of Evanston; Mrs. Mary Zender, widow, 1516 Thorndale avenue; Mrs. Catherine Smith, widow, Rogers Park; Mrs. Annie Hoffman; George Reinberg, and Mrs. Helen Zender, wife of Adam Zender of Rogers Park. Mrs. Mary Zender is the mother of Henry Zender, superintendent of public service of Cook county.

Governor Small has named Eugene R. Pike, Mrs. Helen T. Pelouze, Samuel Gessler, John A. Torstenson, Robert Homer Morse, Charles I. Pierce and Harold N. Scott commissioners of Lincoln park and Christian F. Wiehe, Magnus C. Knudson, Elizabeth P. Hoyt, William Ganschow, Charles E. Graydon, George J. Dehn and John I. Sheahan for the west park system. Christian F. Wiehe has been elected president of the latter body.

The Allied Florist Association and the Wholesale Cut Flower Association held a joint meeting at the Hotel Randolph, Tuesday afternoon, March 1, when the chief business of the day was to further and complete plans in regard to the local advertising and service campaign. Some business was transacted that will be announced later in accordance with the wishes of both associations.

The Chicago Flower Growers' Association is pleased with the demand for stock this week, which is considerably better than it has been for some time, both locally and out-of-town.

Sphagnum Moss
Vaughan's Seed Store
Chicago & New York
Single Bales or Carlots

Mention the American Florist when writing

Fleischman has announced that each of the 61 winners of The Tribune's $20,200 beauty contest will be presented with a wonderful bouquet by this city's leading florist.

The Joseph Foerster Co. is moving a fine supply of bulbous stock in addition to its regular offerings.

Most local lily growers will have only about half of last year's supply of pot plants for Easter.

The Florists' Club will meet at the Hotel Randolph, next Thursday evening, March 10, at 8 p. m.

A. Henderson & Co. reports an active demand for cannas, caladiums, and other spring bulbs.

Wietor Bros. are cutting a good supply of roses including fine Premier and Columbia.

A. E. Ingold, who had been in charge of the seed department at The Fair, died March 1.

Frank Oechslin has a fine supply of Easter stock coming on.

Visitors: A. J. Hartung, Onekama, Mich.; Art Leidiger, of Edlefsen-Leidiger Co., Milwaukee, Wis.; W. E. Turner, Kenosha, Wis.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones — Central 3283, Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Milady — Sunburst
Killarney Brilliant
Ward — Ophelia
Premier

MISCELLANEOUS

Valley — Cattleyas

CARNATIONS

Paper White Narcissus
Single **VIOLETS** Double
Sweet Peas
Calendulas
Tulips — Jonquils
Freesia

GREENS

Plumosus — Sprengeri
Bronze and Green Galax
Ferns
Adiantum — Smilax
Mexican Ivy
Boxwood

St. Louis, Mo.

STOCK SELLING WELL.

The weather during the past week has been very uncertain and sharp changes in temperature occurred. This caused a noticeable slump in the market. Trade is expected to pick up, however, during the coming week. Roses of extra fine quality are coming in in limited quantities. The demand is great and there is barely enough to go around. Premier, Russell, Ophelia, Wards, Butterfly and Killarney are the leading varieties. Carnations are coming in stronger this week than they were last and the demand is increasing. Prices remain good, wholesaling at from $4 to $6 per 100. A few Laddie carnations are to be had at top prices. Spring flowers of all kinds are in great demand and are shown in practically all windows. Calla lilies are being offered in large quantities. The demand is great and they are used almost entirely for funeral purposes. Lilium Harrisii is limited as to quantity but is of good quality and the demand is rushing. Violets are plentiful this week. Only home grown stock is being offered. Cattleya orchids of a good grade are to be had in quantity. The demand for them is not great this week, but is now picking up slightly. There are no cypripediums to be had at any price. There is a bountiful supply of Roman hyacinths and tulips of the common varieties. A limited supply of Darwin tulips of exceptional size and quality are found among the offerings. Narcissi are about played out and are to be seen in but a few places. A few snapdragons of excellent quality are coming in and calendulas are plentiful in spite of a large demand for use in corsages. Freesias are on the decline and though still plentiful, demand small prices and there is practically no sale for the white varieties. Jonquils are common stock and not valuable. Primroses are scarcer this week being replaced by cinerarias which are the main factor in most of the window displays. They are very showy but bring relatively small prices. Cyclamen are about gone. Lily of the valley is coming in in increased quantities and the demand is as great as the supply. Willows are still in use by a few florists but are fast disappearing. Greens, such as asparagus, plumosa, sprengeri and ferns are scarce this week and there is not enough to go around. Ferns are holding out fairly well. Such novelties as pandanus, dracaenas and other pot plants are seen in all windows and the prices on them does not vary greatly. Bulbous stock in pot plants hold full sway at the present time. Hyacinths, tulips, freesias and narcissi are commonly seen.

NOTES.

A decided increase in business since having become established in their new location, is shown by the books of the Mullanphy Floral Co.

The "Say It With Flowers" bowling league held a meeting last week, at which the Roses tied the Carnations for first place.

The Missouri botanical garden last Sunday, opened to the public a very attractive exhibition of orchids and cinerarias.

An attractive window display of cinerarias and bulbous plants is seen at the F. C. Wehr Floral Co.

The Bourdet Floral Co. is showing some fine bulbous stock in an attractive window disulay.

Grimm & Gorly have turned out a large number of funeral pieces during the past week.

The W. A. Rowe Floral Co., Kirkwood, has been successful with their new bulb shed.

The St. Louis Wholesale Cut Flower Co. is cleaning up daily on carnations and violets.

C. A. Kuehn has nothing left over any day and expects a pick up in trade soon.

H. G. Berning expects to begin booking orders for Easter in a short time.

The Windler Wholesale Floral Co. reports unusually large sales of roses.

R. D. M.

Do not take any fake or imitation thread, claimed to be the Meyer silkaline, or smilax threads. Be sure the name Meyer in on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from and you will notice that our threads run full two ounces of thread to the spool. Be sure and get the Meyer thread.

Mention the American Florist when writing

Cincinnati, O.

STOCK SELLING FAIRLY WELL.

The market this week showed a decided change over the previous week. Plenty of stock made prices very much below par and promise more of a drop as the Lenten season goes along. Business in general has fallen off very much, but it is all that can be expected until Easter. If it were not for our old friends "funeral work and weddings," the trade would be as dull as during the summer months. Roses are now down to a normal price, but still have a chance to drop lower, judging from the amount of business being accomplished. Sweet peas are now arriving in larger quantities as well as bulbous stock of all kinds. Carnations, a flower that seems to be a favorite, are coming in abundance

The Florists' Supply House of America

Buy Bayersdorfer's Easter Baskets

Especially made for plants or cut flowers. Artistic and novel in design and coloring. Strong, substantial and thoroughly practical.

LET US SEND YOU A SAMPLE ASSORTMENT.

Suitable for Cut Flowers.....$25.00, $50.00, $100.00
Suitable for Plants..... 25.00, 50.00, 100.00

BAMBOO POT COVERS

Especially well made. **Special Offer.** Dyed all colors, to fit pots.

	Natural.	Dyed.		Natural.	Dyed.		Natural.	Dyed.
4-inch.....	12½c	15c	6-inch.....	18c	20c	8-inch.....	25c	30c
5-inch.....	15c	18c	7-inch.....	20c	25c	Nest of 5.....	90c	$1.15

FOR ST. PATRICK'S DAY

Carnation Dye, per package, 50c. **Paper Novelty,** with cups for flowers, $12.50 per 100.
High Hats, of basket weave, 50c each.

Let us send you our New Illustrated Catalogue, A postal card will bring it.

H. BAYERSDORFER & CO., 1129-33 Arch Street, PHILADELPHIA, PA.

Branch Factory, 709 First Avenue, New York City. Telephone Vanderbilt 4976.

WILD SMILAX-That's Us

$7.50 Per Case, F. O. B. Chicago

THE E. F. WINTERSON CO., Central 6004 L. D. Phone: 166 No. Wabash Ave., Chicago, Ill.

WE'RE ALL GOING

Meet us at the Illinois State Florists' Association Convention at Urbana, Ill., March 8.

ERNE & COMPANY

WHOLESALE FLORISTS

30 E. Randolph St., L. D. Phone Randolph 6578 **CHICAGO, ILL.**

and going fairly well at $4 to $6 per hundred. Lilies, Easter and Callas, are now getting more plentiful because of the sun and selling at $15 to $20 per hundred. Some fancy calendulas are to be had at a reasonable figure and clean up fairly well. In general, there is considerable stock on hand, but it is not selling as it should.

NOTES.

C. E. Critchell stole a march on the florists by quietly slipping away to Honolulu and being married. It was a real surprise to every one, even his employees. He is now enjoying his honeymoon basking in the tropical sun of Honolulu.

The Cut Flower Exchange has been receiving some very good Marguerite daisies from Chas. Windram, Cold Springs, Ky., and also fine Calla lilies from Thos. Jackson, Latonia, Ky.

Harry Gray, connected with the Park department and brother of Walter Gray, Hamilton, O., is slowly recovering from injuries sustained when in an automobile accident last week.

Sam Urlage of The Peebles Corner Flower Shop, reports a good week in funeral orders and table decorations.

C. Jones of The Walnut Hills Floral Bazaar, was exceptionally busy during the past week.

At the H. N. Sheppards store, decorations have been made appropriate for Easter.

J. A. Peterson and wife have returned from Florida.

Visitors: Louis Wittbold of The Wittbold Co., Chicago; Ferd. Keller, of the John A. Keller Co., Lexington, Ky.; Raymond R. Brunton, Richmond, Ind.; M. Adler, New York; Geo. Hampton of Jos. Neidinger Co., Philadelphia, Pa., and A. L. Miller of The American Bulb Co., Chicago. G. K.

Seligman & Stein
FLORISTS' SPECIALTIES
116 W. 28th St., New York
IMPORTERS—MANUFACTURERS

Tonner
CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

PASSAIC, N. J.—John T. Rutledge, for the past five years assistant manager for Edward Sceery, died January 3, age 20 years.

DES MOINES, IOWA—R. C. Gray, formerly of Chickasaw, Okla., has taken charge of the floral department of the Iowa Seed Co. store.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue

CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.

CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 875 154 N. WABASH AVE. CHICAGO ILLINOIS

ARTIFICIAL VALLEY ARTIFICIAL FLOWERS

Write for prices

Grossberg-Tyler-Finnerman Co.

Manufacturers and Importers

30 E. Randolph Street, CHICAGO

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Wire Hanging Baskets

Price List, 1920. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST.

		Dozen
Roses, Beauty	3.00@	8.00
		Per 100
" Mrs. Chas. Russell..	8.00@	40.00
" Butterfly	8.00@	35.00
" Columbia	8.00@	35.00
" Dunlop	8.00@	35.00
" Premier	8.00@	40.00
" Hoosier Beauty	8.00@	35.00
" Killarney Brilliant..	6.00@	25.00
" White Killarney....	6.00@	25.00
" Mrs. Geo. Shawyer..	6.00@	25.00
" Milady	6.00@	30.00
" Mrs. Aaron Ward..	6.00@	20.00
" Sunburst	6.00@	20.00
" Ophelia	6.00@	20.00
" Dble. W. Killarney.	6.00@	25.00
" Cecile Brunner.....		4.00
" Our Selection		8.00
Calendulas	3.00@	6.00
Freesia	3.00 to	6.00
Jonquils	4.00 to	8.00
Paper Whites	4.00@	6.00
Violets	.75@	1.50
Mignonette	6.00@	8.00
Sweet Peas	1.50 to	4.00
Cattleyas, per doz.	10.00@	15.00
Cypripediums, per doz.		4.00
Valley	6.00@	8.00
Carnations	4.00 to	8.00
Lilies, per 100	15.00@	20.00
Adiantum	1.50@	2.00
Ferns per 1,000	4.50 to	5.00
Galax per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 60c per bunch	
Mexican Ivy		1.00
Southern Wild Smilax, case		7.50
Boxwood, 35c per lb., case		9.00

ZECH & MANN

WHOLESALE FLORISTS

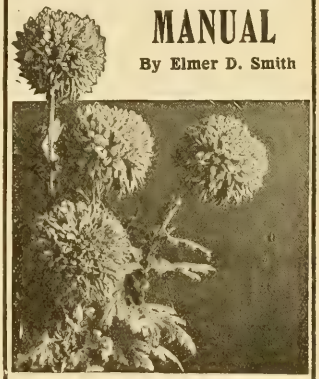
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order

American Florist Co.

440 S. Dearborn St., Chicago

Raedlein Basket Co.

713 Milwaukee Avenue

CHICAGO, - - ILLINOIS

Write for Catalog and Prices.

Mention the American Florist when writing

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., CHICAGO

Mention the American Florist when writing

White Lilac

We make a specialty of Lilac and we handle the entire output of the largest Lilac Grower in the East.

That establishes us as the most reliable source of supply when you need Lilac.

It will stand shipping most any reasonable distance.

$2.50 per bunch.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

Mention the American Florist when writing

Philadelphia.

A LIGHT DEMAND FOR STOCK.

Business was badly shattered the first of the week on account of the heavy fall of snow. This prevented the Saturday and Sunday cut from reaching the market Monday. It did reach the city on Tuesday, however, and with Monday's cut added, was an almost impossible load. Tuesday's demand was very light, being a holiday, all department stores were closed and the idlers spent their time at the theaters and movies. It picked up a little on Thursday and Friday with a fairly good clean up on Saturday, although a lot of stock was bargained off to the street men. There is an abundance of stock in all lines, sweet peas and white carnations being overdone. Daffodils appear to be over the peak and brought as high as $6 per 100 on Saturday; they have sold as low as $10 a thousand in 5,000 lots. Tulips and Paper White narcissi have also sold very low. Roses appear to have shortened up a trifle and most orders were closed out on Saturday night. The market will hardly take any more carnations, the great quantity of White having broken the market early in the week. Had all the stocks moved in from the field, maintained their vigor last fall, the reports claiming that at least one-third died, the market would be swamped with a great over production. Cattleyas are abundant and the quality is very fine, but prices are off 25 per cent. There is plenty of lily of the valley, in fact rather more than can be handled and keep prices firm. There are a number of poor Callas and Easter lilies, not over 25 per cent of the stock can be called special. Some growers have a few very fine formosum. There appears to be a good demand for all kinds of greens at market prices. Florida asparagus shows up very well at this time. Reports of the various Easter plant stocks in this neighborhood are generally favorable. It is thought there will be a good supply of Easter lilies, as most stocks, owing to the favorable weather, appear to be in a good state of forwardness. Rambler roses and hydrangeas are also coming strong. The climatic conditions since the first of the year appear to have been made for the early Easter date, the season having been so unusually open.

MAKING A MARKET.

A dealer in speaking of the possibility of creating a demand to meet an emergency in the market, said that overstocks were not as a rule, constant enough for any definite plan. Daffodils sold recently as low as $10 per thousand and within a week brought as high as $60. Other stocks would shorten up on account of weather conditions almost over-night and prices as a matter of course advanced to normal conditions. He felt there was great publicity value for the retail florist who gave his customers an advantage in price, whenever any particular stock became so plentiful that he could handle it in quantity. One flower after another, featured in this way, kept the store in mind all the time, and such enterprizing dealers were seldom heard to complain of dull business.

NOTES.

To celebrate the eightieth birthday of the veteran wholesale florist, W. J. Baker, a surprise party was given February 28. From a quiet enjoyment of his pipe in the comfortable chair, there was a rapid change of scene when the extent of his visitors was revealed to him. He was glad to see them all and was soon as young and full of fun as the best of them. May he live to see many more such occasions.

The Leo Niessen Co. are using a very effective method of packing gardenias for shipment out-of-town. Each spray and flower is wrapped in

EDWARD REID

CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, MAR. 2. Per 100

Roses,	American Beauty	8.00@100.00
"	Russell	10.00@ 35.00
"	Dunlop	10.00@ 25.00
"	Pilgrim	10.00@ 30.00
"	Crusader	10.00@ 35.00
"	White Killarney	8.00@ 20.00
"	Ward	8.00@ 20.00
"	Maryland	8.00@ 16.00
"	Hoosier Beauty	8.00@ 25.00
"	Columbia	10.00@ 30.00
"	Hadley	10.00@ 35.00
"	Ophelia	10.00@ 30.00
"	Premier	10.00@ 30.00
Adiantum		2.00
Asparagus bchs, per bch		.50@ 1.00
Asparagus Strings, doz		12.00
B. Buttons		1.50@ 2.00
Bouvardia, pink and red, doz. sprays		1.50@ 2.00
Calendulas		3.00@ 5.00
Carnations		5.00@ 6.00
Carnation Laddie		8.00@ 10.00
Cattleyas, per doz		9.00@ 12.00
Lily of the Valley		16.00
Longiflorum Lilies		10.00@ 20.00
Pansies		2.00@ 3.00
Paper White Narcissus		4.00
Smilax, per doz		4.00@ 6.00
Snapdragons, doz		2.00@ 3.00
Mignonette, doz		.75@ 1.00
Sweet Peas		1.50@ 3.00
Callas		2.00@ 3.00
Heliotrope, per bch		1.00@ 1.50
English Daisies		1.50
Jonquils, Spur		4.00@ 5.00
Freesias		3.00@ 5.00
Violets		1.00@ 1.50
Cypripediums		4.00
Marguerites		2.00@ 4.00
Acacia, per bunch		3.00@ 6.00
Heather, per bch		1.00@ 5.00
Tulips		6.00
Bicolor Jonquils		6.00@ 8.00

BUFFALO, MAR. 2. Per 100

Rose,	Killarney	5.00@ 10.00
"	White Killarney	6.00@ 12.00
"	Dbl. Wht. Killarney	8.00@ 15.00
"	Richmond	8.00@ 15.00
"	Maryland	6.00@ 15.00
"	Sunburst	6.00@ 15.00
"	Ward	6.00@ 8.00
"	Columbia	8.00@ 25.00
"	Ophelia	8.00@ 20.00
"	Russell	8.00@ 20.00
"	Premier	6.00@ 20.00
"	Cecile Brunner	4.00@ 6.00
Calendulas		3.00@ 6.00
Calla Lilies		15.00@ 25.00
Carnations		3.00@ 6.00
Easter Lilies		15.00@ 25.00
Freesias		4.00@ 6.00
Mignonette		4.00@ 6.00
Rubrum Lilies		6.00@ 8.00
Snapdragons		4.00@ 10.00
Golden Spur Narcissi		4.00@ 5.00
Paper White Narcissi		5.00@ 6.00
Soleil D'Or Narcissi		6.00@ 8.00
Swet Peas		1.00@ 3.00
Violets		.75@ 1.00
White Tulips		4.00@ 6.00
Yellow Tulips		4.00@ 6.00

Write For Our
Price List
On Cut Flowers
H. G. BERNING
1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

Berger Bros.

The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

Mention the American Florist when writing

CINCINNATI, MAR. 2. Per 100

Roses,	Premier	6.00@ 20.00
"	Russell	6.00@ 20.00
"	Columbia	6.00@ 20.00
"	Butterfly	6.00@ 20.00
"	White Killarney	6.00@ 20.00
"	Pink Killarney	6.00@ 20.00
"	Sunburst	6.00@ 20.00
"	Mrs. Aaron Ward	6.00@ 20.00
"	Ophelia	6.00@ 20.00
"	Baby Doll	4.00@ 8.00
Carnations		4.00@ 6.00
Easter Lilies and Callas		15.00@ 20.00
Ferns, per 1,000		4.00
Forget-Me-Not, bunch		.25
Freesia		3.00@ 4.00
Galax, per 1,000		1.50
Jonquils		3.00@ 4.00
Leucothoe, per 1,000		5.00@ 6.00
Plumosus (south) per bch		.25
Smilax, per string		.15@ .25
Snapdragons		10.00@ 15.00
Violets		1.00@ 1.50
Primulas, bunch		.50

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Shamrock Carnation Green
Colors flowers perfectly an Emerald Green. Guaranteed in every respect. We were the first to manufacture carnation dye. 50c per package. Sent by parcel post on receipt of price.
A. E. BIESTER
1410 West Susquehanna Avenue
PHILADELPHIA, PA.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.
Mention the American Florist when writing

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers.
116-118 Seventh Street,
PITTSBURGH, - PA.

Manilla tissue paper; these are fastened by the stem-end to the bottom of the box, after all are in place the paper is well sprinkled, the surplus water poured off and the box is wrapped for shipment. The flowers are said to arrive in a very satisfactory condition.

Leo Niessen and wife are having a very enjoyable winter vacation at Daytona, Fla. Incidentally he will get acquainted with the floral products of this southern clime and may acquire something new in the green line.

Sydney Bayersdorfer says that everything points to a big Easter, there being a phenomenal run on everything pertaining to this holiday. The demand is general all over the country.

Roses, sweet peas and high grade carnations are quantity items with Edward Reid. Snapdragon is also a feature.

Berger Bros. are featuring Easter and Calla lilies, sweet peas and bulbous stock in variety.

K.

CINCINNATI, O.—Alfred Forder is considering a vacation trip to Hot Springs, Ark.

DECATUR, ILL.—The Simmen & Peterson Flower Shop, recently had its formal opening under the new management.

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506.
444-446 Milwaukee Street, **MILWAUKEE, WIS.**

Wholesale Flower Markets

PHILADELPHIA, MAR. 2.

	Per 100
Roses, Beauty, special	50.00@ 75.00
" " fancy	20.00@ 35.00
" Mrs. Chas. Russell	15.00@ 35.00
" Killarney	6.00@ 12.00
" Hadley	15.00@ 40.00
" Sunburst	10.00@ 20.00
" Wards	6.00@ 15.00
" Ophelia	6.00@ 20.00
" Columbia	10.00@ 25.00
" Premier	10.00@ 25.00
Adiantum	1.50@ 2.00
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Calendulas	4.00@ 6.00
Carnations	3.00@ 8.00
Cattleyas	.50@ .75
Easter Lilies	15.00@ 20.00
Lily of the Valley	8.00@ 10.00
Smilax	.35
Snapdragons, per doz.	1.50@ 2.50
Mignonette	4.00@ 6.00
Violets	.50@ 1.00
Callas	10.00@ 20.00
Sweet Peas	.50@ 3.00
Freesia	2.00@ 4.00
Golden Spur Daffodils	3.00@ 5.00

PITTSBURGH, MAR. 2.

	Per 100
Roses, Beauty, spl., per doz.	9.00
" " fcy., per doz.	7.50
" " ex., per doz.	6.00
" " No. 1, per doz.	4.00
" Killarney	6.00@ 15.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	10.00@ 35.00
" Columbia	8.00@ 30.00
" Ophelia	6.00@ 20.00
" Hilda	6.00@ 15.00
" Premier	10.00@ 35.00
" Madam Butterefly	8.00@ 20.00
Carnations	4.00@ 6.00
Cattleyas, each	1.00
Cypripedium, per doz.	6.00
Easter Lilies	20.00@ 25.00
Ferns, per 1,000	5.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.50
Calendulas	3.00@ 4.00
Sweet Peas	1.00@ 3.00
Narcissus Paper Whites	6.00
" Yellow	10.00
Violets	.75@ 1.00
Baby Primroses	.75@ 1.00
Smilax, per doz. strings	4.00
Jonquils	6.00
Valley	8.00@ 10.00
Pussy Willow	6.00@ 8.00
Tulips	6.00
Freesias	6.00
Heather, per bch.	1.00@ 8.00
Lilies, Calla	15.00@ 20.00

PEORIA, ILL.—Bruno Juergens is on an eastern trip.

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

ST. LOUIS, MAR. 2.

	Per 100
Roses, Premier	8.00@ 30.00
" Columbia	8.00@ 20.00
" Ophelia	8.00@ 15.00
" Killarney	3.00@ 8.00
" White Killarney	6.00@ 12.50
" Russell	8.00@ 35.00
" Ward	4.00@ 10.00
" Sunburst	6.00@ 15.00
Calendulas	3.00@ 6.00
Carnations, Laddies	12.50
Ferns, per 1,000	4.00@ 5.00
Valley	5.00@ 8.00
Boxwood, per lb., 35; 50 lbs., per lb.	.25
Narcissus	3.00@ 5.00
Yellow Narcissus	4.00@ 6.00
Mignonette	5.00
Sweet Peas	1.75@ 3.00
Smilax, per string	.20
Leucothoe	.75
Galax, green, per 1,000	1.50
" bronze, per 1,000	1.50
Carnations, fancy	5.00@ 8.00
Stevia, per bunch	.50
Violets	.50@ 1.00
Freesias	3.00@ 5.00
Callas	10.00@ 20.00
Jonquils	1.00@ 5.00

MILWAUKEE, MAR. 2.

	Per 100
Roses, Kill'n'y, W. Kill'n'y	6.00@ 15.00
" Ward	6.00@ 15.00
" Premier	8.00@ 25.00
" Ophelia	6.00@ 20.00
" Columbia	10.00@ 35.00
" Hoosier Beauty	6.00@ 18.00
Callas, per doz.	2.00@ 2.50
Calendulas	4.00@ 6.00
Carnations	4.00@ 6.00
Daffodils	4.00@ 6.00
Hyacinths	8.00@ 10.00
Lilies, per dzo.	2.00@ 2.50
Orchids, per doz.	6.00@ 9.00
Stevia	4.00
Sweet Peas	1.50@ 3.00
Valley	6.00@ 8.00
Violets	.75@ 1.00
Paper Whites	4.00@ 6.00
Rubrums	8.00@ 15.00
Freesias	4.00@ 8.00
Tulips	4.00@ 8.00

New York.

TRADE AT A STANDSTILL.

With the tie-ups incidental to a heavy snowfall and a holiday, Washington's birthday, the first part of last week was particularly dull. Excepting Christmas and Easter, holidays are of little profit to the florists here. Although throughout the week there was necessarily some buying, there was little to encourage any branch of the trade. Various reasons are assigned for the dullness, which was noteworthy during February, and some of them are conflicting. A stock argument of late has been that the "peak" has been reached and that people are husbanding their resources and are spending as little as possible for luxuries. That seemed plausible until several retailers told us that their best customers were in Florida. It does seem paradoxical that people that are too poor to buy flowers can afford to go to Florida. It is probable that both theories are working out, to the disadvantage of the florists. The trade of the absent ones is lost at a time when it is most needed, while many of the home folks are on account of the high cost of living, compelled to economize. There has been much said and written about prices coming down, but anything one wants seems to be as costly as ever. In the wholesale district, even at greatly reduced prices, it is difficult to make a clean-up. One feature that is an indication of the slackness in high class trade is the quantities of orchids, fancy and special tea roses and lily of the valley that are going comparatively cheap. On February 26 there were sales of fancy Columbias at $8 per 100 wholesale. As many buyers for the smaller stores want No. 1 and 2 roses, those grades are more in demand than the fancies and specials. Good stock in all lines continues to arrive in quantity. Tulips, including the Darwins, are plentiful and of good quality. Narcissi, Paper White and Golden Spurs, freesias and lilies are well represented. The carnations are as good as they can ever be for this season. In mignonette, stocks, for-get-met-nots, wall flowers, callas, pansies and other minor features, there are acceptable offerings. In sweet peas, many short stems are noted, but fine stock is also to be had. Forsythia and other flowering shrubs are now features in the retail stores. As for pussy willows, a few years ago, a lone man could traverse Twenty-eighth street with a bunch of them on his back. Now they arrive by the truck load.

New York, February 28.—There is an ordinary Monday morning buying, but no unusual activity. Rain fell through the night and the snow is melting away.

NOTES.

S. H. Calenaras, formerly a partner with James Capparell as the "Boston Florists," Lexington avenue and East Thirty-fourth street, has sold his interest there and is opening another store on Thirty-fourth street, between Park and Lexington avenues.

At a meeting of the Allied Trades Association held at Secretary Young's office, February 24, it was reported that nearly $4,000 had been paid in by growers, wholesalers, supply men and seedsmen. It is proposed to at once start a campaign of local advertising.

At the establishment of Herman Weiss, 121 West Twenty-eighth street, we have recently noticed in addition to a great variety of spring flowers, exceptionally fine snapdragons.

A. Meyer, retailer, Madison avenue and Eightieth street, has recently made improvements in the interior of his store. He reports good wedding orders.

Richard Cantillon, cashier for the Cut Flower Exchange, took a day off last week because of a new nine pound boy at home.

The Broadway Florist, Broadway at Seventy-second street, is making fine window displays in orchids and spring flowers.

Adam Greener, Woodside, is bringing to the Cut Flower Exchange a fine stock of tulips.

S. Masur, 256 Fulton street, Brooklyn, reports many large funeral orders.

Visitor: J. S. Hay, representing H. A. Dreer, Inc., Newport, R. I.

A. F. F.

VIOLETS
For Easter
Outlook for Light Crop.
The mild winter produced a heavy crop in February, but the Easter outlook is for a light pick.
J. H. SNYDER, Rhinebeck, N. Y.

Buffalo, N. Y.

MARKET REMAINS STEADY.

St. Valentine's day in Buffalo was equal to all expectations, coming as it did on Monday. The demand was for corsages of violets, roses and sweet peas and an unusual demand for plants made up in baskets and fancy box arrangements. The plants used were azaleas, cyclamens, primulas, tulips and small ferns to fill in. Cut flowers, more particularly, tulips, daffodils and carnations with freesia and narcissi as a filler, sold well. The call for long-stem roses was not as great as one might expect, but taken as a whole the day was very satisfactory and is next in impotrance to Easter Saturday. The rest of the week was only fair, the Lenten season having the usual tendency of lessening all social functions. Jonquils are a glut on the market, selling recently in all stores at $1.00 per dozen and in some at 75 cents per dozen. All are planning now for Easter, which will be here before we know it. Lilies, in a number of greenhouses are looking good, roses only fair. Genistas, hydrangeas and many other plants are looking excellent and will be plentiful. Sweet peas are now coming in fine.

NOTES.

W. J. Palmer & Son, L. H. Neubeck, the Colonial Flower Shop and Felton's Shop of Flowers are making very attractive displays for Easter.

There has been some talk of having a social time among the florists, when the ladies will be invited.

S. A. Anderson and wife are in Miami, Florida, for a vacation.

S. A. Anderson had the decorations for a large wedding recently.

BISON.

Pennsylvania Hort. Society Exhibitions.

The Pennsylvania Horticultural Society exhibitions to be held at Masonic hall, Ardmore, for the ensuing year, are as follows:

Spring show of out-of-door flowers, May 25; Rose and peony show, June 7; Sweet pea show, June 21, and Dahlia show, September 27. The annual exhibition and chrysanthemum show will be held at the Academy of Music, Broad and Locust streets, Philadelphia, November 7-9.

HENTZ & NASH INC. N.Y.
(WHOLESALE COMMISSION FLORISTS)
GROWER AGENT
55 and 57 West 26th St.

HARRY CHARLES
Wholesale Florist
VIOLETS
104 West 28th St., NEW YORK CITY
Phone Watkins 2260. Consignments Solicited.

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

S. H. RUSSIN
Importer and Manufacturer of
Baskets, Novelties and Florists' Supplies
Opposite the New Flower Market
55 West 19th St., NEW YORK
Telephone Watkins 4443.

Geo. J. Polykranas
WHOLESALE FLORIST in
"The World's Largest Flower Market"
43 West 18th St., New York
Telephone: 2264 Watkins

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

W. L. DOYLE A. E. BOOTH
Doyle & Booth
WHOLESALE FLORISTS
Consignments Solicited
Telephone: Watkins 9408
121 West 28th St, NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
31 and 43 W 18th St., New York

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins NEW YORK CITY

CARNATIONS LILIES VIOLETS
For prompt and satisfactory results consign your cut to
SULLIVAN BROS. & CO.
WHOLESALE FLORISTS
112 W. 28th St., Phone Watkins 3439 NEW YORK
NOVELTIES ROSES ALL SEASONABLE FLOWERS

William Mackie
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Carnations and Sweet Peas of Fine Quality.
Telephone: 759 Watkins
Mention the American Florist when writing

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
31 and 43 W. 18th St., NEW YORK
Telephones: Watkins 300 and 301
Mention the American Florist when writing

M. C. FORD
31 and 43 W. 18th St., NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
31 and 43 W. 18th St., New York
Prompt and careful attention to your interests. Consignments Solicited.
Mention the American Florist when writing

J. K. ALLEN
Wholesale Cut Flower Commission Dealer
43 West 18th Street, NEW YORK
Near the main entrance on 18th Street Wholesale Flower Market.
We are in short supply of Roses, Carnations, Valley and Orchids. Would be glad to correspond with small or large growers, same particular attention is given to all. Give me a trial and be convinced.
Established 1887. Telephones Watkins 167 3058
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, MAR. 2.	Per 100
Roses, Beauty	10.00@125.00
" Mdm. Butterfly	6.00@ 25.00
" Pilgrim	5.00@ 20.00
" Hadley	8.00@ 50.00
" Dunlop	6.00@ 25.00
" Dbl. Wht. Killarney	8.00@ 25.00
" Columbia	4.00@ 25.00
" White Killarney	4.00@ 15.00
" Aaron Ward	5.00@ 20.00
" Ophelia	5.00@ 25.00
" Mrs. Chas. Russell	5.00@ 30.00
" Premier	10.00@ 35.00
" Sunburst	4.00@ 20.00
" Scott Key	10.00@ 75.00
Adiantum Croweanum and Hybridum	1.50@ 2.00
Asp. Plumosus, per bch	.25@ 1.00
Bouvardia, doz.	.40@ .50
Carnation Laddie	8.00@ 10.00
Carnations	3.00@ 5.00
Cattleyas	25.00@ 75.00
Gardenias, per doz.	12.00
Lilies, white	10.00@ 20.00
L. Rubrum	5.00@ 15.00
Lily of the Valley	2.00@ 5.00
Lilac, per bch	.50@ 2.50
Acacias, cut, per bch	2.50@ 3.50
Narcissus, Paper White, doz.	.40@ .50
Narcissus, Majors and Spurs, per doz.	.25@ .50
Callas, per doz.	1.50@ 2.50
Smilax, doz. strings	2.00@ 2.50
Snapdragons, per doz.	1.00@ 2.00
Violets	.25@ .50
Daisies, yellow	1.50@ 2.00
Tulips, per doz.	.25@ .75
Tulips, Darwin, per doz.	1.50
Mignonette, per doz.	.50@ 1.00
Wallflowers, per doz.	.20@ .25
Buddlea, per dozen	.50@ .75
Freesia, per doz.	.25@ .35
Forget-Me-Nots, pr. dz. bchs	1.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments Solicited.
Mention the American Florist when writing

HERMAN WEISS
121 W. 28th St., NEW YORK
'Mums, Snapdragons, Roses, Carnations, Bouvardias, Pompons and Orchids.
As Well As All Other Flowers in Season.
Member
New York Wholesale Florists' Protective Ass'n.

Telephones 4422 4423 Watkins D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK
Mention the American Florist when writing

Traveling Wholesale Florist
INC.
31 and 43 W. 18th St., NEW YORK
Telephone 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.
Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

CHICAGO — The Homes of Flowers — CHICAGO

Alpha Floral Company

Northwest Corner Wabash Ave. and Adams St.

Our Motto: Satisfaction, Quality and Service.

Members of the F. T. D.

Johnson & Chronis FLORISTS

Southwest Corner 47th St. and Lake Park Ave.

MIAMI, FLA.

Miami's Largest Florist

The Exotic Gardens

801 12th Street

Prompt Deliveries to All Points in Southern Florida

Member F. T. D.

Mention the American Florist when writing

Rochester, N. Y.

J. B. KELLER SONS,

FLORISTS

25 Clinton Avenue N

Rochester ph. 506. Long Dist. Bell ph. 2189

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

Mention the American Florist when writing

Newark, N. J.

Begerow's

MEMBER

946 BROAD ST.

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

BOHANNON FLORAL CO.

75 East Monroe Street, CHICAGO

Member of F. T. D.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST

ELEVEN STORES

Main Store— Lewis Ave. Cor. Hancock St.

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

Danker

FLORIST

The Best Service

MEMBER

Mention the American Florist when writing

Toronto, Can.

Canada's Best Known and Most Reliable Florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

Ye Busy Bees

Bees Ltd

Bold Street

LIVERPOOL

(Members F. T. D.) (Members F. T. D.)

Steamers arriving at or leaving any port can be served at a few hours' notice.

Mention the American Florist when writing

Boston, Mass.

MEMBER

Houghton Gorney Flower Shop

UNDER THE PARK STREET CHURCH

Centrally located. Each order receives my personal attention. Best facilities for shipping

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City

Mention the American Florist when writing

Washington, D. C.

Louise Flower Shop

Connecticut Ave. at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

A. LANGE, Chicago

77-79 East Madison Street

Member of F. T. D.

WE ARE AWAITING YOUR ORDER.

Best Flowers, Service and Delivery

No Order Too Small or Too Large. Careful Attention to All.

We are located in the heart of Chicago, and make all deliveries in the city and suburbs

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Chicago

Wittbold FLORIST

745 Buckingham Place

L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City
Established 1857

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The FLORIST

2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of

GEORGE ASMUS, Mgr.

Wire, Write or Phone West 822

Member of Florists' Telegraph Delivery.

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation.

FROM NEW YORK EXCEPT AS NOTED.

March 8.

Rochambeau, French Line (Havre).
Carmania, Cunard-Anchor Line (Liverpool).

March 9

Stadsdyk, Holland-America Line (Rotterdam).

March 10.

FROM BOSTON, Australbrook, Cunard-Anchor Line (London).
FROM PHILADELPHIA, Verentia, Cunard-Anchor Line (Bristol).
Saxonia, Cunard-Anchor Line (London).

March 11.

FROM BALTIMORE, Verbania, Cunard-Anchor Line (London).
FROM PHILADELPHIA, Haverford, I. M. M. Lines (Liverpool).
Stavangerfjord, Norwegian-America Line (Christiania).

March 12.

FROM PORTLAND, Cabotia, Cunard-Anchor Line (Glasgow).
FROM PHILADELPHIA, East Indian, I. M. M. Lines (Hamburg).
FROM PORTLAND, Dominion, I. M. M. Lines (Liverpool-Avonmouth).
La Touraine, French Line (Havre).
Imperator, Cunard-Anchor Line (Cherbourg-Southampton).
Cedric, I. M. M. Lines (Liverpool).
Mesaba, I. M. M. Lines (London).
Bovic, I. M. M. Lines (Manchester).

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Oldest Florist South

121 BARONNE STREET

Members of Florists' Telegraph Delivery.

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We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F.T.D. Established 1908.

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Members of Florists' Telegraph Delivery

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Members of Florists' Telegraph Delivery.
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Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO.
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.
Mention the American Florist when writing

For St. Louis
WIRE
Grimm & Gorly
Mention the American Florist when writing

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
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LEWIS HENDERSON, Florist
1519 Farnam St., Omaha, Neb.
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City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exch. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Greenville, S. C.—Rodgers Flower Shop.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—Alexander, Florist.
New York—Astoria Florist, 2188 Broadway
New York—Broadway Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Evans.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Olympia Florist.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
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Salt Lake City, Utah—Miller Floral Co.
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San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.

St. Paul, Minn.
Holm & Olson
20-22-24 W. Fifth St.
We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.
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HOLLYWOOD GARDENS
Seattle's Leading Flower Shop
1536 SECOND AVE.
Members of Florists' Telegraph Delivery.
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The Largest Grower of Cut Flowers in the South
Mention the American Florist when writing

Knoxville, Tenn.
Baum's Home of Flowers
Personal attention given to orders For Knoxville and East Tennessee.
Members F. T. D.
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Kansas City, Mo.
W. J. Barnes FLORIST K.C.Mo.
Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890
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Tacoma, Wash.—California Florists.
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Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

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Bellevue Avenue, NEWPORT, R. Summer Season.

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET AT REASONABLE PRICES

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"SAY IT WITH FLOWERS"

Max Schling Flowers

Schling Service Nothing Better

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Member of Florists' Telegraph Delivery.

New York Telephone Audubon 6618 Established 1906

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FRESH CUT FLOWERS DAILY.
Orders from Other Cities filled with promptness

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Largest Floral Establishment in America. Established 1874. Incorporated 1909.

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New York. Established 1849

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Orders by Telegraph Promptly Filled
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In the Heart of most exclusive residential section.

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Flowers delivered in City and State on Short Notice.
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The Leading Florist for nearly Half a Century

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The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
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261 South State Street
Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.

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Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

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Orders in or around WASHINGTON, D. C.
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JAMES WEIR, Inc.
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Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

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3343 W. MADISON ST.
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CHICAGO

LITTLEFIELD, Florist
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WIRE YOUR ORDERS TO
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The Metairie Ridge Nursery Co. Ltd.
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F.T.D.

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Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to
The Dominion Floral Co.
484 St. Catherines St., West,
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Every order receives prompt and careful attention.

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Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

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Conservatories in Riverdale.
Members of Florists' Telegraph Delivery

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Mail or telegraphic orders promptly and most carefully executed.
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EXPERTS TO ARRANGE THEM.

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HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

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MRS. E. A. WILLIAMS
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Member of Florists' Telegraph Delivery.

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Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.

J. W. RODGERS
Elks' Building,
4 South Jefferson Street, **Dayton, O.**
Telegraph orders for Dayton will receive our immediate and careful attention.

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THINK OF **HEINL'S**

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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WELCH'S Flower Shop

Also Store at New Britain, Conn.
Established 1885.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

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Denver, Colo.

The Park Floral Co.

S. E. GILLIS, President.
C. P. NEIMAN, Secretary.

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Kansas City, Mo.

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Established over 30 years.
Southwest corner of 11th and McGee Sts.

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LOUISVILLE, KY

AUGUST R. BAUMER,

MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

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Potter Floral Co.

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Michigan Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

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Central Floral Co. 132 N. State, CHICAGO 1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

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Miller Floral Co.

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250,000 Square Feet of Modern Glass.
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central part of Nevada and Idaho.

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Ottaray Hotel, GREENVILLE, S. C.

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WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers Personal Service — Members F. T. D.

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IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,
167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Mention the American Florist when writing

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

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NEW YORK, N. Y.
644 Lexington Ave., near 55th St.

EVANS
FLOWERS

F. E. Evans, over 20 years experience in the retail florist business in New York City.

Mention the American Florist when writing

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

Tacoma, Wash.

California Florists

will take care of all telegraph orders.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel. Next annual meeting, will be held at St. Louis, June 20-21, 1921.

THE seed selling season is over in Florida.

FERTILIZER business generally is reported dull and prices easier.

PRESIDENT MILLER, of the American Bulb Co., Chicago, is in California.

JOHN LEWIS CHILDS, Floral Park, N. Y., is returning from Los Angeles, Calif.

JACKSONVILLE, FLA.—President Hastings of the American Seed Trade Association was a recent visitor.

EARLY blooming seed catalogues are now sprouting in suburban homes, according to a daily newspaper.

MANAGER C. W. SCOTT, of the Yokohama Nursery Co., New York, is starting on a western trip this week.

THE agricultural appropriations bill passed congress March 2, carrying $360,000 for free seed distribution.

PRICE of bags at Chicago March 2: Stark and American, 16-oz., $35.00, per bale, in bale lots or over; Railroads, 16-oz., $30.00; Crown, 12-oz., $23.00.

THERE was no opposition to retaining grass and clover seeds on the free list, so far as officials of the American Seed Trade Association have been informed.

BOARD OF TRADE — Prices for grass seed on the Chicago Board of Trade, March 2, were as follows: Timothy, $4.00 to $5.25 per 100 pounds. Red Clover, $13.00 to $17.00.

VISITED CHICAGO: Alec Mathers, representing the Everett B. Clark Seed Co., Milford, Conn.; J. F. Garfat, representing Hogg & Lytle, Toronto, Ont.; C. N. Keeney, LeRoy, N. Y.

NORTHERN grass seeds, have made a poor showing on southern golf links. The Deering estate, Florida, finds its lawns planted with Bermuda grass on marl, fertilized with cow manure and cut twice a week, produce an ideal turf.

BALTIMORE, MD. — In the matter of J. Bolgiano & Sons, bankrupts, the referee advises he has filed account showing first distribution to creditors who have filed their claims. A dividend of 20 per cent will be allowed general creditors, payable after March 7.

SIOUX CITY, IA.—H. A. Johns, of the Sioux City Seed Co., and wife returned this week, by way of St. Louis, from a southern and Florida trip, during which they covered the entire east coast down to Miami. At Atlanta they were entertained by President Hastings.

CINCINNATI, O.—The general trade, counter, mail and field, has improved, and appears now a fair average business for the season.

REPORTS to all the government departments show farm products in general this year are moving only half as fast as in 1919-20.

ITALIAN rye grass is much used on southern golf links, but must be reseeded often, as it readily burns out or is destroyed by fungus as the warm season advances.

PALM BEACH, FLA.—J. Chas. McCullough, Cincinnati, O., last week entertained Mr. and Mrs. A. T. Ferrell, Saginaw, Mich., visitors here, with a motor trip to Miami, and a day's sightseeing of polo and water sports.

Garden Seed Demand Good.

David Burpee, of the W. Atlee Burpee Co., Philadelphia, Pa., who has just returned from a two weeks' trip in the south, says the business in field seeds in that section is not as good as it might be, but that the demand for vegetable seeds from home gardeners is exceptionally good all over the country this year. The business of his firm is running 20 per cent ahead of last year, the week of February 19 showing 8,000 more cash orders than the same week last year. Mr. Burpee thinks there is every prospect for an excellent year in the retail seed business.

Vegetable Seed Production.

The economic importance of the vegetable-seed-production industry in the United States has been more fully appreciated since seed growers were called upon to supply the deficit caused by the cutting off of the European supply during the war period. Prior to this time few people, and least of all the consumer, concerned themselves with the origin of vegetable seed used or handled by them. The ability and willingness of growers to cope with the situation is evidenced by the phenomenal increase in production during 1917 and 1918.

The aggregate estimated value to contract growers of the total commercial production of vegetable seed during each of the past five years, according to government reports of February 26, is approximately as follows: 1916, $30,400,000; 1917, $23,000,000; 1918, $30,300,000; 1919, $24,000,000 and 1920, $19,700,000. These figures include the value or onion sets and seed sweet corn, but not okra, egg plant, collards, mustard endive, and some other relatively unimportant kinds of seed. Neither do they include sugar-beet seed. The changes in values from year to year as shown were brought about partly by the higher contract price, but largely by the increased production.

CALIFORNIA LEADS IN ACREAGE.

In the production of these seeds a total of 186,542 acres was devoted in 1916; 231,079 in 1917; 259,721 in 1918; 230,659 in 1919 and 202,464 in 1920. These acreages are located in widely scattered sections throughout the country, California leading with 43,040 acres in 1919 and 41,562 acres in 1920, with Idaho a close second and Washington third. In 1918, however, Washington led with 43,744 acres, followed closely by Colorado, Idaho, and California in the order named. Eighty per cent of the watermelon-seed acreage is in Jefferson Co., Fla., 90 per cent of the onion sets are produced in Cook Co., Ill.; 80 per cent each of the muskmelon and cucumber in Colorado, and practically all the carrot, lettuce, onion, parsnip, parsley and salsify in well-defined areas in California.

The total number of commercial vegetable-seed growers in the United States is not over 200. Of this number, 50 control over 80 per cent of the aggregate production, based on the acreage of vegetables that could be planted from the seed at the usual rate of planting. In a number of cases 60 per cent or more of the total production of a single kind is controlled by less than 10 growers or concerns.

SUPPLY SUFFICIENT FOR 1921.

The 1920 domestic production of a number of kinds, principally garden beet, cabbage, carrot, onion, parsnip, radish, and turnip seed, was below the

Pieters-Wheeler Seed Company

Growers of High Grade SEED

Gilroy, California

Beet, Carrot, Lettuce, Onion, Radish.

Correspondence Solicited.

Mention the American Florist when writing

The Best Color Chart.

PRICE, $1.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids, Mich.

Mention the American Florist when writing

Braslan Seed Growers Company, Inc.

Growers for the Wholesale Trade only.

ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.

SAN JOSE, CALIFORNIA

Mention the American Florist when writing

Western Seed & Irrigation Co.
WHOLESALE SEED GROWERS
SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.
Write for Special Contract and Spot Prices.
Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.
Mention the American Florist when writing

—THE—
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.
Mention the American Florist when writing

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

estimated average annual consumption in the United States, but with the evident large carry-over the total domestic supply, if equitably distributed, would be more than sufficient to meet the 1921 requirements, with the possible exception of a few special varieties of some kinds. In the case of a few kinds the production and carry-over have been supplemented by fairly large imports.

Although the total supply is large, much of it is old seed and is losing its vitality. Unless these stocks are replenished with new production at a not far distant date the inevitable result will be either a shortage of good seed, or, what is worse, a supply of dead seed.

The increasing imports, together with the low prices at which imported seed has been offered during recent months and the reluctance with which dealers place growing contracts, have caused some of the growers to become more or less concerned regarding the future of vegetable-seed production in this country. Import prices declined steadily and rapidly during 1919 and the first nine months of 1920, a few items approaching pre-war levels. Some marked advances occurred, however, during the last quarter of 1920, principally on those seeds of which the domestic production was low.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky bluegrass, redtop and red clover at principal points of distribution, February 19, 1921, as given by the Government Market Reporter, of February 26, 1921:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$7.25	$26.00	$13.50	$18.50
Baltimore	7.15	26.00	13.50	19.50
Richmond	8.70	29.00	15.50	22.30
Buffalo	7.00	26.75	14.00	19.00
Toledo	6.65	27.50	15.00	17.90
Louisville	7.00	26.00	14.50	22.00
Chicago	6.40	25.25	12.00	17.50
Minneapolis	6.50	26.50	14.00	18.50
St. Louis	7.00	27.00	13.00	19.75
Kansas City	7.00	28.00	14.00	19.00
Denver	8.00	28.00	15.00	21.50
Salt Lake	6.50	29.00	15.00	16.50
Seattle	9.50	30.00	18.00	21.00
Average for the United States same date, 1920	$14.90	$30.20	$21.00	$58.90

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America's Largest Producers of Seed Peas
Also a Complete Line of
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R. C. McGILL & CO.
WHOLESALE SEED GROWERS
SPECIALTIES IN VARIETY
ONION-CARROT-BEET-RADISH-PARSNIP
CONTRACT PRICES MAILED ON REQUEST
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EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

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GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

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PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
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Lily of the Valley Pips
EXTRA FINE STRAIN EXHIBITION
Size GERMAN "LUBECK" PIPS
Just Arrived.
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Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
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Lily of the Valley For Easter

NEW STOCK READY FROM COLD STORAGE.

Bruns' Celebrated Chicago Market Brand

$35.00 ..... per 1000 | $10.00 ..... per 250
20.00 ..... per 500 | 5.00 ..... per 100

Florists' Money Maker Brand

$30.00 ..... per 1000 | $8.00 ..... per 250
16.00 ..... per 500 | 4.00 ..... per 100

I carry over 2,500,000 of the finest **Valley Pips** in storage and my facilities enable me to make shipments the same day or not later than the day following receipt of order.
If it's **VALLEY**, I can supply it. Tell me what you want.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

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New Crop. Write for Prices.

GIGANTEUM from Chicago, Denver, Toronto and New York. **HARDY VARIETIES** and **FORMOSUM** from New York.

For Immediate Shipment.

T. R. BEGONIA Bulbs; **BAMBOO STAKES**, green and natural; **RAFFIA**, natural and colored; **VALLEY PIPS**, Dutch and German type; **Rosa Multiflora JAPONICA** Seeds and Stocks.

For Fall Shipment, 1921.

FRENCH BULBS, DUTCH BULBS, LILY BULBS, VALLEY PIPS, MANETTI STOCKS, PALM SEEDS.

Write for prices, stating your requirements.

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Vanderschoot's Dutch Bulbs

If you are interested in Top Quality of

Hyacinths, Tulips, Narcissus, Crocus, Etc.

for delivery in August next, please ask for our quotations.

WHOLESALE TRADE GROWERS. Established in 1830.

R. A. VANDERSCHOOT, Hillegom, Holland

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Wholesale Bulb Growers and Importers

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VALLEY, Douglas County, NEB.

Contract Growers of

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Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

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WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

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New Colors in Gladiolus

Are you acquainted with my Gladiolus Primulinus varieties? Nothing is more elegant and beautiful than my Gladiolus Primulinus, with their artistically arranged flowers and their oriental colors. And nothing is more bright and brilliant than my Gladiolus Chautauqua Red.

Catalogue, including Iris and Peonies, free on request.

The Chautauqua Flower Fields
C. Zeestraten, Prop.
BEMUS POINT, NEW YORK

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Grown for the Wholesale Seed Trade

HAVEN SEED CO.

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SPECIALTY

Easter Potted Plants

To Trade Only.

A. L. MILLER, Jamaica, N. Y.

Mention the American Florist when writing

For an extra fine stock of

Lilies, Hydrangeas, Roses, Genistas

and other plants for Easter, See

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55th and Springfield Ave. W. Philadelphia, Pa.

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Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

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C. J. Speelman & Sons, Sassenheim, Holland | **Lagarde & Speelman**, Ollioules, Var. France

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Ask prices.

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from the world's best growers, and we are in better shape to fill orders more promptly and complete than it has been possible for several years past.

Send us your orders, and we will see to it that they are handled with dispatch.

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Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
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ASPARAGUS PLUMOSUS NANUS SEED
GREENHOUSE GROWN

1000 seeds	$ 4.00	10,000 seeds	$36.00
5000 seeds	19.00	25,000 seeds	86.00

ASPARAGUS SPRENGERI SEED

1000 seeds	$1.50	10,000 seeds	$12.50
5000 seeds	6.75	25,000 seeds	28.75

ASTER, QUEEN OF THE MARKET

	Tr. Pkt.	Oz.		Tr. pkt.	Oz.
Blush Pink	$0.25	$1.00	Rose Pink	$0.25	$1.00
Crimson	.25	1.00	White	.25	1.00
Dark Blue	.25	1.00	Mixed	.20	.75
Light Blue	.25	1.00			

ASTER, EARLY ROYAL BRANCHING

	Tr. Pkt.	Oz.
Lavender	$0.40	$2.25
Purple	.40	2.25
Rose Pink	.40	2.25
Shell Pink	.40	2.25
White	.40	2.25
Mixed	.40	2.00

ASTER, CREGO

White	$0.40	$2.00
Shell Pink	.40	2.00
Rose Pink	.40	2.00
Purple	.40	2.00
Lavender	.40	2.00
Mixed	.30	1.50

ASTER, MICHELL'S IMPROVED SEMPLE'S BRANCING

White	$0.30	$1.50
Shell Pink	.30	1.50
Rose Pink	.30	1.50
Lavender	.30	1.50
Purple	.30	1.50
Crimson	.30	1.50
Mixed	.30	1.25

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List—It's Free.

HENRY F. MICHELL CO., 518-516 Market St., **Philadelphia, Pa.**

Mention the American Florist when writing

KELWAY'S SEED CATALOGUE FOR 1921

has been posted. Get your copy and keep it for reference. All inquiries will receive prompt attention.

KELWAY & SON, Wholesale Seed Growers, **Langport, England**

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The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June, 1921.

"SAY it with fruit," cry the Florida citrus growers.

PENSACOLA has decided to become the hydrangea city of Florida.

CALIFORNIA nurserymen are requesting distributors of seedling stocks to confine their sale only directly to recognized nurserymen.

BENTONVILLE, ARK.—A grape juice plant is contemplated near this city, which will provide a steady market for growers in this section.

KALAMAZOO, MICH.—Direct supervision of the city forestry has been given to William La Crone, who will complete a survey of the trees here.

WINTER PARK, FLA.—The Buckeye Nurseries recently bought a new seedless seedling orange, called the Temple, from a local grower, paying a fancy price for it, on a royalty basis.

WILMINGTON, DEL.—The Floral Nurseries have been incorporated, with a capital of $200,000, to carry on a general nursery, horticultural and agricultural business. The incorporators are C. T. Cohee, C. B. Outten and S. L. Mackey.

Junipers.

The Arboretum collection of junipers has improved in the last three or four years and now contains many interesting and healthy plants. It must be remembered, however, that the northeastern part of the United States has not the climate needed for the large number of the species which grow naturally either in warmer countries or in regions of small summer rainfall or of high altitude. The range of variation of the so-called red cedar, Juniperus virginiana, although a much handsomer plant south of New England than it is here, is now well shown in the Arboretum collection which contains 18 named varieties of this tree. Nearly all of these varieties are distinct, but in some cases the same or nearly the same plant has come to the Arboretum under more than one name. In color, the most distinct of the varieties of the red cedar is the var. glauca with steel gray leaves, represented in the collection by a number of plants varying somewhat in habit but little in color. This form has not been attacked here by the red spider or by the other insects and the diseases which often disfigure and sometimes kill the common green-leaved form of this tree in Massachusetts. With the exception of Abies concolor, this juniper is the handsomest of the gray-leaved conifers which can be grown in this climate. Juniper virginiana globosa, a plant with a cylindric, round-topped little head which came from a Dutch nursery, is interesting to the students of the now popular dwarf conifers. More beautful is another Dutch form (var. Kosteriana), a flat-topped shrub from two to three feet in height, with long, wide-spreading branches and open habit. This is a useful plant when it can be given sufficient space in which to spread, but is of course more open in habit than that form of the red cedar which sometimes grows on the exposed sea-cliffs of the Maine coast, and in such positions forming a wide mat only a few inches high, is perhaps more beautiful than any other prostrate juniper. Seedlings and grafted plants of this form are growing in the Arboretum but are too young to show if they can retain in more favorable surroundings the extreme prostrate habit due no doubt, in part at least, to the exposed position of the wind-swept sea-cliffs where these plants have grown. Among conifers with more or less pendulous branches few are more beautiful than the pendulous form of the red cedar (var. pendula). There are several of these trees in the collection, sent here from European nurseries or found in the country. They vary slightly among themselves but are all worth a place in the garden. Among the other varieties of the red cedar are several of compact habit and bright green leaves. The most distinct of these are perhaps the varieties elegantissima, pyramidalis, Schottii and Chamberlaynji. They probably originated in European nurseries from which they came to the Arboretum.

The juniper of northeastern continental Asia, J. chinensis, is a valuable tree and many of the varieties, especially those of dwarf habit, are popular. Some of these varieties are good garden plants, but others are usually so disfigured by the red spider that unless they are frequently and carefully sprayed they are not worth growing. The best of these dwarf plants, the var. Pfitzeriana, is a shrub with irregularly placed rather pendulous branches, which can be trained into a low broad pyramid a few feet high. The branches are sometimes broken by heavy weight of snow, but nothing else seems to trouble this plant. There are other dwarf upright forms of the Chinese juniper with green or with bright yellow leaves which are growing well here; and the form with prostrate branches forming a dense low mat found by Professor Sargent in Japan and named for him is the best of the Asiatic prostrate junipers in the collection. An even more prostrate plant, in this climate, at least, the most reliable and the fastest growing of prostrate junipers is the North American Juniperus horizontalis. This is widely distributed from the sea-cliffs of the coast of Maine to the northern Rocky Mountains. The behavior here of Juniperus conferta is disappointing. It is the Japanese sand-dune prostrate juniper, ranging from Saghalin in the north to the tropical Lu-chu islands in the south. It was first noticed by Europeans on the shore of Hakkodate bay in the extremely cold climate of southern Hokkaido. A plant from this region might be expected to be hardy here and it is believed that this juniper would prove useful to plant on the sand-dunes of Cape Cod and other parts of the north Atlantic coast. In the Arboretum, however, it exists only in sheltered positions and loses many branches every winter. This tenderness is due perhaps to the fact that it grows so late in the season that young wood does not become thoroughly ripened. When the right place is found for Juniperus conferta with its pale green leaves it will be one of the handsomest and most distinct prostrate junipers.—Arnold Arboretum Bulletin.

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2-yr. Ibolium Privet. Resembles California. HARDY AS IBOTA.
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Summer Frame Cuttings, $25.00 per 1000 For Lining Out. 10 samples postpaid for 50c.
Hard Wood Cuttings for Greenhouse Bench Propagation, $7.50 per 1000. READY NOW.
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Buy Box-Barberry and Ibolium Privet of the Introducers.

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STOCK FOR LINING OUT
Ornamental Evergreens and Deciduous Tree and shrub seedlings, Rooted Cuttings, Grafts, etc., in large assortment of rare, choice and standard varieties for lining out. Annual output, 2,000,000 plants.
LANDSCAPE EVERGREENS
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THE D. HILL NURSERY CO., Inc., Box 404, Dundee, Ill.
EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

VAUGHAN'S ASTERS

OSTRICH FEATHER

This is the finest type of Aster for all purposes, especially for market cut flowers. The graceful long petals are thickly produced.

Crimson	Light Blue	Lavender Pink	Rose
Soft Pink	Dark Blue	Pink	White
Silvery Lilac	Terra Cotta, Trade Pkt. **35c.**		

	Trade pkt.	Oz.
Any of above, except where noted....¼ oz., **40c.**	**$0.25**	**$1.40**
Mixed, all colors......................¼ oz., **35c.**	**.25**	**1.20**

QUEEN OF THE MARKET

The Standard Early Flowering Type

White	Crimson	Lavender	Pink	Purple
Dark Blue	Scarlet	Flesh	Light Blue	

Any of above..............lb., **$12.00**; ¼ oz., **30c.**	**.15**	**1.00**
Mixed, all colors..........lb., **10.00**; ¼ oz., **25c.**	**.10**	**.80**

GIANT BRANCHING

White	Lavender	Rose Pink	Crimson	Purple
Deep Violet	Peach Blossom	Azure Blue	Daybreak	

Any of above............lb., **$12.00**; ¼ oz., **30c.**	**.15**	**1.00**
Mixed, all colors...........lb., **10.00**; ¼ oz.,**25c.**	**.10**	**.80**

CREGO

This flower is giant in size, many blossoms six inches across. The petals are nearly double the length of the older varieties and are twisted and curled into a very fluffy effect.

White.	Crimson.	Dark Pink.	Lavender.
Purple.	Shell Pink.	Dark Blue.	

Any of the above....................¼ oz., **40c.**	**.25**	**1.50**
Mixed, all colors......................¼ oz., **40c.**	**.25**	**1.40**

THE ROYAL—Early-Flowering Branching

This type fills a gap between the Queen of the Market and the Late-Flowering Branching Asters. Sown early inside, and planted out with Queen of the Market, it follows that variety very closely.

White	Shell Pink	Rose Pink	Lavender	Purple

Any of the above....................¼ oz., **40c.**	**.25**	**1.40**
Mixed, all colors......................¼ oz., **40c.**	**.25**	**1.40**

THE MIKADO

Petals are narrow, very long and gracefully reflexed. The outer petals show to their full extent, while gradually toward the center they bend and curl on each other in such magnificent disorder as to make the fufflest aster we have ever seen.

White ....¼ oz., **40c.**	**.25**	**1.40**
Pink Rochester.........................¼ oz., **40c.**	**.25**	**1.40**

THE KING

The habit is similar to the Giant Branching, vigorous in growth, long stiff stems. In form the flower is entirely distinct from any other variety; petals somewhat resemble the quilled varieties, but are much larger and broader, those in the center being curled and incurved, completely covering the crown. In shape and size the bloom is round, full and very large.

Rose.	Pink.	Violet.	White.	Crimson.	Lavender.

Any of the above....................¼ oz., **40c.**	**.25**	**1.40**
Mixed, all colors......................¼ oz., **35c.**	**.25**	**1.20**

OTHER AMERICAN ASTERS

	Trade pkt.	Oz.
Lavender Gem. One of the most charming sorts. The flowers are of a true lavender shade and the petals are gracefully curled and twisted, and the blooms are borne on long stems...............	**$0.25**	**$1.40**
Heart of France. Heart of France opens red as the purest ruby, deepens with age and retains its remarkable color to the very end. The petals appear strikingly changeable, showing now a glow and sheen quite unique, now a soft warm velvety texture ....¼ oz., **55c.**	**.35**	**2.00**
Peerless Pink. The flowers are enormous, globular in shape, many five inches across, of a most delightful and pleasing rich shell pink. First flowers appear about the middle of August, but the plant is at its zenith about four weeks later....	**.25**	**1.80**
Crimson Giant. This shade has been one which has seemed to lack intensity of color, but in this variety the blood-red blossom is particularly bright	**.25**	**1.80**
Perfection White......................................	**.25**	**1.80**
Sensation. Dark rich garnet or ox-blood red which glistens in the sunshine like a live coal. The plants are of the free branching habit, about 18 inches high, the doublo flowers averaging about 3 inches in diameter are borne freely on stems about 12 inches long..................¼ oz., **45c.**	**.25**	**1.60**
Mammoth Non-Lateral Branching White. 2 ft. This is without doubt the largest Aster on the market. Many of the flowers will measure four inches in diameter. The plants grow about two feet high with a low branching habit, and the flowers which are borne on non-lateral stems are full, with petals curled and incurved, making the flowers appear like a cross between an Ostrich Feather and a Giant Branching..¼ oz., **55c.**	**.35**	**2.00**
Mammoth Non-Lateral Branching Blue. 2 ft. A medium shade of blue................¼ oz., **55c.**	**.35**	**2.00**
American Beauty. Rose Pink. 2½ ft. Is similar in type of flower and growth to the Late Branching Asters, but differs in that all the large blossoms are produced on much longer and heavier stems. The flowers are fully double to the last and are a most lovely shade of bright carmine-rose, almost identical with the World-Famous American Beauty Rose. Each plant forms a perfect bush.................¼ oz., **50c.**	**.25**	**1.80**
American Beauty. Lavender ....¼ oz., **65c.**	**.35**	**2.40**
American Beauty. September Pink ...¼ oz., **65c.**	**.35**	**2.40**
American Beauty. September pink......¼ oz., **65c.**	**.35**	**2.40**

BALL'S WHITE ASTER

The seed of this splendid Giant Aster of the Late Branching Type—the product of twelve years' selection to develop the ideal of a perfectly double flower, of flawless color—is offered in 1921 for the first time.

It has been grown and the seed carefully selected every season since. In 1918, three-quarters of an acre netted $2,320. An exceptionally good market helped, but this variety has always sold for 50 per cent. more than ordinary White Asters.

The flowering season comes between the Royal and Late Branching types, filling in between the early and late glut of flowers. It grows to a medium height with full, distinctively centered blossoms, ideally formed for long distance shipping. The seed of this Aster is about two-thirds the size of ordinary varieties. It is sold in ¼-ounce packets, containing about 4000 seeds at **$3.00 per trade packet.**

We are the introducers of this new Aster, jointly with the originator, Mr. Geo. J. Ball.

FOR OTHER FLOWER SEEDS SEE OUR "BOOK FOR FLORISTS."

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

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HIGH CLASS PALMS

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NORWOOD, Delaware County, PA.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

CANNAS

Good strong plump roots, 2 to 3 eyes, **Souv. de Ant. Crozy, Indiana,** 3c; **Yellow King Humbert, Wintzer's Colossal,** 4c. Will exchange for Geraniums or R. Carnations.

W. W. COLES, Kokomo, Ind.

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

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Kentfield, Marin Co., Calif.

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WHOLESALE FLORIST

Grower of

GERANIUMS, FUCHSIAS, HELIOTROPES, CANNAS

and all kinds of **Bedding Plants** by the hundreds of thousands. Correspondence solicited.

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THAT SELL THE SEED

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SEED PACKETS FOR ALL VARIETIES OF VEGETABLE AND FLOWER SEEDS...

We also make a Specialty of

Seed Catalog Covers, Hangers, Box Labels, Nurserymen's Plates, Lawn Grass and Bird Seed Cartons and Seed Cartons of every description. We always carry a large stock of all items for immediate shipment, and give prompt attention to orders for individual requirements.

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STECHER LITHOGRAPHIC COMPANY

ROCHESTER, N. Y.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Dooley, Cook County, Ill., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

THE bean acreage on the east coast of Florida has been reduced one-half, and that of cabbage is insignificant.

AT Terre Haute, Ind., the J. W. Davis Co. has perfected machinery for washing, grading and with some hand assistance, the sorting of its greenhouse-grown cucumber crop, insuring a uniformity in the daily output which has previously been impossible to attain.

PETERS, FLA.—The Peters Co. tomato harvest is beginning here. This firm has 900 acres and employs 400 men. When the picking is in full swing, 30 carloads are sometimes started daily. Grading and sorting are largely done by machinery. The fruit is packed green.

Prices of Indoor Fruits and Vegetables.

Chicago, March 1.—Cucumbers, 2-dozen box, $5.00-$6.50; leaf lettuce, per box, 22½ to 25 cents.

New York, February 25.—Cucumbers, per dozen, 75 cents to $3.25; mushrooms, $1.00 to $2.35 per three-pound basket; tomatoes, per pound, 15 to 50 cents; radishes, per 100 bunches, $3.00 to $6.00.

Rotation Advised for Cucumber Diseases.

Certain diseases that affect cucumbers, live over from one year to the next in the soil, investigation by the United States department of agriculture shows. A transfer to new soil each year, in addition to seed treatment and spraying of the vines, is found advisable to effect their control.

The ornamental wild cucumber vine is a factor in over-wintering and spreading cucumber mosaic or "white pickle," one of the most serious diseases. The disease does not live in the soil, but is believed to be caused by a virus which lives over winter in the wild cucumber seed and is spread by striped beetles. Downy mildew, prevalent in the eastern, southern, and to some extent, in the north central states, west to Illinois, is caused by a fungus parasite, and can be checked by timely and thorough spraying with 4-4-50 Bordeaux mixture.. Angular leaf spot or leaf blight is caused by a bacterial parasite and is carried by the seed. It can be combated best by treating the seed in a 1-1,000 corrosive sublimate solution, washing them in running water afterwards and drying immediately. The disease may live over in the soil to a slight extent, making rotation advisable. For cucumber anthracnose, recognized by brown dead spots on the leaves and sunken areas on the stems and fruits, seed treatment and rotation are recommended. Cucumber scab, another fungus disease, occurs mainly in the northern cucumber-growing sections. The disease lives over in the soil and crop rotation is recommended. Bacterial wilt is caused by bacteria carried over winter and spread chiefly by striped cucumber beetles. It may be somewhat checked by pulling and burning or burying all wilted plants as soon as they appear and by spraying with 4-4-50 Bordeaux mixture and arsenate of lead (four pounds), the spray acting as a repellant and poison to the beetles.

Wichita, Kan.

PRICES CONTINUE HIGH.

February has shown about the usual volume of trade, with St. Valentine's day as the big day for the month. The total sales for the days covering this occasion will show an increase over that of last year, a heavy run of funeral work adding to the volume for February 12 and 14. The continued high level of prices probably had something to do with holding down the number of sales that might have been made at lower prices. Demand was pretty well divided between cut flowers and plants. In cut flowers, roses, carnations, violets, sweet peas, and lily of the valley filled most of the list, while cyclamens, cinerarias, bulb stock and lilies were the leading plant favorites. Weather conditions were ideal. Lilies for Easter are now the center of conjecture and anxiety. With favorable weather the bulk of the plants will be ready and some very nice stock is in prospect.

After a trial of some months, Chas. P. Mueller expresses much satisfaction with an installation of a water grate, down draft furnace under one of his boilers.

Visitors: Lambert of the Ove Gnatt Co., La Porte, Ind.; C. Pruner of Poehlmann Bros. Co., Chicago.; I. Rosnosky, of the American Bulb Co., Chicago, and H. A. Bertoli, of the W. W. Barnard Co., Chicago.

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

CYCLAMEN

We must have room and offer for one week.
2,500 2¼ in. **Cyclamen**, at $10.00 per 100; $90.00 per 1000.
3,000 3 in. **Cyclamen**, at $20.00 and $25.00 per 100.
1,000 4 in. **Cyclamen**, at $40.00 per 100.
Ask for our prices of **Easter Greeting Pelargoniums** and **Ferns.**

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing

50,000 Dracaena Indivisa

From 2 inch pots, ready for 3 or 4 inch pots, at $4.00 per 100. From 2 inch pots, good strong average sized plants at $3.00 per 100.

GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud.
Good short jointed plants from 2 inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y

Mention the American Florist when writing

Ageratum Fraseri

We feel confident in offering **Ageratum "Fraseri"** to our customers that we are offering what will be one of the most valuable acquisitions to the bedding plant line in recent years, that it is a blue, a decided blue, that would be continually in bloom. In our trial grounds last summer **"Fraseri"** attracted more attention than any other bedding plant. It only grew about 8 to 10 inches high and was covered the entire summer with what can easily be classed as immense truss of flowers, as many of them were over 2½ inches across, while the individual flower would be ⅞ of an inch in diameter. The plant spreads about 12 to 15 inches across. It can easily be used with alternantheras as a border plant.

Being an early bloomer and dwarf, compact grower, it makes an excellent pot plant.

2-inch, $1.00 per doz.; $ 6.00 per 100.
3-inch, 1.50 per doz.; 10.00 per 100.

R. Vincent, Jr. & Sons Co.
White Marsh, Md.

Mention the American Florist when writing

SEASONABLE STOCK

Ready for Delivery

	Per 100
Asparagus Sprengeri, 2¼-in.	$ 5.00
Flowering Begonias, wonderful young stock—	
Argentea Guttata, Otto Hacker, Pride of New Castle	10.00
Gloire de Chatelaine	6.00
Metallica and Mrs. M. A. Patten	8.00
Begonia Metallica, heavy 5-in., $4.00 per dozen	30.00
Cyperus Alternifolius, 2½-in.	8.00
Fern Dish Ferns, 2½-in. grand stock, Pteris Adiantoides, Cretica Alba Lineata, Magnifica, Wimsettii and Wilsoni	5.00
Cyrtomium Rochfordianum	7.00
Boston Ferns, 8-in., heavy, $1.50 each; 10-in. specimens, $3.50 each.	
Genistas, a grand block of 5-in. pot stock	40.00
Palms, Kentia Belmoreana, 2½-in. stock, $12.00 per 100; $100.00 per 1,000; 3-in. pots	20.00
Roses, special grade for pots, long tops, well ripened, 2-yr. field grown.	
Excelsa and White Dorothy	35.00
Tausendschon	45.00
Baby Rambler, 2-yr. field grown, No. 1 grade, lighter than our XX grade, but good for 5-in. pots	40.00

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii. A large stock of one and two year in all grades. Two year transplanted are heavy for grades. Some three year with heavy tops and roots. Light stocks for lining out very cheap. CHAS. BLACK, Hightstown, N. J.

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $10.00 per 1,000.
ROMAN J. IRWIN
43 West 18th St. New York

Asparagus plumosus, 2-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

BARBERRY.

Box-Barberry, well-rooted summer cuttings $25.00 per 1,000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BEGONIAS.

Begonia Chatelaine, 2¼-in., $7.00 per 100; $65.00 per 1,000. Patten (new dark pink Chatelaine), 2¼-in., $8.00 per 100, $75.00 per 1,000.
Pride of New Castle Luminosa, 2¼-in., $14.00 per 100.
Ask for price list of Canna Roots and Gladioli Bulbs.
ROMAN J. IRWIN
43 West 18th St. New York

BEGONIA CHATELAINE
Well-Rooted Cuttings.
$20.00 per 1,000.
PETER REINBERG,
Wholesale Florist
30 East Randolph St. Chicago.

Begonias, Metallica, Otto Hacker and Pres. Carnot, $10 per 100. The Storrs & Harrison Co., Painesville, O.

BOXWOOD.

300,000 Boxwood edging. Suffruticosa, 5 to 6 and 6 to 7-in. Strong bushy plants. Old boxwood hedges. Write for prices. Specialty: moving boxwood hedges and trees without disturbing the roots. ROBERT H. RENDER, Chestnut Hill, Philadelphia, Pa.

BULBS.

Bulbs, Gladiolus. All bulbs are first-class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

R. A. VAN DER SCHOOT
Hillegom, Holland
Extensive own culture of bulbs and plants. Prices on application.

CALCEOLARIA.

Calceolaria Hybrids, 2¼-in., $8.00 per 100; $70.00 per 1,000. See Primulas.
ROMAN J. IRWIN
43 West 18th St., New York.

CANNAS.

Cannas. Large-flowering. Fine 2 or 3 eye, plump, dormant roots, true to name. For varieties and prices, see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Cannas. Good strong, plump roots, 2 to 3 eyes. For varieties and prices see advertisement elsewhere in this issue. W. W. Coles, Kokomo, Ind.

CARNATIONS.

Ready Now!
New Varieties:

	100	1000
Harvester, Splendid white and a free bloomer	15.00	120.00
Edna, wonderful red, and sure to please	15.00	120.00

Send for Complete Description.

PINK	100	1000
Laddie	$12.00	$ 90.00
Ruth Baur	10.00	90.00
Enchantress Supreme	5.00	45.00
Morning Glow	7.00	65.00
Mrs. C. W. Ward	5.00	35.00
Alice	4.00	35.00
Pink Enchantress	5.00	35.00
Rose-pink Enchantress	4.00	35.00
Miss Theo	5.00	45.00
Rosalia	6.00	50.00
Cottage Maid	5.00	45.00
Rosette	4.00	35.00
RED	100	1000
Ethel Fisher	$10.00	$ 90.00
Nebraska	5.00	45.00
Belle Washburn	5.00	45.00
Aviator	5.00	35.00
Herald	5.00	40.00
Beacon	5.00	40.00
Thenanthos	4.00	35.00
WHITE	100	1000
White Benora	$ 7.00	$ 65.00
Crystal White	5.00	45.00
White Enchantress	4.00	35.00
White Wonder	5.00	45.00
Matchless	4.00	35.00
White Perfection	4.50	40.00

Send Your Order To-Day. Get the Best that Money will Buy.
M. C. GUNTERBERG,
Wholesale Florist
8 East Randolph St., Chicago, Ill.

ROOTED CARNATION CUTTINGS

	100	1000
Aviator	$4.00	$35.00
Enchantress	4.00	35.00
White Enchantress	4.00	35.00
R. P. Enchantress	4.00	35.00
C. W. Ward	4.00	35.00
Alice	4.00	35.00
Thenanthos	4.00	35.00

PETER REINBERG
Wholesale Florist
30 East Randolph St., Chicago

ROOTED CARNATION CUTTINGS
Recognized as the leading quality by growers everywhere. Place your order with us and get the best.

	100	1000
Enchantress	$4.00	$35.00
White Enchantress	4.00	35.00
Matchless	4.00	35.00
Mrs. C. W. Ward	4.00	35.00
Rosette	4.00	35.00

WIETOR BROS.
Wholesale Florists.
30 E. Randolph St. Chicago.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CARNATIONS.

CARNATIONS, STRONG ROOTED CUTTINGS

	100	1000
Enchantress Supreme	$5.00	$45.00
C. W. Ward	5.00	45.00
White Enchantress	4.50	40.00
Aviator	4.50	40.00
Matchless	4.00	35.00

CHAS. N. MILLER & BRO.
Morton Grove, Illinois.

CARNATIONS — NOW READY
STRONG ROOTED CUTTINGS

Mrs. C. W. Ward	$5.00	$45.00
Enchantress Supreme	5.00	45.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Matchless	4.00	35.00
Pink Enchantress	4.00	35.00

J. A. BUDLONG CO.
184 North Wabash Ave., Chicago, Ill.

CARNATIONS
Choice Rooted Cuttings
$5.00 per 100; $40.00 per 1,000.
Our cuttings are all made from flowering side shoots.
BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago.

CHRYSANTHEMUMS.

ROOTED CHRYSANTHEMUM CUTTINGS
Now Ready

	100	1000
White Chadwick	$5.00	
Golden Chadwick	5.00	
Seidewitz	3.00	$25.00
Nagoya	3.00	25.00
Dr. Enguehard	3.00	25.00
White and Yellow Razer	3.00	25.00
Buckbee	3.00	25.00
Ready March 1		
Golden Glow	3.00	25.00
Golden Queen	3.00	25.00
Early Rose	3.00	25.00
Oconto	3.00	25.00
Chieftain	3.00	25.00
Pompons		
Buckingham		20.00
Golden Wedding		20.00
Godfrey		20.00
Yellow Baby		20.00
Golden Climax		20.00
Lillian Dotty		20.00
Ready March 1		

Elegant new Pompon Hamilton Lewis, $5.00 per 100. Recognized as one of the best in Chicago wholesale cut flower market.
PETER REINBERG,
Wholesale Florist,
30 East Randolph St., Chicago, Ill.

CHRYSANTHEMUMS, ROOTED CUTTINGS.
Clean, healthy stock free from midge.
Standard Varieties.
Golden Glow, Early Frost, Charles Razer, Seidewitz and all other standard varieties. $3.50 per 100; $30.00 per 1,000.
Pompons—Hardy Early Flowering, Single varieties, Anemones, $3.50 per 100; $30.00 per 1,000.
Choice Commercial Varieties.

White Chadwick	White Turner
Pink Chadwick	Yellow Turner
Yellow Chadwick	White Mistletoe
Bronze Chadwick	Golden Mistletoe
Sun Glow	December Gem
Glen View	Odessa
Wells' Late Pink	C. H. Totty

Price on all above, $6.00 per 100; $45.00 per 1,000.
White Seidewitz, $6.00 per 100; $50.00 per 1000.
Hamburg Late White, $5.00 per 100; $35.00 per 1000. Pink Turner, $8.00 per 100. Ask for Price List of Carnation Cuttings.
ROMAN J. IRWIN
43 West 18th St., New York

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It

CHRYSANTHEMUMS.

CHRYSANTHEMUM PLANTS
In 2-inch pots.

Our celebrated early white pompons are ready to ship anywhere. This variety commences to bloom October 1, and will continue three months, producing quantities of double white pompons, which are fine for either cut flowers or potted plants.

$ 6.00 per 100
50.00 per 1000

BASSETT & WASHBURN
178 N. Wabash Ave. Chicago.

Chrysanthemums. Hamburg Late Pink. One of the best pinks for commercial purposes. Rooted cuttings, $8.00 per 100; $75.00 per 1000. 2-in. stock, $9.00 per 100; $85.00 per 1000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIAS.

Cinerarias, Columbian mixtures. Strong, well-grown plants, 3-in., $10.00 per 100. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

CINNAMON VINES.

Most beautiful and fragrant of all climbers. Easily handled, quickly sold. Good "money-makers" every day for florists. Now is your time. Particulars and colored plate free. Address largest grower in the world. A. T. COOK, Seedsman, Hyde Park, N. Y.

COLEUS.

COLEUS ROOTED CUTTINGS.
$1.50 per 100; $14.00 per 1,000, by express. If postpaid, special delivery and insured, at customer's risk, add 15c per 100; 75c per 1,000. Golden Bedder, Verschaffeltii, Queen Victoria, Firebrand, Beckwith Gem, Trailing Queen and others.
American Beauty and Brilliancy, $2.50 per 100; $20.00 per 1,000.
Ask for Price List on All Bedding Plants.

ROMAN J. IRWIN
43 West 18th St., New York

Coleus. Best bedding kinds, 2-inch pots. $3.00 per hundred. Cash. JOSEPH BANCROFT & SONS, Cedar Falls, Iowa.

CYCLAMEN.

Cyclamen. The kind you have been looking for. Strong, well grown named varieties in separate colors in the following:

From 2½-in. pots............$12.00
From 3 -in. pots............ 20.00
From 4 -in. pots............ 40.00
From 5 -in. pots............ 75.00

Write for discounts on large orders.

We pay special attention to boxing and packing and the using of paper pots should insure safe arrival at destination. The stopping of express cars at our plant enables us to make direct shipments without unnecessary rough handling, which will be appreciated by our customers. Plants are moving fast and we advise ordering at once.

J. W. DAVIS COMPANY
Terre Haute, Indiana.

Cyclamen, assorted. All leading varieties. German strain. 2-in., $8.00 per 100; $75.00 per 1,000. Ready for delivery about March 1. Cash with order. MATTHEWSON'S, Sheboygan, Wis.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias. Trade list of 340 fine florists' cut flower sorts at very low figures. 100, our choice assortment, labeled to name, $5.50. Cash. INDIANA DAHLIA FARMS, New Albany, Ind.

Dahlias. Best cut flower varieties; get our list before placing your order. LYNDHURST FARM INC., R. F. D. No. 2, Hammonton, N. J.

DAISIES.

DAISIES, Mrs. Sanders and Single White, 2¼-inch, $6.00 per 100; $50.00 per 1,000. Boston Yellow, 2¼-inch, $8.00 per 100; Blue, 2-inch, $6.00 per 100; $50.00 per 1000.
Ask for Price List on Ferns, Cyclamen Seedlings, Etc.

ROMAN J. IRWIN
43 West 18th St., New York

Daisies. Shasta, Alaska, $5.00 per 100. Shasta Hybrids, $4.00 per 100. GEO. SHACKELL, Pacific Junction, Ia.

DRACAENAS.

Dracaena Indivisa. 2-in., ready for 3 or 4-in., $4 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

FERN RUNNERS, READY MARCH FIRST AT $15.00 per 1000. FOLLOWING VARIETIES: Boston, Roosevelt, Teddy Jr., Whitmanii, Whitmanii Comp. and Verona.
2¼-inch of above, also Scottii, $6.00 per 100, $50.00 per 1000. New Macawii, 2¼-inch, $10.00 per 100, $95.00 per 1000. Larger sizes ask for prices.

ROMAN J. IRWIN
43 W. 18th St., New York.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

Ferns. Boston, Roosevelt and Harrisii. 2¼-in., $7.00 per 100; $65.00 per 1,000. Macawii, 2¼-in., $12.00 per 100; $100.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Ferns. Table and fern dish. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Ferns, 6-in., $1.00; 8-in., $1.50 and $2.00 each. Birds-nest, 5-in., $1.50; 6-in., $2.50 each. Wm. K. Harris, 55th and Springfield Ave., West Philadelphia, Pa.

Ferns, Verona. Elegant plants, 4-inch, 25c each; 5-inch, 50c each; extra strong, 6-inch, $1.00 each. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

Ferns. Pot grown and in good shape. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Boston Ferns, good strong bushy stock, 5-in., at 60c. Add 5 per cent for packing. DAVIS FLORAL CO., Davenport, Ia.

FERNS.

Ferns, Smithii (Lace Type). A special lot of these. 5-inch, 75c each. Cash with order. MATTHEWSON'S, Sheboygan, Wis.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns. Ill. descriptive list mailed. L. MOSBÆK, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums, Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GLADIOLI.

GLADIOLI
Jack London, Anna Eberius, Thomas T. Kent, Mrs. H. E. Bothin. The four greatest and most perfect gladioli in existence. They have won the greatest admiration wherever shown and will soon be grown by the million. Our new catalog showing some of our varieties in natural colors and describing many of our other new creations is free on request. Write for it today.

RICHARD DIENER CO., INC.
Kentfield. California.

First size bulbs, 1½-in. America, $25.00 per 1000; Augusta, $35.00 per 1000; Halley, $30.00 per 1000; Mrs. F. King, $27.00 per 1000; Schwakben, $50.00 per 1000; Primulinus Hybrids, $25.00 per 1000. Ask for full list of all varieties.

ROMAN J. IRWIN
43 West 18th St., New York.

Gladiolus Bulbs. Last call. Mixed lot. 1½-in. and up, 5000 lots for $65.00; 1000, $14.00. Nice, well matured bulbs. Only 15,000 on hand today. TAIT BROS. CO., Brunswick, Ga.

Gladiolus primulinus with artistically arranged flowers and beautiful oriental colors. Catalogue free upon request. The Chautauqua Flower Fields, Bemus Point, N. Y.

HOLLYHOCK.

Hollyhock, Chaters and Newport Pink, $4.00 per 100. GEO. SHACKELL, Pacific Junction, Ia.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

Lily of the Valley. London Market strain. From ice storage. For prices, see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

NARCISSI.

Cut Flowers. Narcissus: King Alfred, Sulphur Phoenix, Barri Conspicuus, Sir Watkins, Emperor, Empress and other kinds. Write for prices. TAIT BROS. CO., Brunswick, Ga.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PANSIES.

Giant flowering and Giant Trimardeau pansy seedlings. Superb selection of mixed colors and gigantic blossoms, $4.00 per 1000; $17.50 per 5000, prepaid. Price list on request. HILLCREST GARDENS, Albert Lea, Minn.

Pansy Seedlings. Giant Trimardeau mixed; large flowering and choice colors. Prepaid by mail, special delivery, $4.00 per 1,000; $17.00 per 5,000. F. DANLEY, Macomb, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

PETUNIAS.

PETUNIAS.

Dieners' Ruffled Monsters, single. The largest and most beautiful ruffled varieties of Petunias in existence. Ruffled monster seed in separate colors, pink, red, variegated, white, red with black center, pale lilac, and all colors mixed.

The following somewhat smaller than the Ruffled Monsters, colors, flesh pink frilled, (Pearl of Kentfield), purple or blue, and white frilled (dwarf). Price, per package, 50c. Catalogues will be sent free on request. Write for it today.

Mr. W. I. Ferguson, Smiths Falls, Ontario, under date of Dec. 2nd, 1919, writes us the following in regard to our petunias:

"Last year I purchased petunia seed from you. I think every seed germinated and the blooms were the finest ever seen in this part of Canada. Only about 8% of the plants could be classed as common. I want more of the same quality each year."

Mr. Rudolph Nagel, Lancaster, Pa., under date of Dec. 14th, 1919, writes us:

"I had, last year, just a few of your petunias, but I am sure I could have sold thousands of them. They surely came up to your claim and way ahead of my expectation."

RICHARD DIENER CO., INC.,
Kentfield. California.

POINSETTIAS.

50,000 California field-grown poinsettia stock plants weighing on an average of two-thirds of a pound each, and which should produce 25 cuttings in one season. True Red Variety plants and Early Variety plants, famous for holding their foliage. $18.00, $25.00 and $30.00 per 100. PAUL ECKE, 1226 Hayworth Ave., Los Angeles, Calif.

PRIMULAS.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000: 4-in. at 25c; 5 in. at 50c; 6-in. at 75c; Malacoides, 2¼-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIMULAS. Sim's Hybrid Yellow Polyanthus, strong divisions, $7.00 per 100, $60.00 per 1000.

ROMAN J. IRWIN
43 W. 18th St., New York.

PRIVET.

Privet. Ibolium privet, hardy hybrid: cross between California and Ibota privet. 2 years, 2-3 ft., $2.50 each; 1 year, 1-2 ft., $1.00 each; summer frame cuttings, 50c each. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

ROSES.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Russell Bench Plants	$16.00	$150.00
Milady Bench Plants	15.00	140.00
Killarney Bench Plants	12.00	115.00
Ophelia Bench Plants	12.00	115.00
Sunburst Bench Plants	12.00	115.00
American Beauty	20.00	190.00

M. C. GUNTERBERG,
Wholesale Florists
8 East Randolph St. Chicago, Ill.

ROSE PLANTS.

	100	1000
3500 Pink Killarney, 3-in.	9.00	80.00
11000 Ophelia, 3-in.	9.00	80.00
9000 Richmond, 2½-in.	7.00	60.00

WIETOR BROS.,
Wholesale Florists.
30 E. Randolph St., Chicago.

ROSES—OWN ROOT.
Plants from 2¼-inch Pots.
All best varieties for forcing and bedding. Ready now or will reserve for later shipment.
Write for general list and prices.
THE AMERICAN ROSE & PLANT CO.
Springfield, Ohio.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

ROSES

Roses. Dorothy Perkins and Excelsa, 2-year field-grown, extra long tops, staked and ripened, $35 per 100. The Storrs & Harrison Co., Painesville, O.

Roses. I want to buy 2-yr. bench roses. Anytime, anywhere. ALMON HALL, 8 West 14th St., Oklahoma City, Okla.

Roses. Pilgrim, Crusader and Mrs. John Cook. For further particulars write A. N. Pierson, Inc., Cromwell, Conn.

SAGE.

Sage, large clumps, cut down, $5.00 per 100. GEO. SHACKELL, Pacific Junction, Ia.

SEEDS.

DAHLIA SEED.

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¾-inch, per ft.....22c
Reel of 500 ft.....21c
2 Reels, 1000 ft.....20c
⅝-inch, per ft.....19c
Reel of 500 ft.....18c

Couplings furnished without charge.

HENRY A. DREER
714-716 Chestnut Street
PHILADELPHIA, PA.

Mention the American Florist when writing

GREENHOUSE GLASS

BEST BRANDS

SHARP, PARTRIDGE & CO.

2263 Lumber St., CHICAGO, ILL.

Concrete Tanks

For the storage of

FUEL OIL

Designed and installed by

HOEFFER & COMPANY

Chamber of Commerce Building, CHICAGO

Telephone: Main 4790

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LVI. CHICAGO AND NEW YORK, MARCH 12, 1921. No. 1710

THE AMERICAN FLORIST

ESTABLISHED 1885

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

The American Florist

Spring Number

Will be Issued

Next Week

Please Send Your Ads. for This Issue as Early as Possible.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

ILLINOIS STATE FLORISTS' ASS'N.

Sixteenth Annual Convention, Urbana, March 8-9, 1921.

A Large Gathering.

The sixteenth annual convention of the Illinois State Florists' Association was held at the Floriculture building, University of Illinois, Urbana, March 8-9, with the largest attendance in several years. The address of welcome was delivered by Prof. J. C. Blair, of the state university department of horticulture at the opening session, March 8. Joseph Kohout, Libertyville, gave the response and was followed by President W. J. Hembreiker, Springfield. After the reports of Secretary Albert T. Hey and Treasurer F. L. Washburn had been read, the following papers were presented: "The Golden Rule of Wholesaling Cut Flowers," by J. E. Pollworth, Chicago; "The Growers' Association, Its Aims and Objects," by J. F. Ammann, Edwardsville; "The Advantages of a Scientific Training in Floriculture from a Student's Viewpoint," by J. D. Smith, student, Long Island, N. Y.; "What Our Fertilizer Studies Have Taught Us," by Dr. P. A. Lehenbauer, Urbana, and "What Lines of Experimental Work Will Be of Greatest Interest to the Florists," a general discussion by all members led by Dr. Lehenbauer. The unfinished and new business of the association was then taken up.

A two-reel film entitled, "Wonderland Under Glass," released through the courtesy of the American Greenhouse Mfg. Co., Chicago, was a feature of the evening's programme. This was followed by slides, loaned by Henry Penn, Boston, Mass., showing Florists' Telegraph Delivery Association advertising. The students of the university presented a play entitled "The Flower Shop," and a special display of student work in artistic designing was on exhibition.

The Association convened at 9:30 A. M., for the final session, when an open forum in the greenhouses was conducted by Prof. H. B. Dorner and Dr. P. A. Lehenbauer.

Officers elected for the ensuing year were: Joseph Kohout, Libertyville, president; George W. Jacobs, Canton, vice-president; Albert T. Hey, Maywood, secretary; F. L. Washburn, Bloomington, treasurer.

The exhibits included vases of Annetti and Columbia sweet peas from George Ball, Glen Ellyn, for which he received certificate of merit.

President Hembreiker's Address.

To my fellow florists of our beloved State of Illinois:

Another prosperous year has passed since we have met in a body together, but it has been two years since we have been here together, and looked over the experimental station of Illinois. Do you all realize that we do not appreciate this work as much as we ought to? How many of us have went to the trouble to come to these meetings and hear the reports on the different experiments. If we would give this our careful consideration, and work according to their best results, how many of our fellow florists would be financially better able to take care of their obligations, and would feel a little more independent?

It has been almost four years since we have had a state flower show. During the war period, there was a scarcity of coal and flowers and it was not feasible to have a state fall show. Last year I could not get much encouragement, and was advised by some of the larger growers, to lay off another year. My opinion is now that we should not let another fall pass away without a good state flower exhibition. Nothing keeps up the pep and interest better than getting together often and absorbing each

others' ideas, and it takes a flower show to get our brother florists together in a large and representative body.

Time is making very rapid changes. Notice the wonderful growth of the Florists' Telegraph Delivery Association and the wonderful work it is doing. Now comes the National Flower Growers' Association, which is going to be the foundation of setting a real value on flowers, and to get away from the idea that flowers should be held at a fabulous price today and offered at a discouraging price a few weeks later. Organization will bring it about, and we can not bring it about any sooner. Is it not always that you find the most successful men in business in the first ranks of organized bodies? Again coming back to the experimental station I will say, that there will be an addition built, which will give the managers better and larger facilities in making further progress.

A short time ago the committee was called to Urbana to meet with the committee of different branches of the state university, in order to discuss the growing needs of more finance. Few of us know that the university has existed on the same allowances during and since the war as in pre-war times. Not one of us would expect this grand state institution here to ever exist on pre-war allowances, let alone expecting a forward march. I am glad to report, that the committee recommended a liberal increase in the allowance, and I have since seen stated that our Governor will back our institution, in order to make it the best in this country of ours. At out last state meeting in Chicago, J. F. Ammann, Edwardsville, was elected as secretary but on account of having the secretaryship of the National Flower Growers' Association, he was obliged to hand in his resignation, for the duties became too much for one man.

A. T. Hey, Maywood, was then appointed as secretary to fill the unexpired term, which he has well taken care of. So many of our members forget to pay dues. Now, no organization can stand without proper financial support, so do not blame your secretary if he handles the delinquent members a little roughly. I will ask all brother florists to help the new officers of the coming year to obtain new members to swell our ranks; and I will again impress on you all to get together and work for a good flower show for the next season, as we are now at the door of pre-war times, with every foot of greenhouses again working to fullest capacity.

Secretary Hey's Report.

Secretary Albert T. Hey in presenting his report, stated that it was really a supplementary report to the treasurer. He brought out that on March 1, 1921, the association had 144 annual members and 81 life members, making a total membership of 225.

Treasurer Washburn's Report.

Amounts Received.

Jan. 17, 1920.	Balance on hand	$544.24
Jan. 22, 1920.	Received from Sec...	48.00
Feb. 21, 1920.	Received from Sec...	22.00
Mar. 1, 1921.	Interest	20.20
Total		$634.44

Disbursements.

Jan. 22, 1920.	J. F. Ammann	$ 21.10
July 7, 1920.	Smith Bros.	23.00
Mar. 1, 1921.	Balance in bank	590.34
Total		$634.44

Those Present.

J. F. Ammann, Edwardsville.
Geo. J. Ball, Glen Ellyn.
John Barner, Decatur.
V. Bezdek, Gross Point.
H. E. Bruns, Chicago.
Emil Buettner, Chicago.
R. L. Burgoyne, Georgetown.
J. E. Cannaday, Sedalia, Mo.
A. D. Cartwright, Urbana.
James N. Cole, Peoria.
Van Iles Cole, Springfield.
John Cunes, Chicago.
Frank J. Daut, Decatur.
P. J. Daut, Decatur.
Harry L. Dixon, Champaign.
M. P. Dilger, Waukegan.
W. F. Dunteman, Bensenville.
Arthur T. Eichel, Chicago.
Albert Erickson, Western Springs.
John M. Fischer, Evanston.
Philip J. Foley, Jr., Chicago.
Fred J. Gammage, Champaign.
E. E. Geils, Itasca.
Stanley W. Hall, Urbana.
Wm. A. Hansen, Chicago.
Otto F. Hembreiker, Lincoln.
Wm. J. Hembreiker, Springfield.
H. B. Henley, Terre Haute, Ind.
A. T. Hey, Maywood.
J. Hutchinson, Urbana.
R. C. Hodgin, Urbana.
Miss Ruth Hopping, Urbana.
H. E. Humiston, Chicago.
Geo. W. Jacobs, Canton.
C. G. Johnson, Champaign.
Harry G. Johnson, Bloomington.
Cornelius Kellen, Morton Grove.
Paul R. Klingsporn, Chicago.
Joseph Kohout, Libertyville.
Geo. K. Kuhl, Pekin.
Homer Lange, Chicago.
F. Lautenschlager, Chicago.
P. A. Lehenbauer, Urbana.
Chas. Loveridge, Peoria.
S. R. McKee, Chicago.
Wm. C. Manke, Milwaukee, Wis.
John C. Meier, Morton Grove.
Wm. Metzger, Wenona.
Charles N. Miller, Morton Grove.
Z. Harry Mohlman, Urbana.
A. H. Nehrling, Crawfordsville, Ind.
Y. A. Nelson, Peoria.
A. N. Nielsen, Pana.
J. E. Pollworth, Chicago.
H. L. Potter, Waukegan.
Theodore Radkiewicz, Oak Park.
Robert H. Roland, Nahant, Mass.
I. Rosnosky, Chicago.
J. W. Ross, Centralia.
J. Geo. Schumann, Elmhurst.
C. L. W. Snyder, El Paso.
H. E. Smith, Danville.
Mrs. J. M. Smith, Watseka.
Joseph J. Smith, Danville.
Julian D. Smith, Champaign.
Otto V. Siebenthal, Peoria.
Chas. E. Walker, Danville.
Geo. Washburn, Bloomington.
Henry Wehrman, Maywood.
Wm. Jos. Werstler, Champaign.
Julius Zschau, Chicago.

BRATTLEBORO, VT.—C. N. Bond, has purchased the establishment of C. E. Allen and will combine his present business with that of Mr. Allen. He will have a total of 17,000 square feet of glass.

CLEVELAND, O.—The Florists' Club has perfected the formation of a retailers' association to work in close harmony with a like body of wholesalers and the local chapter of the National Flower Growers' Association.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

When the market is so full of flowers as at present there is every opportunity to feature and make the most of half a dozen specialties, such as sweet peas, carnations, tulips, daffodils, snapdragons, calendulas and violets. This could be called "Specialty Week" and each day given a flower on which it is easiest to get a quantity.

A nicely worded circular calling attention to the various stocks and the fact that they are now plentiful in the market and reasonable in price should be sent to the store's list and prospects. Hunt up the odd baskets and vases and arrange them with all one kind of a stock. Pussywillows can be used with good effect. Small handled vase baskets can be used in pink one day, blue the next, and green, gilt and white as on the other days they will look best with the flower of the day.

Corsages of the flowers and small boxes of the same if displayed in the window will attract attention and the price card will keep them moving. One must not go at a sale of this kind in a half-hearted way, but with enthusiasm that is contageous and gets everybody about the store working to help it along. Of course the other business goes on just the same. The funeral work, the weddings, or whatever comes in, must be attended to and it will take a little extra pressure, but it is just this incentive that gives pep to the progressive captain and his crew and helps him along in the race.

St. Patrick's day comes as a windup to the week. While it is not a holiday except for the sons of Ireland, yet there are a number of banquets and private dinners that call for quite a few flowers. There is always a demand for shamrocks and the man who makes a bid for this trade will get considerable business out of it. The supply houses always have something in the way of novelties for this occasion, such as high hats, harps with baskets at the bottom to hold shamrocks, together with shamrock banners and badges that can be attached to baskets of shamrocks. The small pots of shamrocks trimmed with green crepe and tied with a narrow green ribbon always have quite a run. A good seller is a large potato in which is cut a hole with a cavity deep enough to hold a pot of shamrocks. This tied with a green ribbon and a small Irish flag generally takes very well, particularly if it is priced at 75 cents to $1, mailed to any address in the United States. Killarney roses are also in demand and a few corsages of the same with a small shamrock tied in the ribbon are attractive in the window.

PREPARING FOR EASTER TRADE.

The days between now and the busiest week of the year will travel very quickly and every store man should make the most of the working hours of the 14 days before the opening of Easter week. The better planned the work the easier it can be carried out. If the stock is not all bought up, there is not a minute to lose. Go for the scarce things first as there are never enough to go around. Last year's records will show

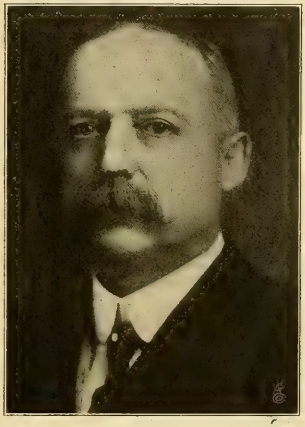
W. J. Hembreiker, Springfield.
President.

Albert T. Hey, Maywood.
Secretary.

F. L. Washburn, Bloomington.
Treasurer.

A. Lange, Chicago.
Vice-President.

Joseph Kohout, Libertyville.
Vice-President.



Charles Loveridge, Peoria.
Vice-President.

Prof. J. C. Blair, Urbana.
Professor of Horticulture.

E. W. Guy, Belleville.
Vice-President.

Prof. H. B. Dorner, Urbana.
Professor of Floriculture.

SOME PROMINENT MEMBERS OF THE ILLINOIS STATE FLORISTS' ASSOCIATION.

what sold the best and refreshen your memory regarding many details of the business that will be valuable to you now.

Be certain that your supply of plant baskets are sufficient, also other staples, particularly cut flower boxes, tags, etc. Such items cannot be obtained at a moment's notice and if needed should be taken care of immediately. The Easter invitation circular should be ready for delivery by March 24. Many do not think this necessary while others spend quite a sum on getting the best the printer has in stock. Such an invitation received at a time when plants and flowers are uppermost in the minds of the people is excellent publicity and certain to return much more than it costs.

See that everything goes out on time, for it is very easy to get careless in this respect, which is one way to lose customers. To make delivery on or before the hour named is as important as the quality of the stock. Drill this into the store's force, that time of delivery is the most important part of the order.

How are you pushing Florists' Telegraph Delivery Association orders? This is your most valuable source of business, you largest customer, and can be made of much more importance through your own individual efforts. Keep it before your customers all the time. There is a profit of 20 per cent on every order you send out and you have the money in hand, no risk whatsoever, and nearly 2,000 florists working for you all over the United States. Keep this service to the front at all times.

Keep up your stock of table ferns, these little dinner table centers are generally wanted in a hurry and there is no time to send out for a supply. All of one kind is often better than variety and then as a rule they all fade out together.

McDonald Floral Co. Changes Hands.

A. P. Morris and C. W. Jack, owners of the Morris and Jack lettuce farm near Crawfordsville, Ind., have purchased the McDonald Floral Company establishment of that city. Members of the new firm are well known to the trade and both have had scientific and practical experience in plant culture which will be of value in their new enterprise. Miss Jessie Campbell will be retained as store manager, having been associated with the company for 12 years.

C. W. Jack is a graduate of the University of Indiana, and for the past three years has had charge of the seed, fertilizer and insecticide department of the Crabbs, Reynolds, Taylor Co. Mr. Morris was recently elected vice-president of the Vegetable Growers' Association of Indiana, and since 1907 has been manager of the lettuce farm.

A. H. Nehrling, former president of the McDonald Floral Company, is one of the best known young men of this section. Through applied scientific methods in the greenhouse, Mr. Nehrling was able to give Crawfordsville one of the best flower shops it ever had. He passed a competitive examination for a scholarship at the Missouri Botanical gardens and the Shaw School of Botany in 1909, and for one year had charge of the greenhouse at the University of Illinois. Mr. Nehrling later became professor of floriculture at the Massachusetts Agriculture College where he served for four years. He is president of the Missouri Botanical Garden Alumni Association, vice-president of the Society of American Florists, fellow of the Royal Horticultural Society, London, and a member of various floricultural societies and fraternal organizations.

Mr. Nehrling expects to leave about April 1 for Florida to visit his parents, and from there he will go to Ithaca, N. Y., where he will have charge of the commercial course in floriculture at Cornell University.

Co-operative Advertising.

This article is written as a brief review in order that we might better be able to cope with the situation. Co-operative advertising, if done judiciously and under proper supervision, is beyond question a success. The raising of funds, for co-operative advertising, if done judiciously and under proper supervision, is also undoubtedly a success. To the latter, however, must be in a large measure credited the greater amount of failures. Speaking for the florists' business itself, after careful observation for a decade or more in which this has been tried and carried on, we must admit, and we have data to prove it, that the only plan and the most equitable plan for creating a fund for this proposition is the percentage plan. The contribution plan has been tried in dozens of different ways and invariably after the first year, it began to wane and about the second year dwindled out in every locality where it has been tried, with just one exception and that one cannot hold out much longer. It is now two years old

While on the contrary, on the percentage plan, the committees adopting it and applying it forcefully and judiciously have not only continued on that plan, but they have in each instance increased, and in one case doubled their percentage. This being the case, there should be no doubt in the minds of the florists of any community that the percentage plan is the only plan under which funds can be collected and the movement kept alive. We know of many communities who started under the most auspicious conditions on the lump sum contributing plan and each and everyone has failed sooner or later. Even the cities, Milwaukee, Wis., Chicago and St. Louis, Mo., that are now working so successfully on the percentage plan, have for years previous tried various ways on a contributing plan and everyone has failed.

Hence, this article is given to those contemplating co-operative advertising as a warning against making the mistakes that so many others have made. Whatever you do, get thoroughly acquainted with the percentage plan. If you are not, write the undersigned or any member of the national publicity committee and information will cheerfully be given to you. This is of vital importance to the whole trade. We have now an opportunity to benefit by our past mistakes and by our present achievements. So, let us not waste time and energy on a nonworkable plan, but let us unite on a plan that spells "Success," not only now, but for future time to come. No community where there are two or more florists is too small, nor none is too large to make this plan workable. Do not stand in your own light. Get into the big league.

J. F. AMMANN.
National Publicity Campaign.

PLANT NOTES.

Seeds for March Sowing.

The middle of March is the proper time for the sowing of the main crop of summer annuals. The seedsmen have seen that the growers have the catalogues, and the lists of the wants for the year should be made out at once, if not already done, and the seeds procured and sown. How often have we seen good growers spending valuable time during the busy days of May and June hunting for some small stock that could have been easily grown, but was neglected at the proper time. It is a good time now to look back at the sales of the last year or two and note what lines of stock were in short supply or were carelessly omitted. Such matters as this are the little things that count in a successful business, for the time taken in hunting up and procuring the cheaper kinds of stock during the busy season more than eats up all the profit received in handling it. The seeds that should be sown now are almost endless in variety, and they include asters, Phlox Drummondii, zinnias, marigolds, balsams, antirrhinums begonias calendulas, celosias, cobæas, cosmos, gauras, mignonette, nicotianas, nasturtiums, petunias, salpiglossis, ricinus, salvias, scagiosa, stocks, thunbergias, and others that may be demanded. With the exception of Cobæa scandens, mignonette and ricinus, which should be sown in pots, these can all be sown in flats and as soon as large enough transplanted to pots or spaced in flats, and good stock be had for summer bedding.

Lilacs for Easter.

A large variety of blooming plants can be grown for Easter, and dwarf, shapely lilacs are appreciated by all flower lovers, and the cut sprays have now become a standard winter flower. For the pot plants the budded stock is preferable, but for cut blooms any lilac may be lifted, and they force quickly and easily in a warm house. The varieties most grown for pot plants are Marie Lagraye, white, and Charles X, purple. Four weeks in a temperature of 65 degrees will bring them into flower. The plants when placed in the greenhouse should be syringed several times a day in order to assist the buds to swell and kept in a dark place. As soon as the buds begin to open the plants can be placed in full sunlight. The common lilac can be forced in the same manner. A bush which is well set with flower buds, and these are easily distinguished from the leaf buds, can be lifted and planted in a bench and will furnish fine sprays of flowers. If the plant is kept shaded from the sun by spreading a heavy cloth over it the flowers of the purple varieties will be white when forced. The plants will require plenty of water, for they make but little root growth and bloom upon the vitality which has been stored.

Iceland Poppies.

A beautiful cut flower for summer use not often grown is the Iceland poppy. While it is a perennial, yet it can be treated as an annual if the seed is sown early and the plants transplanted. Seeds sown in March will bloom the coming summer, and the varieties of color range through the yellow and orange to white. The petals have a peculiar satiny texture, are

beautifully crumpled, and if the flowers are picked in the early morning they will stand in water for a long time, and are very decorative. There are few annuals that will attract more attention than a vase of these lovely poppies arranged with appropriate green, and besides they have a delicious fragrance. They are easily grown, and if the flowers are kept picked will continue to bloom all summer. Another poppy that can be grown for cut flowers is the Shirley poppy, but the flowers do not last as well as the Iceland poppies.

Rambler Roses.

The plants of rambler roses that are intended for Easter blooming should now be showing color, and if they are not they will require quite a little forcing to have them in the best of condition for that date. If the plants are at all pot bound, watering with liquid manure will be of great assistance to them and stimulate the flowers and make them much larger, and an addition of soot to this will intensify the color. The plants will often, when setting the buds, make long growths from the base of the plants; these should be cut out, for they are taking much strength that should go into the flowers. The canes should be made into cuttings and propagated and will make small plants for next year's growing or can be planted outside and grown on for stock for the future. There is always a good demand for well grown pot ramblers for Memorial day and early June, and plants started now will be in the best of condition at that time. They can be started in a cool house and frequently syringed until the eyes break, when they can be moved into warmer quarters and full sunlight. For June decoration, there is nothing better in blooming plants than Crimson Rambler and the other rambler roses and hydrangeas; they make a beautiful combination and are also very decorative for porches.

San Francisco, Calif.

TRADE VERY SATISFACTORY.

From all quarters come reports that trade is in a most satisfactory condition. Notwithstanding that we are in the middle of the Lenten season the demand for cut flowers is steady. Wholesalers report that they are having difficulty in trying to fill all orders. The promised increase in the rose supply has not materialized as yet, although the past week has been one of continuous sunshine. Prices on this flower remain about as last quoted. The supply of American Beauty roses has increased. The quality is excellent and it is just as popular as ever, although it has been practically out of this market all season. Mrs. Chas. A. Russell and Premier still are scarce and Columbia is also. Nearly every other variety is in the same condition. Carnations are still bringing $6 per 100 in the wholesale market. Laddie is $1.50 per dozen wholesale. The prices of carnations this year are far ahead of those received in former years for the same period, and are proving a very remunerative crop for the growers. There is still large quantities of good violets to be had. There has been little or no decline noted as yet in the shipping trade for this flower and prices remain unchanged. Sweet peas are still on the short side with room for much improvement in quality, especially color. As a reminder of the approach of Easter, the first Lilium Giganteum of the season arrived during the week and wholesaled readily at $6 per dozen stems. Iris are becoming plentiful but do not seem to meet with much favor. The orchid cut has shortened up considerably during the week and from now on it is expected the daily receipts will become lighter. Lily of the valley is more plentiful and also of varying grades of quality. Very few gardenias are now arriving. A limited amount of anemones of various colors have arrived on the market and bring good figures. Snapdragon is another favorite which is becoming more plentiful. The pink varieties prove the best sellers. There is quite a large daffodil cut coming in. Owing to the heavy demand for this flower there has been no decline in price for this stock and it is quickly bought up every morning. Not many Paper White narcissi are being received as this crop is about over. Many of the stores are noting a demand for callas. These flowers remain at low prices however. Long-stemmed tulips are now becoming more plentiful and are moving nicely. Dutch hyacinths are also arriving freely. The demand for this bulbous stock about equals the supply. Fruit blossoms are in great profusion at all the stores. Cut ericas are also plentiful. Rhododendrons, principally pink pearl, are now available at all the shops and add greatly to their appearance. Primula malacoides also fit in nicely as flowering plants. Very few azaleas are being offered. Cinerarias in all colors about complete the list of flowering plants at present. There is a strong demand noted for nephrolepsis in the medium sizes. Cut adiantiums is becoming more plentiful. Plumosa is also past the short stage.

NOTES.

Reports from the chrysanthemum growing section would indicate that the acreage to be planted this season will be about equal to that of last year. Propagation is now well under way. The weather has been very favorable to the stock plants, producing a strong growth of cuttings. Early and mid-season varieties will occupy the greater part of the acreage planted.

The Menlo Park Horticultural Society at its regular meeting this month will discuss the advisability of holding a spring flower show this year. Nearly all the prominent private gardeners along the peninsula are members of this well known organization.

The E. W. McLellan Co., are receiving a heavy cut of freesias from the firm's greenhouses at Burlingame. A large crop of roses is expected to be ready before Easter with this firm and will continue throughout the balance of the season.

H. Kempf, of the Pacific nursery at Colma, reports a brisk demand this spring for young ericas and acacias. Mr. Kempf specializes in these two flowering plants and grows many thousands annually for the florist trade.

H. Plath has his greenhouses filled with pot plants for the Easter trade. Nephrelopsis in all leading varieties and all sizes are seen growing to perfection. Mr. Plath says advance orders for Easter indicate a healthy business.

Henry L. Goertzhain, Redwood City, has a fine lot of Easter plants coming along at his greenhouses. Most of his stock is sold at his store on the Highway. His carnation houses are producing a good crop.

The Charles C. Naolet Co., has been making attractive displays of daffodils at their store during the past few weeks. Many new or little known varieties were shown together with all standard sorts.

Peterson & Haywood, Burlingame, who specialize in orchids and greenhouse stock, report a strong demand for all they can produce. They will also grow a large amount of dahlias this season.

Podesta & Baldocchi say trade with them is above normal for the Lenten season. Demand for roses is so strong that it is difficult to secure sufficient stock for all orders.

Philip J. Foley, after a visit her of several weeks, has left for the Catalina Islands to try the tuna fishing.

Schizanthus Westoneusis is being tried out very successfully by the retail stores as a flowering plant.

Domoto Bros. are sending in an excellent cut of Lilium gigantium from their greenhouses at Melrose.

The Easter plants at the range of G. Rossi & Bro., Colma, are rapidly rounding into shape.

JAMES T. LYNCH

Boston.

NO IMPROVEMENT IN TRADE.

Trade this week has been about on an equal footing with the past two or three weeks. The market opens at the beginning of the week showing good strength but gradually softens up and becomes quite weak toward midweek. Roses and carnations are leaders, no great quantity of these are arriving; but owing to lack of any snappy demand do not bring more than fair prices. Sweet peas and jonquils are still coming in greatly in excess of the demand. The supply of spring bulb stock is very large this year and judging from present prices the growers will not realize more than the cost of the bulbs. There has been considerable shipping of bulbs to other markets in the past two weeks, otherwise they would likely be wasted. Violets are quite plentiful and seem to have a good demand as they clean up almost every day. Lilies are coming in more plentifully and of much better quality. They sell well at $16 to $20 a hundred. Pansies, calendulas, marguerites and other small spring flowers clean up fairly well but there is no exceptional demand for them and consequently they bring only a fair average price.

CLUB MEETING.

On March 1 at the Parker house the Florists' Association held their regular monthly meeting. At the meeting they gave a complimentary dinner to Thos. Roland, president of the Society of American Florists. The business was held first and it was voted to hold the meeting in the future on the second Tuesday of the month instead of the first and also to have all meetings adjourned not later than ten o'clock. This was to give the out of town members plenty of time to get their trains. Two new members were proposed and will be voted on later. The Gardners' and Florists' Club sent a communication requesting the co-operation of the Florists' Club in arranging a banquet to be given to the three national presidents of greater Boston, Thos. Roland, J. W. Howard and W. N. Craig. A committee of three was appointed: H. Bartsch, H. Ryan and F. E. Palmer. President B. J. Setson then introduced the guest of the evening (Thos. Roland) who gave a short address. Other speakers were J. K. M. L. Farquhar, B. Setson and F. E. Palmer. There was an excellent dinner, fine music and a carbaret show. The tables were lavishly decorated. There were 58 present.

NOTES.

Philip Fienstein, proprietor of the North Union Florist, is slowly recovering from an operation which cost him his right leg. He was trying to remove a corn and he was unfortunate and cut his toe which caused blood poisoning.

Frank Kelley, formerly with the late Harry Kelly of Pemberton square, will open the flower stall in the Parker House March 7.

J. McNamara, salesman for the Montrose greenhouses, was operated on for appendicitis, March 1. He is not out of danger yet.

Patrick Murphy for many years with John Fee, Jamaica Plain, fell on the ice this past week and broke several ribs. E. F. S.

St. Louis, Mo.

LARGE SUPPLY ON MARKET.

The weather experienced in this vicinity has been decidedly springlike during the past week and this has brought on all bulbous stock with a rush and wholesalers predict a shortage of stock at Easter. Easter flowers are one week in advance of the usual season due to the excessively warm weather. The trade is picking up constantly and the general supply is barely sufficient to meet the demand. Jonquils and carnations are leaders this week with roses and bulbous stock following closely. There are a few Laddie carnations among the offerings and they bring fancy prices. Among the roses which are very scarce this week, the Mrs. Chas. A. Russell, Premier, Ward and Killarney are leaders. The demand for them is far greater than the supply. Lily of the valley is plentiful and found in practically all establishments. Lilium Harrisii is coming in in limited quantities and far below the demand which is exceptionally good. Callas of exceptional size and quality are offered in limited quantities. The demand has forced the price higher. Sweet peas are plentiful and the demand is good, their chief use being for corsage bouquets. Snapdragons are few and far between with the demand brisk. Violets and calendulas are plentiful and seen everywhere. Only home-grown violets are offered. There are no narcissi on the market. The first daisies of the season are coming in in limited quantities and are selling like hot-cakes. Tulips of the common varieties are plentiful. Darwins are scarce and Morillas and Kaiserkroon are in great demand and bring fancy prices. There are a few Roman hyacinths on the market. The demand is good. Orchids of the cattleya type are scarce and in great demand for use in corsage work. A very limited but select quantity of Spanish iris is now coming in and are going at a high price as they are the season's first. All spring flowers are good sellers, and prices are moderate. Many cinerarias are seen but bring poor prices, and they are too risky a seller. Primroses, bulbous plants, a few cyclamen and willows are to be seen in the windows. Pandanus, dracaenas, and ferns are commonly seen everywhere. Prices remain practically the same for these standards. Sprays of Forsythia and Lonicera are shown by a few of the florists. Greens with the exception of ferns are plentiful. Asparagus plumosus and Sprengeri remain about the same in price. Ferns are scarce and there is barely enough to go around.

NOTES.

The "Say It With Flowers" bowling league met last week, Frank Windler making the record score of 265 for his team. The "Daisies" won the last three games from the "Carnations" and the "Sweet Peas" won one game from the "Gladiolus." These scores are watched with much interest in floral circles.

Street merchants are handling large quantities of roses, jonquils, carnations, violets and tulips. Due to the weather they have been doing a good business though handicapped with a poor grade of stock. Roses are their biggest sellers.

The St. Louis Gardens Association held an official meeting March 2. L. P. Jensen of the Missouri Botanical Garden, lectured to the club on "Landscape." A large attendance was present and much information was gathered by all.

An unusually attractive spring window display of cinerarias, bulbous stock and spring flowers with a back ground of rich purple velvet with white trimmings is seen at the Grimm & Gorly establishment.

C. A. Kuehn expects considerable trade during Easter and states that he is always short on carnations and jonquils.

A heavy business in jonquils and sweet peas is reported by the St. Louis Wholesale Cut Flower Co.

The Mullanphy Floral Co. is well satisfied with their new location and report a brisk business.

F. H. Weber has an attractive spring window with a back ground of ferns and greens.

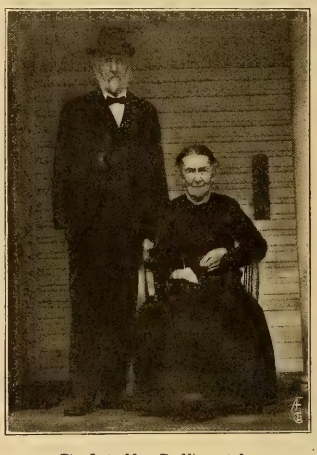
Fred C. Weber is making a feature of all bulbous plants and reports a lively trade.

H. G. Berning is rushed this week and states that his trade is improving.

The Windler Wholesale Floral Co. is making a specialty of Spanish iris.

Visitor: Morris Levine, New York.

R. D. M.



The Late Mrs. R. Vincent Jr.
And Her Husband on the Occasion of Their Golden Wedding Anniversary, Dec. 26, 1917.

Columbus, O.

STOCK IN PLENTIFUL SUPPLY.

The past week has been quiet among the trade. This was to be expected, however, with Lent at hand and with no special occasions to stimulate trade. Social affairs have dwindled down to a low point and that is the worst feature. Weddings are not numerous at this time, although some large affairs are held occasionally. Florists are looking forward to more weddings in June as a number have been scheduled. Funerals have been rather numerous and several large ones were held. Corsages have been selling fairly well and this is one of the best features. Orders are about as numerous as usual, however, but the size of the orders have been reduced. There is a plentiful supply of flowers of all kinds and the quality is exceedingly good. All florists report a good demand for pot plants and this trade is expected to increase from this time on. Spring flowers are selling fairly well. They include tulips, jonquils, freesias and narcissi. The usual run of flowers such as roses, carnations, violets and sweet peas are in fair demand. Supplies are good and prices are unchanged from the previous week. Indications point to an excellent Easter trade and preparations are being made accordingly. Easter lilies will be in good supply of excellent quality.

NATIONAL FLOWER GROWERS' ASS'N

A meeting of members of the National Flower Growers' Association of the Ohio district was held March 3 for the purpose of arousing interest in the organization and to form a Columbus association. About 12 out of 18 flower growers in this city and immediate vicinity were present. In addition growers were present from Springfield, Lima, Alliance and Ironton. The purposes of the organization are to promote closer co-operation among commercial flower and plant growers; to guard individual and collective interests and foster mutual assistance; to improve methods and practices, averting market gluts, price fluctuations and other harmful conditions; to buy, sell or make any article used in the trade whenever such co-operative effort is advantageous; to secure uniform basis of credit and collections and to spread information among members; to take proper action against proposed laws or regulations which are believed to be detrimental to the industry and to work with the National Flower Growers' Association and under their general laws and regulations. Officers of the Ohio district of the national association are Carl Hagenberger, Cleveland, president; H. S. Brown, Cleveland, vice president, and George Bates, Cleveland, secretary. A meeting of growers here will be called soon to form an organization to affiliate both with the national and state associations. Much interest was manifest in the meeting and a local association seems assured.

Julia Stubenrach, formerly with James McKellar, has opened a shop on East State street, in the Hartman Theater block.

J. W. L.

Providence, R. I.

GOOD DEMAND FOR STOCK.

Trade the past week has been good. All stock moves well and the demand still continues good. Roses are plentiful and the past week has seen a big drop in prices. Daffodils are plentiful and sell well. Pot plants of all kinds sell on sight, and the prospects for a good Easter sale is good; almost all of the growers have a fair supply to meet the demand. Easter lilies are good and in fair supply so that the store men will not have to go out of town for their supply this year. In former years a great many lilies were bought out of the city. This year there are some very good Formosum and Giganteum lilies that the local trade can pick from. Violets are going to be short for Easter, as some of the retailers are throwing their violets out at this time, but Boston, Mass., wholesalers will have a good supply for the local men to buy from.

J. A. Macrae of Smith street, is bringing in some very fine pot tulips, hyacinths and daffodils that sell well.

State Florists' Ass'n of Indiana.

The State Florists' Association of Indiana held a meeting at the plant of W. Frank & Sons, Portland, March 1. Because of the limited time allotted between trains for the business session, the session was cut short. Luncheon was served at the Presbyterian church which was followed by an inspection of the Portland plant. During the business session it was decided to appoint a programme committee which would have charge of the programmes at future state meetings. A. F. J. Baur, Indianapolis, was named chairman of the committee. Many complaints were voiced against the continued high price of coal in the face of an over-supply and Wrenn Elder, Indianapolis, was named chairman of a special coal committee to investigate the situation.

E. B.

OBITUARY.

Mrs. R. Vincent, Jr.

Mrs. Vincent, wife of R. Vincent, Jr., White Marsh, Md., died March 8. Mrs. Vincent had been in feeble health for some time and will be greatly missed by a host of friends at the annual trade gatherings, having been one of the most regular in attendance for many years. She was a most amiable lady, greatly beloved by all who knew her. The numerous trade visitors to White Marsh will recall her ever generous hospitality. Mr. Vincent has the deepest sympathy of his many friends in this great loss.

Edward C. Dungan.

Edward C. Dungan, general manager of the Wm. Henry Maule Co., Philadelphia, Pa., and former president of the American Seed Trade Association, died March 4 under operation for prostate gland. Mr. Dungan had been in ill health a number of years and at times suffered greatly. His afflictions were borne with exemplary patience, but in the less trying days he labored incessantly to maintain his firm's business in the high position it occupies.

Mr. Dungan was born in Philadelphia in 1863 and entered the employ of Wm. Henry Maule as a boy. He soon gained the confidence of his employer and gradually assumed all the responsibilities of his work. Mr. Dungan and another well known seedsman made a seed trade venture on their own account at Newark, N. J., some years ago, but this arrangement was discontinued after a few months and Mr. Dungan returned to his former employer, taking over the entire management on the death of Mr. Maule soon after.

Mr. Dungan possessed a thoroughly practical knowledge of the seed trade and his counsel was much sought by a host of friends in the business. He was extremely modest and the trade found it no easy task to induce him to accept the presidency of the national seed trade association in 1919. He was a member of the Manufacturers, Rotary, Business Science, Poor Richard and Philadelphia Athletic clubs, and many trade organizations. He was one of the best liked men in the trade and will be sincerely mourned. Mrs. Dungan survives.

John Lewis Childs.

John Lewis Childs, well known mail order seedsman and gladiolus specialist of Floral Park, N. Y., died March 5, of heart failure on the New York Central Railroad's Twentieth Century train, between Albany and New York, returning from Los Angeles, Calif. On February 11, he passed through Chicago, enroute to Los Angeles, leaving on the Santa Fe Railroad's forenoon train, the Missionary. He then stated he had been unwell during the fall and early winter but had almost regained his normal health by a sojourn in Florida. He looked worn, as if from overwork, but was active, methodical and full of plans for future business. Returning to Chicago from Los Angeles, on the Santa Fe about 10 a. m., March 4, leaving on the Twentieth Century, our representative, an old friend, spent upwards of an hour with him at the LaSalle street station and his health had apparently greatly improved. He spoke at length of general and trade conditions in Los Angeles and discussed various political and mercantile matters with all his usual vigor, among other things expressing himself as emphatically opposed to the presence of the Japanese in California, his objections being social as well as economic.

Mr. Childs was born in Maine in 1856, and at the age of 17 went to work in a greenhouse establishment at Queens, N. Y. The following year he rented a few acres of land near the railroad, a mile and a half from Queens, and started business for himself as seedsman and florist. For five years it was uphill work, but perseverance won out. Subsquently, the land occupied was purchased, and from time to time more acreage was added. The railroad company built a station and at Mr. Child's request, it was called Floral Park. Greenhouses, storage houses and dwellings for employes followed in rapid succession. His mails became so large and important that the government established a post office at his place. Progress continued until Floral Park be-

The Late John Lewis Childs

came a thriving village, built up mainly on this one industry. He early specialized in bulbous plants, on which he was well informed. At one time he had the most complete collection of garden lilies ever brought together in this country, but these were so persistent in running out that he was obliged to abandon the Long Island culture of most of them. He acquired the late E. V. Hallock's fine strain of gladioli and gave a wonderful impetus to the culture of this plant.

The soil at Floral Park having been worn out by a long period of intensive cultivation, some years ago the plantations of gladioli and other specialties were removed to a large tract of land about 35 miles from the home establishment. The new place, with its station, post office and warehouses has been named Flowerfield, this growing and shipping point being reserved for the heaviest products. The principal business and offices are continued at Floral Park, which is only 20 minuts from the center of Manhattan by direct train service. The catalogues are printed and mailed at these headquarters and it was here the Mayflower ran a highly successful career so many years, as an amateur gardening monthly, the paper being later sold to an Ohio concern. He also had a 10-acre seed growing branch at South Pasadena, Calif.

In his mail order business, Mr. Childs had a remarkable faculty in the selection of attractive common names for plants, many of which will be recalled by our readers as the cigar plant (Cuphea ignea), the Chinese lantern plant (Physalis Franchetii,) the black calla, Chinese wool plant, the wonder berry and many others, these names, well advertised, creating an extraordinary demand in most cases. Perhaps the best example of his ability in this direction was in his purchase from Frank H. Banning, Kinsman, O., of Gladiolus Reuben H. Warder, which he renamed America.

Besides the details of his great business and close personal attention to the wants of his customers, Mr. Childs found time to perform many public duties. He was a member of the state senate during 1894 and 1895, when that office was more important than that of congressman, New York state having more of the latter than of the former. He was a director in the Preferred Accident Insurance Company, of New York, and for a long time treasurer of that well known institution. He was a director of the National Agency Company of New York, the Queens and Suffolk Fire Insurance Company, and of the Bank of Jamaica, a member of the board of managers, also treasurer and trustee of the Union Free School at Floral Park. He was a member of the Society of American Florists, the American Seed Trade Association and many other trade organizations. He was greatly interested in wild birds and in means for their preservation and protection.

Charles R. Kimberlin.

Charles R. Kimberlin, of the Kimberlin Seed Co., San Jose, Calif., died March 4. For the past 15 years he had been associated with his brother, L. M. Kimberlin, and their two sons, under the above firm name. Previously both brothers were in the seed growing business with their father, the late J. M. Kimberlin. The deceased was born in Santa Clara, Calif., in 1865. Mrs. Kimberlin and one son survive.

Club Meetings Next Week.

Baltimore, Md., March 14, 8 p. m.—Gardeners' and Florists' Club, Baltimore at Royal Arcanum hall. Robert T. Paterson, secretary, 934 E. Preston street, Baltimore.

Boston, Mass., March 15, 8 p. m.—Gardeners' and Florists' Club of Boston at Horticultural hall. Wm. N. Craig, secretary, Faulkner Farm, Brookline.

Cincinnati, O., March 14, 8 p. m.—Cincinnati Florists' Society at 532 Race street. Alex. Ostdarpt, secretary, 14 E. Third street, Cincinnati.

Columbus, O., March 14, 8 p. m.—Columbus Florists' Association at the Neil house. E. A. Munk, secretary, 19 S. High street, Columbus.

Helena, Mont., March 19, 8 p. m.—Florists' and Nurserymen's Association of Montana at Helena. E. A. Calmettes, secretary, Helena.

Lake Geneva, Wis., March 19, 8 p. m.—Lake Geneva Gardeners' and Foremen's Association at Horticultural hall. Geo. Bainbridge, secretary, Lake Geneva, Wis.

New Orleans, La., March 13, 2 p. m.—Gardeners' Mutual Protective Association at 5001 N. Rampart street. John Parr, secretary, 4539 N. Rampart street, New Orleans.

New York, March 14, 7:30 p. m.—The New York Florists' Club at Engineering building, 33 W. 39th street. John Young, secretary, 43 W. 18th street, New York.

Philadelphia, Pa., March 15, 3:30 p. m.—Pennsylvania Horticultural Society at the New Century drawing room. David Rust, secretary, 606 Finance building, Philadelphia.

Seattle, Wash., March 13, 8 p. m.—Florists' and Gardeners' Union No. 16,667 at I. O. C. T. hall. E. Popp, secretary, Fort Sellacoom, Wash.

Springfield, Ill., March 14, 7:30 p. m.—Springfield Florists' Club. Arthur Leedle, secretary, Springfield.

St. Louis, Mo., March 14, 8 p. m.—Retail Florists' Association of St. Louis. Oscar Ruff, secretary, 3119 S. Grand avenue, St. Louis.

Tarrytown, N. Y., March 16, 8 p. m.—Tarrytown Horticultural Society at Corporation building. H. W. Neubrand, secretary, Tarrytown.

Toronto, Canada, March 14, 8 p. m.—Toronto Retail Florists' Club at Dunlops' hall. H. W. James, secretary, 10 Adelaide street, Toronto.

Toronto, Canada, March 15, 8 p. m.—Gardeners' and Florists' Association at Saint George's hall, Elm street. Alex. Simpson, secretary, 87 Grosvenor, Toronto.

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From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

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We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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DISPLAY dormant Spring bulbs, but do let cannas get dry. Better sell the latter as started plants.

IN contemplating the big things that you are going to do next month or perhaps next year, do not neglect the little everyday duties. Keep the shop or greenhouse on edge all the time, so as to be able to take advantage of each opportunity as it presents itself.

ACCORDING to statistics compiled by the American Bankers' Association, out of every 100 average young men starting out in life at the age of 25, one is rich at the age of 65, three are wealthy, six are still at work, self-supporting, 36 have died, and 54 are dependent upon children, relatives or charity.

THE "practical greenhousemen," who not long ago, with much dignity, suggested lunacy and self-interest as the dominating characteristics of earnest students and exponents of greenhouse heating economy, are strangely silent in these days of high-priced fuel. There is still much waste of coal among greenhousemen, who are very practical in other respects.

Society of American Florists.

MEETING OF THE PUBLICITY COMMITTEE.

A meeting of the publicity committee was held at the New Willard hotel Washington, D. C., January 23. Chairman Henry Penn, Boston, Mass., presided.

There were present: Secretary John Young, New York; Treasurer J. J. Hess, Omaha, Nebr.; President of the Society of American Florists Thomas Roland, Nahant, Mass.; Wallace R. Pierson, Cromwell, Conn.; George Asmus, Chicago; J. F. Ammann, Edwardsville, Ill., and C. C. Pollworth, Milwaukee, Wis. Ex-President A. L. Miller, Jamaica, N. Y.; E. Allan Peirce and George Moyse, Boston, Mass., were present as visitors. The meeting opened at 7:30 p. m.

After reading the minutes of the last meeting, the secretary presented his financial report, which was very lengthy, and was, on motion of Mr. Hess, adopted as read. The secretary also read the report in detail of Joyce & Mattis, New York, public auditors, which showed the accounts as kept by the secretary to be in excellent shape. On motion the auditors' report was turned over to the auditing committee.

The report of H. V. Swenson as manager of the florists' publicity service bureau was, in the absence of Mr. Swenson, presented by Mr Asmus. The report covered sales of supplies and billboards, and showed a profit to the campaign fund of about $3,000, produced in the period between the Spring of 1920 and the date of the present meeting. Mr. Swenson, in the report stated that it seemed impossible under the conditions existing to meet outside competition in similar lines to maintain the prices necessary to turn over a profit from the bureau, and asked to be relieved from his position not later than June 1. After a lengthy discussion, Mr. Pierson moved, seconded by Mr. Hess that the present agreement with Mr. Swenson continue on the same terms, and the motion was carried.

The meeting then went into a long discussion upon the relations of the different organizations formed for publicity purposes with the campaign, to get, if possible, an idea as to the amount of subscriptions likely to be obtained under plans adopted for division of collections. While an approximation was arrived at, it was not found that any action on the part of the committee was required at this time. Mr. Asmus reported that arrangements had been completed with the Brinkman Company for the storage of the billboards on hand, and for shipments from storage upon orders coming in from now on. About 157 boards were found to be on hand.

Mr. Ammann for the sub-committee having in charge the preparation of a plan to be offered to the Society of American Florists executive board covering a more equitable and just system for collecting funds for future publicity work, reported a plan in accordance with their instructions, and which has already been published in full in the trade papers. Mr. Asmus moved the adoption of the report by the committee as a whole, which step precipitated a discussion which occupied considerable time. Finally the motion was seconded by Mr. Hess, and Mr. Asmus called for a poll vote. Further discussion was necessary before the vote could be completed, but ultimately all voted in the affirmative, and Mr. Ammann was deputed to present the report to the board in behalf of the committee.

The matter of appropriations for 1921 then came up, and finances were fully discussed. While the estimated funds to be available during the year approached a satisfactory total, it was not found desirable to make definite appropriations at that meeting, excepting as applying to administration and promotion expenses, which were made the same as previously. The meeting then adjourned subject to the call of the chairman. JOHN YOUNG, Secretary.

Import Plant Restrictions Not Relaxed.

Chairman C. L. Marlatt, of the Federal Horticultural board, Washington, D. C., telegraphs as follows March 7: "The board learns Holland nurserymen are flooding the country with telegrams indicating that anybody can import ornamentals in any quantity up to June next and urging cabling of orders. Importations are not permitted except in accordance with the regulations and under special permits for specific reproduction, as formerly, and any purchases under the belief that freedom of purchase is now allowed will result in the rejection of the material at port of entry, and a loss to the purchaser. Furthermore, importations under existing special permits from Holland are coming in with much earth on the roots, necessitating rejection of such shipments. Purchasers from Holland, should condition payment on delivery in compliance with the regulations to safeguard against loss."

Coal.

The Black Diamond, Chicago, says the cold snap cut down the retailer's stocks but did not stimulate his buying. Steam prices stiffen slightly in some centers, but generally the market remains stagnant and there is no reawakening of manufacturing. The plants are well stocked. Bituminous production is at the lowest level since April and less than two-thirds of last fall's record. Conditions somewhat resemble early 1919, but then there was considerable above ground as a result of war speed. Then, too, industrial activity was on the decline, whereas now the tendency is rather towards resumption.

Sales of soft coal in eastern centers are said to be made recently at a loss to the producer.

Southern Asparagus.

Regarded first as an experiment, the growing of asparagus sprays in Florida, for the northern and western cut flower markets, has gradually, through improved cultural methods and better shipping facilities, so developed, that this field-grown product has largely displaced the greenhouse stock, which local growers now find unprofitable, as on account of this southern competition, they were unable to raise prices to meet their greatly increased overhead expenses.

F. T. D. Service A Great Factor.

A most important factor in obtaining new business for the retailer is the immediate delivery of flowers to any desired point through the membership of the F. T. D. Thousands more orders would be filled every day if this service was generally known to the 110,000,000 inhabitants of America. Keep this Florists' Telegraph Delivery to the front all the time. It is the orders you send that add most to your prestige and profit.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—As gardener and florist on private place: life experience; age 50; married; two boys. At present place 25 years but would like a change. In writing please state salary and particulars. Address
Key 551, care American Florist.

Situation Wanted

Young man expert designer and salesman desires position in high class flower shop in Chicago. Address
Key 541, care American Florist.

Situation Wanted

Expert salesman
and designer.

Key 540, care American Florist.

Help Wanted

Industrious man as foreman and grower of carnations, chrysanthemums, sweet peas, cyclamens and general line of bedding stock. Good permanent position to one who can produce results. Send references and salary expected in first letter. Address
Key 528, Care American Florist.

HELP WANTED

Industrious man as foreman and grower of carnations, 'mums, sweet peas, cyclamen and general line of bedding stock. Good permanent position to one who can produce results. Send references and salary expected in first letter. Address
Key 548, care American Florist.

Help Wanted

Experienced saleslady
and designer.

MANGEL, Florist
17 East Monroe Street, CHICAGO

Help Wanted

Experienced Nurseryman, one thoroughly familiar with both retail and wholesale trade filling orders, checking and shipping, must be accurate, wide awake, good salesman thoroughly familiar with all varieties of stock and capable of handling men.

THE ELIZABETH NURSERY CO.
ELIZABETH, NEW JERSEY

Salesman Wanted

Territory open in several states; Holland bulbs; well-known grower; catalogues furnished; good side line; commission basis; replies treated confidentially. Address
Key 545, care American Florist.

Nursery Manager Wanted

Experienced in retail nursery work, growing trees, shrubs and hardy plants, and the filling and packing of orders. A first-class place for a first-class man. Address with full particulars.

ELLIOTT NURSERY
506 Magee Bldg., Pittsburgh, Pa.

FOR SALE

Retail store in Chicago at a bargain. Good live man can make a success of this place, which can be had immediately.

Key 525, care American Florist.

For Sale

3 greenhouses and service house, 110 ft. lot in Northern suburb within 25 miles from Chicago. Splendid private trade. Write **P. O. Drawer V, Chicago,** for particulars.

FOR SALE

Flower and fruit farm; 12 acres; eight-room house; large barn; 8,000 clumps of peonies. On St. Joseph river and Lincoln highway. For particulars address

Alva Cathcart, Bristol, Ind.

FOR SALE

Used hot water heating boilers in first-class condition ready for immediate shipment.

1 American,	will heat 1500 ft. glass, price....	$ 50
1 Cottage,	will heat 1600 ft. glass, "	60
1 Niagara,	will heat 1800 ft glass, "	70
1 Niagara,	will heat 2500 ft glass, "	110
1 Spence,	will heat 3000 ft. glass, "	140

Also a number of larger sizes, write or wire us your wants.

ROGERS HEATING COMPANY, Ransomville, New York

FOR SALE.

140 roof bars, 13 ft. 8 in. long, 1½c per foot; 230 ft. purlins, 2c per foot; 2 ventilating machines, $7.00 each; 100 hangers for ventilating pipe, 10c each; 100 rods cables for same, 10c each; 40 purlin clamps; 75 pair galvanized hinges, 15c; 3,000 ft. 1¼ in. pipe; some 1-in. pipe; 1¼-in. globe valves; 2½-in. flower pots. We have some glass, 16 x 24, 16 x 22, 16 x 20, 16 x 18, 16 x 16, 16 x 12, 16 x 10, 14 x 20, 12 x 16 and 10 x 12, all double strength. This material is first-class.

E. HUSTON & CO., Sistersville, W. Va.

For Sale

SECOND-HAND PIPE

All sizes from ¾ inch to 10 inch, A-1 condition, good collars and threads. Also lot of 14 inch pipe suitable for culverts. Write Dept. F.

MAX ZEIGLER & BROS., Muncie, Indiana

FOR SALE

Glass: 16x24, 16x20, 16x22, per box..	$5 50
16x16, 14x16, per box..............	4.50
12x16, 10x16, per box..............	4 00
1¼ in. wrought iron pipe, per foot..	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each..................	2.50
Rafters or sash bars, per foot.......	.02
Shafting (heavy), per foot...........	.10
Shafting (light), per foot...........	.06
Ventilating arms, each..............	.25
Ventilating hangers, each ...	.10
Garland iron gutters, per foot.......	.40

PETER REINBERG
30 East Randolph Street, CHICAGO

Forced Sale

Exceptionally fine greenhouse property in Evanston, Illinois, must be sold by order of court to close litigation. Located on corner, 172x251 feet; greenhouses cover over 30,000 square feet and are equipped with concrete benches. There is also a 7-room heated dwelling on the premises and necessary sheds, etc. Property worth double what you can buy it for now.

Frederick H. Brammer
138 North La Salle Street
CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3 00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Home-Grown Stock

Greatly Increased Demand

If you have any to offer, or are likely to have any soon, **advertise in these columns now.**

AMERICAN FLORIST CO.
440 South Dearborn Street, CHICAGO

Burpee's Primulinus Hybrid Gladioli

The most graceful in form, artistic in color, and profuse in bloom of all Gladioli. They have made a sensation wherever they have been exhibited, and will be in tremendous demand for cut flowers. Although the individual flowers are not large, they carry an air of grace altogether different from the more or less stiff effect of all other Gladioli. Furthermore, these hybrids produce three or sometimes four fully developed flower-spikes from a single bulb planted in the spring. In color they range through the usual Gladioli shades, with the addition of rich golden yellow and orange.

5324. Ada. Dainty white flowers, with red centers. 12 for $1.65; 100 for $10.50.

5325. Queen Victoria. Bright, glittering pink, with silvery rose throat. 12 for $1 90; 100 for $12.00.

5326. Mrs. Grullemanns. Clear, true yellow. 12 for $1.65: 100 for $10 50.

5327. L'Unique. Rich bronze, with an orange-yellow center. 12 for $1.65; 100 for $10.50.

5328. Fire Queen. Dazzling orange vermilion with yellow throat. 12 for $1.65; 100 for $10.50.

5329. Violet Queen. Velvety violet; very fine. 12 for $1 65; 100 for $10.50.

5320. Orange Brilliant. Flaming orange; an early bloomer. 12 for $1 90; 100 for $12 00.

5319. Maiden's Blush. Dainty Enchantress-Pink. Extra early. 12 for $1.90; 100 for $12.00.

W. Atlee Burpee Co.

Seed Growers Philadelphia

LARGE-FLOWERING CANNAS

Fine 2 or 3 eye, plump, dormant roots, true to name

	Doz.	100	1000
AUSTRIA. Lemon chrome, spotted red, green foliage, 5 feet	$0.60	$3.75	$32.50
A. BOUVIER. Rich velvety red, green foliage, 5 feet	.60	3.75	32.50
BEAUTE POITEVINE. Crimson, green foliage, 4 feet	.65	4.00	35.00
CHAS. HENDERSON. Deep crimson, green foliage, 4½ feet	.60	3.75	32.50
CRIMSON BEDDER. Intense crimson, green foliage, 3½ feet	.65	4.00	35.00
DAVID HARUM. Red, dark bronze foliage, 3' feet	.65	4.00	35.00
DUKE OF MARLBOROUGH. Crimson maroon, green foliage, 4 feet	.65	4.00	35.00
EGANDALE. Currant red, bronze foliage, 4 feet	.65	4 00	35.00
FIREBIRD. Scarlet red, green foliage, 4 feet	1.25	9.00	80.00
FLORENCE VAUGHAN. Yellow spotted red, green foliage, 5 feet	.60	3.75	32.50
GLADIATOR. Deep yellow, dotted red, green foliage, 4½ feet	.65	4.00	35.00
GLADIOFLORA. Crimson with irregular edge of gold	.65	4.00	35.00
KING HUMBERT. Scarlet, bronze foliage, 4½ feet	.85	5.50	50.00
LOUISIANA. Bright scarlet, green foliage, 7 feet	.60	3.75	32.50
METEOR. Scarlet, green foliage, 4½ feet	$0.75	$5.00	$45.00
MONT BLANC. Almost white, green foliage, 3½ feet	.70	4.50	40.00
MME. CROZY. Scarlet with orange yellow border, green foliage, 3 feet	.65	4.00	35.00
PENNSYLVANIA. Vermilion scarlet, green foliage, 5 feet	.60	3.75	32.50
PILLAR OF FIRE. Brilliant red, green foliage, 6 feet	.65	4.00	35.00
PANAMA. Rich orange, red bordered with a broad edge of golden yellow, green foliage, 5 feet	.65	4.00	35.00
QUEEN CHARLOTTE. Rich pomegranate, red bordered with golden yellow, green foliage, 3½ feet	.65	4.00	35.00
RICHARD WALLACE. Light yellow, green foliage, 4½ feet	.60	3.75	32.50
SOUV. D'A. CROZY. Crimson, with gold band, green foliage, 4 feet	.65	4.00	35.00
THE PRESIDENT. The best canna of recent introduction, immense trusses of large red flowers	3.00	20.00	.....
WINTZER'S COLOSSAL. Bright scarlet, green foliage, 5 feet	.85	5.50	50.00
WYOMING. Orange chrome, bronze foliage, 6½ feet	.65	4.00	35.00

A. HENDERSON & CO., 166 N. Wabash Ave., CHICAGO, ILL.

Nashville, Tenn.

STOCK IN PLENTIFUL SUPPLY.

The Lenten season is having a very decided effect on the floral trade in this city and trade has been very quiet for the past few weeks. The flower supply is unusually good; roses are fine and carnations are at their best, while such flowers as lily of the valley, sweet peas, calendulas, hyacinths and narcissi are plentiful. Funeral work is large.

The death of Dr. Allen G. Yost, pastor of the First Baptist church, called forth all the energies of the florists, and for the day exhausted the supply of flowers. Seldom has there been a larger display at a funeral in this city.

M. C. D.

RIGHT ON TIME

For the Easter and Spring Trade

You can secure a large share of this business, which promises to surpass that of all previous years, by liberal advertising in the

SPRING NUMBER

—OF—

The American Florist

TO BE ISSUED

Next Week

Stimulated by the nation-wide publicity campaign of the Society of American Florists and many local organizations, the opportunities offered the trade this spring have never been more promising.

Go after your full share of this business by using

THE BEST SELLING MEDIUM IN THE TRADE

One inch single column, $1.75 net, for one insertion. By the year, $1.25 net, for each insertion. Full page, 30 inches, $52.50 net, for one insertion. By the year, $37.50 net, for each insertion.

AMERICAN FLORIST COMPANY

440 South Dearborn St., CHICAGO, ILL.

For upwards of 30 years the representative paper of the Florists, Seedsmen and Nurserymen of the United States and Canada.

☞ *Please send your copy for this issue as early as possible.*

CHICAGO CARTON COMPANY

CORONA FLOWER BOXES

Representatives:
M. E. CHAPIN
516 Fifth Avenue
New York City

T. A. DIXON CO.
1526 Blake St.
Denver, Colorado

T. S. FINCH
601 Elm St.
Dallas, Texas

Home Office and Factory
4433 Ogden Ave.
CHICAGO
Telephone
Lawndale 906

For Violets and Corsages

Size			Per 100
7 x	4 x 4	2-inch Top	$ 5.00
10 x	6 x 5½	2-inch Top	6.00
12 x	8 x 5½	2-inch Top	7.65
14 x	10 x 8	2-inch Top	12.60

For Cut Flowers

18 x 5 x 3	2-inch Top	$ 6.10
20 x 4 x 3	2-inch Top	6.05
21 x 5 x 3	2-inch Top	7.25
24 x 5 x 3½	2-inch Top	7.70
24 x 8 x 4	2-inch Top	10.80
28 x 8 x 4	2-inch Top	12.10
28 x 8 x 5	2-inch Top	13.05
30 x 5 x 3½	2-inch Top	9.95
36 x 8 x 5	**2-inch Top**	**16.20**

The sizes given here are carried in stock, in the popular MIST-GRAY and GREEN colors.

5% DISCOUNT
CASH WITH ORDER

The prices quoted herewith are f. o. b. Chicago.

When printing is wanted there will be a charge of $9.00 per color for printing 500, $12.00 per color for printing 1000.

Border printing and embossing will be charged for as time work in accordance with the amount of work involved.

For Sprays, Designs and Cut Flowers

Size				Per 100
16 x	16 x	8	Telescope	$29.25
20 x	20 x	8	Telescope	38.95
21 x	5 x	3	Telescope	7.25
24 x	5 x	3½	Telescope	8.90
24 x	24 x	10	Telescope	55.75
30 x	10 x	5	Telescope	22.00
30 x	12 x	6	Telescope	30.25
32 x	32 x	8	Telescope	63.75
36 x	10 x	5	Telescope	25.20
36 x	12 x	6	Telescope	36.35
36 x	14 x	8	Telescope	46.55

DWARF PEARL TUBEROSE.

CALADIUMS

The kind with real sound center shoots.

	100	1000
5- 7 inch	$ 4.50	$ 40.00
7- 9 inch	7.50	70 00
9-11 inch	14.00	125 00

GLADIOLUS

Grown on our own farms from our own Planting Stocks. Machine Graded; True to Name.

	1000
America, First	$27.00
America, Medium	22.00
Glory of Holland	50.00
Pink Beauty	55.00
Chicago Salmon	65.00
Halley, Medium	35.00
Mrs. F. King, First	25.00
Mrs. F. King, Medium	20.00
Mrs. F. Pendleton, First	50.00
Mrs. F. Pendleton, Medium	45.00
Niagara, First	45.00
Niagara, Medium	40.00

GLADIOLUS (Continued)

	1000
Mad Monneret, First	$30.00
Mad. Monneret, Medium	25.00
Schwaben, First	60.00
Schwaben, Medium	55.00
Peace, First	45.00
Florist Mixed, First	25.00
Rainbow Mixed, First	40.00
Standard Mixed, First	22.00
Standard Mixed, Medium	19.00

Write for special prices on PLANTING STOCK in Black Bulblets and first two sizes of White Bulblets.

TUBEROSES

Well Cured; Free From Rot.

	100	1000
Dwarf Excelsior Pearl, 2nd size, 3-4 in	$2.75	$25.00
Dwarf Excelsior Pearl, 1st size, 4-6 in	4.00	35.00
Variegated Leaved, single	3.75	32.50
Albino, early single white	3.75	32.50
Armstrong's Ever-Bl'm'g	3.75	32.50
Mexican	3.00	25.00

Canna Roots

King Humbert ..... per 100, $ 5.00; per 1000, $45.00
Yellow Humbert ..... per 100, 5.50; per 1000, 50.00
President ..... per 100, 15.00

And a Full Line of Standard Kinds.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Craig Specialties

For Easter and Spring Delivery

Never before have we offered to our customers such a complete line of stock and of such high quality, including both Flowering and Foliage Plants. We are booking heavily on Easter and Spring orders and suggest to our many customers to either call at Norwood and make their selections, or mail order at once so that reservations can be made, to avoid disappointment. Prosperity is here and you should protect your best interests for bigger and better sales with CRAIG QUALITY STOCK.

We cordially invite you to our new home at Norwood, Delaware County, Pa., easily reached by Pennsylvania R. R. to Norwood and Baltimore and Ohio R. R. to Holmes Station, or by trolley. Those having their own greenhouses or conservatories would do well to have shipments made during early March.

HYDRANGEAS

The New French Hydrangeas

All of the varieties here offered have been tested by us under ordinary conditions as to their adaptability to forcing for Easter.

4-in. pots, $6 per doz.

5-in. pots, 6-in. pots and 7-in. pots, heavily flowered, $9, $12, $15, $18, $24, $30, $36, $42 and $48 per doz.

8-in. pots, $4 and $5 each.

April delivery, 2½-in. pots, Hydrangea otaksa, strong plants, $8 per 100, $75 per 1000.

April delivery, assorted French Hydrangeas, 2½-in. pots, strong plants, $8 per 100, $75 per 1000.

ROSES

Lady Gay

In grand condition, trained into fan, globular and pyramidal shapes, $1.50, $2, $2.50, $3, $3.50, $4, $5, $6 and $7.50 each.

Special ball shapes, $2.50, $3, $4, $5 and $7.50 each.

Baskets, $10, $12.50 and $15 each.

Umbrellas, $6, $7.50 and $10.00 each.

Tausendschoen—Thousand Beauties

This was our finest and most popular Climber last year, this year our stock is large and the plants are much finer.

Trained plants, fans, globular and pyramidal shapes, $2, $2.50, $3, $3.50, $4, $5, $6, $7.50 and $10 each.

Baskets, $10, $12.50 and $15 each.

Umbrellas, $6, $7.50 and $10 each.

Excelsa—New Climbing Rose

This variety is known as the Red Dorothy Perkins. The color is brilliant and it is bound to prove the most popular red Rambler. We offer splendid plants in 6-in., 7-in. and 8-in. pots, $2, $2.50, $3.50, $4, $5, $6, $7.50 and $10 each.

Baskets of Excelsa, $10, $12.50 and $15 each.

Umbrellas, $6, $7.50 and $10 each.

Rosiere—New

Dark sport of Tausendschoen. Very beautiful. A great improvement on the popular Thousand Beauties (Tausendschoen), and consequently a welcome addition to this section. While it has the same habit of growth and general characteristics as Thousand Beauties, the color is superior—a deeper and more even shade of cerise-pink or carmine. Trained plants, fans, globular and pyramidal shapes, $2, $2.50, $3, $3.50, $4, $5, $6, $7.50 and $10 each.

Baskets, $10, $12 and $15 each.

Umbrellas, $6, $7.50 and $10 each.

Hiawatha

One of the prettiest of all the climbing Roses. Deep red with golden disc in center of flower.

Trained plants at $1.50, $2, $2.50, $3, $4, $5 and $6 each.

Baskets, $10, $12 and $15 each.

Umbrellas, $6 and $7.50 each.

Paul's Scarlet Climber

One of the most promising climbing Roses yet sent out. Vivid scarlet, semi-double flowers of medium size, produced in large clusters and in great profusion. The color does not burn or fade. This Rose has been exhibited extensively in Europe and received numerous awards. 5- and 6-in. pots, trained plants, $1.50, $2, $2.50 and $3 each.

Hybrid Roses

Including Ophelia, Donald McDonald, My Maryland and Mrs. John Dunlop. Very fine plants in bud and flower for Easter sales.

6-in. pots at $15 and $18 per doz.

AZALEA HINODIGIRI

Bright red in color and one of the finest and best keeping Azaleas ever sent out. We have never been able to meet the demand at Easter. The variety has the added advantage over Indica Azaleas that it is absolutely hardy.

5-in. pots, for baskets, $18 and $24 per doz.

5½-in. pots, $2.50 and $3 each.

6- and 7-in. pots, fine plants, $3.50, $4 and $5 each.

8- and 10-in. pots, $6, $7.50 and $10 each.

GENISTA RACEMOSA

The finest stock of Genistas ever offered. Every plant grown cool, exceptionally well flowered and shapely.

4-in. pots, $6 doz. 5-in. pots, $9 doz.

6-in. pots, $12 and $15 per doz.

7-in. pots, $18 and $24 per doz.

Also some very good standard and bush forms in larger sizes at $2.50, $3 and $4.

GOLDEN CALLAS

6-in. pots at $1.25 each.

8-in. pots and Ferns at $5 each.

LILIUM GIGANTEUM

Suggest placing orders early to avoid disappointment, such as was experienced last year.

6-in. pots, with from 4 to 10 flowers.

8-in. pans, with from 12 to 25 flowers.

Cut Lilies, 25c per bud and bloom.

GARDENIA VEITCHII

We have an exceptionally fine stock for Easter flowering. There is not anything finer than the small sizes for basket work.

3-in. pots, $6 per doz., $35 per 100.

4-in. pots, $9 and $12 per doz.

5-in. Azalea pots, $2.50 and $3 each.

LILY OF THE VALLEY

5-in. pots, 15 pips, $18 per doz.

CROTONS

Immediate Delivery.

2½-in. pots, strong plants, $35 per 100.

4-in. pots, strong plants, $12 per doz., $75 per 100.

5-in. pots, strong plants, $15 and $18 doz.

6-in. pots, strong plants, $24 and $30 doz.

8-in. pots, strong plants, $4, $5 and $6 each.

10-in. pots, strong plants, $7.50 and $10 each.

12 and 14-in., specimen plants, $15, $20 and $25 each.

Crotons (Narrow Leaf Type)

Delicatessima, Golden Thread and Florence.

These varieties are indispensable for table decoration and we predict a great future for them, as nothing surpasses them for use in artistic arrangement.

2½-in. pots, $35 per 100.

4-in. pots, $12 per doz., $75 per 100.

5-in. pots, $18 per doz.

6-in. pots, $24 and $30 per doz.

Croton Punctata

One of the most satisfactory and finest varieties for basket work and centers of ferneries.

2½-in. pots, $20 per 100, $175 per 1000.

3-in. pots, $35 per 100. 4-in. pots, $50 per 100.

DRACAENAS

Dracaena Godseffiana

Green and white leaf, very hardy, fine for baskets. 2½-in. pots, $20 per 100.

3-in. pots, $35 per 100.

4-in. pots, $60 per 100.

Fancy Dracaenas

We are offering a collection of the new and rare Dracaenas, including Imperialis, Amabilis, Pere Charon, Mandaiana, etc. Very handsome for home decoration or for fancy combination baskets.

4-in. pots, $9 per doz.

5-in. pots, $15 per doz.

6-in. pots, $18 and $24 per doz.

7- and 8-in. pots, $3.50, $4 and $5 each.

Dracaena Massangeana

The variety with the golden stripe down the center of the leaf. The best of all Dracaenas for the house. We have an exceptionally large stock, well colored and of the very highest quality.

4-in. pots, heavy, $12 per doz., $100 per 100.

6-in. pots, $2 and $2.50 each.

8-in. pots, heavy, $4 and $5 each.

Dracaena Fragrans

Plain green leaf.

4-in. pots, $9 doz. 6-in. pots, $24 doz.

8-in. pots, $5 and $6 each. 10-in. tubs, $7.50 each.

Dracaena Sanderiana

Small, light green leaves, edged with creamy white. Fine for center of fern dishes or basket work.

2½-in. pots, $20 per 100.

3-in. pots, $50 per 100.

Dracaena Lord Wolseley

One of the very best varieties for Easter and Christmas, being bright red in color An excellent Christmas variety.

2-in. pots, $20 per 100. 3-in. pots, $35 per 100. 4-in. pots, $60 per 100. 5-in. pots, $15 per doz. 6-in. pots, $18 and $24 per doz. 7-in. pots, $3 and $3.50 each.

Dracaena Kelleriana (New)

One of the finest foliage plants for combination baskets or boxes. Improved Godseffiana.

2¼-in. pots, $20 per 100. 3-in. pots, $35 per 100.

4-in. pots, $60 per 100.

8-in. pots, made up, very handsome, $5 and $6 each.

Dracaena Terminalis

Exceptionally well colored.

2¼-in. pots, $20 per 100. 3-in. pots, $35 per 100.

5-in. pots, $15 per doz.

6-in. pots, $18 and $24 per doz.

We would suggest ordering the above early, as the demand is always great.

Dracaena de Smetiana

A strong, vigorous grower, with bold, dark green foliage, which becomes beautifully suffused and variegated.

4-in. pots, $7.50 per doz., $60 per 100.

5-in. pots, $1 each. 6-in. pots, $2 each.

7-in. pots, $3.50, $4 and $5 each.

Dracaena Warneckii (New)

Silver and green leaf. Very durable.

6-in. pots, $30 per doz. 7-in. pots, $4 and $5 each.

Dracaena Lindenii

Same type as Massangeana, but with the golden stripes on the outer edges of the leaf.

4-in. pots, $12 per doz., $100 per 100.

6-in. pots, $2 and $2.50 each.

8-in. pots, $5 each.

Dracaena Longii

Improved sport of Dracaena Warneckii. One of the very best novelties in foliage plants introduced for years. Dark green outer edge with pure white stripe in center of leaf. Stock limited.

4-in. pots, $5 each. 5-in. pots, $10 each.

FICUS PANDURATA

6-in. pots, 2 ft. tall, $2 each.

7-in. pots, 3 ft. tall, $2.50 each.

8-in. pots, 4 ft. tall, $3.50 each.

LATANIA BORBONICA

5-in. pots, $12 per doz., $90 per 100.

6-in. pots, $18 per doz.

ASPARAGUS PLUMOSUS

2¼-in. pots, $5 per 100, $45 per 1000.

3-in. pots, $12 per 100, $110 per 1000.

PANDANUS UTILIS

5½-in. pots, $15 per doz.

7-in. pots, $2.50 each.

PANDANUS VEITCHII

Well colored plants.

6-in. pots, $24 and $30 per doz.

7-in. pots, $4 each. 8-in. pots, $5 and $6 each.

10-in. pots, specimens, $10 each.

ARECA LUTESCENS

3-in. pots, single, $35 per 100, $325 per 1000.

4-in. pots, single, $60 per 100, $550 per 1000.

5½-in. pots, made up, $150 per 100.

6-in. pots, made up, $24 and $30 per doz.

7-in. pots, $4, $5 and $6 each, made up.

IMPORTANT NOTICE

Owing to the very great increase in price of all materials used in packing of plants, we find it necessary to make a small charge for same, as follows, much lower than the percentage plan:

Full size cases.....$2.00 each
Three-quarter size cases..... 1.50 each
Small size cases..... .50 each

TERMS: **CASH WITH ORDER:** Kindly send sufficient to cover the entire bill We do not make shipments C.O.D. unless remittance has been made on account to guarantee acceptance. This does not apply to regular customers. **REMITTANCES:** Remittances should be made by money order or New York drafts. If money is sent, letter should be registered. All prices quoted in this list are strictly net. **SHIPPING INSTRUCTIONS:** Give your name, post office, county and state and the name of your nearest express office to which shipment is to be made. We have always made it prominent in our printed terms that our goods are sold F. O. B. cars at the point of shipment and are at the purchaser's risk in transit. Because of the present unsettled conditions we wish to emphasize still further that we do not guarantee safe delivery. The ownership of all goods sold by us passes to the purchaser on delivery by us to the carrier, and the issuing of the receipt by the carrier ends our responsibility. Any claims for damages should be made promptly to the agent at the point of delivery. **CORRESPONDENCE:** We endeavor to answer all correspondence promptly, but owing to the pressure of business, we ask that all requests be clearly and concisely stated. **ERRORS:** Keep a copy of your order. We aim to have our orders correctly filled. When we are at fault we shall make satisfactory correction.

THE ROBERT CRAIG CO., Norwood, Delaware County, Penna.

Easter Flowers

We grow our own Roses especially for the Shipping Trade. Give us a Trial Order.

Buy Direct from the Grower

You always get fresh flowers and a more even run of stock.

EASTER PRICE LIST—Subject to Market Changes

RUSSELL Per 100

Fancy Long	$30.00 to $35.00
Good Length	25.00
Medium	16.00 to 20.00
Short	10.00 to 15.00

COLUMBIA

Fancy Long	$30.00 to $35.00
Good Length	25.00
Medium	16.00 to 20.00
Short	10.00 to 15.00

PREMIER

Fancy Long	$30.00 to $35.00
Good Length	25.00
Medium	16.00 to 20.00
Short	10.00 to 15.00

HOOSIER BEAUTY Per 100

Long	$25.00
Medium	$16.00 to 20.00
Short	10.00 to 15.00

OPHELIA

Long	$20.00
Medium	$12.00 to 16.00
Short	6.00 to 10.00

SUNBURST

Long	$20.00
Medium	$12.00 to 16.00
Short	6.00 to 10.00

WHITE KILLARNEY

Long	$20.00
Medium	$12.00 to 16.00
Short	6.00 to 10.00

ASSORTED ROSES
—OUR SELECTION—

Good short and medium, including some **Russell, Columbia and Premier.** In lots of 200 or more. $10.00 to $12.00 per 100.

Fancy Ferns, per 1,000	$4.50 to $5.00
Adiantum, per 100	1.50
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per 100	4.00

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

STOCK NOT QUITE SO PLENTIFUL.

Stock is not quite as plentiful as it has been and the market cleaned up pretty well the past week, although there was more than enough to go around. American Beauty roses are having a good call and clean up well right along at fair prices. Roses in general are off crop, but according to several of the leading growers, will be in splendid supply for Easter if the weather is at all favorable. Mrs. Chas. Russell, Columbia, and Premier are in strong demand and the receipts of Milady, Hoosier Beauty, Ophelia, Sunburst, Dunlop, Butterfly, Crusader, Ward, Killarney Brilliant, White Killarney, Hearst, Nesbit, Cecil Brunner and all the other varieties grown for this market are being disposed of without much effort, but prices might be better. Carnations are in large supply and obtainable in quantity lots at reasonable prices. Lilies appear to be holding their own and the same holds true for callas. Lily of the valley is in good supply and so are orchids and gardenias. Sweet peas are to be had in fair sized quantities, but considerable pushing was necessary to move them the past week. Violets are seen in large supply at all of the stores. Tulips are arriving in large numbers and the shipements include some fine Darwin, jonquils are in heavy supply, paper white narcissi are to be had in quantity. Freesias are still plentiful but are moving better this week. Mignonette, pansies, daisies, lupines, calendulas forget-me-nots, stevia, and all other miscellanous seasonable stock offered the retailer a large variety to select from. Blooming plants are seen in the stores everywhere, especially tulips, jonquils, cyclamens, cineriarias, primroses and Rambler roses. Business has not been anything to crow about, but there appears to be a gradual improvement in trade and everything points to a strong Easter demand.

HAIL DAMAGE.

The big hail storm that visited this vicinity March 7 caused much damage especially in the neighborhood of Greggs Station, Downers Grove and River Forest. Bassett & Washburn suffered the heaviest loss at their new rose range at Greggs Station where it is estimated that the loss in glass alone will total almost 4,000 boxes. The greenhouses are being covered with canvas and plant cloth while glazing is being rushed at full speed. The J. F. Kidwell Co. at Downers Grove reports the loss of about 250 to 300 boxes of glass in its plant houses. Repairs are being rushed at full speed and the

Green Sheet Moss

In bags, 2 bu., 12 to 15 pounds, nice, dry, clean sheets, same as sells at $2.00 and up—

Per bag	**$ 1.50**
5 bags	**7.00**
10 bags	**12.50**
100 bags	**110.00**

Shipments made on day of order.

ALFRED HAY, Praise, Ky.

Mention the American Florist when writing

FOR EASTER We Offer FINE LILIES

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Excellent Roses

SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red GOOD CROP

Including the finest Mrs. C. W. Ward on this market, bar none

JONQUILS, TULIPS, DAFFODILS, LUPINES, VALLEY, FREESIA

White and Blue Daisies, Calendulas, Violets, Lilies, Paper Whites, Pansies, Forget-Me-Nots, Sweet Peas, Stevia and all other seasonable Cut Flowers.

Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

market price of the new glass is reported to be $8.40 per box. The Wellworth Farm Greenhouses lost about 2,000 lights in their rose range and J. Garland and C. B. Wolf were also heavily hit. Ernest Oechslin's loss at River Forest is estimated at about 200 boxes. The New City Floral Co., 1245 West Sixty-first street, lost about 1500 lights and Gottlieb Jirowsky of La Grange, and the Resurrection Cemetery Greenhouses of Summit had considerable loss. John A. Michal, 7045 Stony Island avenue; L. D. Eastman, & Son, 1800 East Seventy-seventh street, and the Parkside Greenhouses, 1457 East Seventieth street, all report heavy damage. Several others were hit including many market gardeners.

NOTES.

Poehlmann Bros. Co., will be in good crop with roses for Easter in practically all the varieties it grows and will also be well fixed on carnations. Lilies are in strong demand this season and everything points to an early clean-up in pot stock.

Corsage Shields

	Per doz.
Large Shields (all colors)	$2.25
Invisible Shields (green only)	2.35
Colonial Shields (green only)	1.25
Celluloid Shields (per 100, $5.00)	.75

Corsage Pins

4½ Inches Long. (With glass heads, any color.)

Per gross	$1.50
5 gross or more, at	1.40

Get Our Complete List of Other Items. It's free.

GEO. H. ANGERMUELLER CO.

Wholesale Florists, 1324 Pine St., ST. LOUIS, MO.

Mention the American Florist when writing

A. L. Vaughan & Co.'s store presents a most inviting appearance in its new dress of paint. Mr. Vaughan is serving on the jury, but will be through in time to devote his entire attention to the Easter business.

Wietor Bros. are cutting a fine supply of roses and carnations and will be in good crop with both for Easter.

Sphagnum Moss Vaughan's Seed Store Chicago & New York Single Bales or Carlots

N. J. Wietor is looking for an early clean-up in both lines for this occasion.

FOR EASTER

Heavy Supply Roses and Carnations

Exceptionally fine stock in all the leading commercial varieties at the right prices. You give your customers the best stock obtainable when you fill their orders with our Cut Flowers.

☛ WRITE FOR PRICES.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081. CHICAGO

The Chicago Bulb Forcers' Association held a meeting at the Hotel Randolph, Monday, March 7, which was well attended, about 15 of the largest growers being represented. Some of the members were obliged to leave early owing to the heavy hail storm which caused so much damage in this vicinity. The members agreed not to buy any bulbs for next year unless the Dutch growers stand the loss of the blind bulbs. The members agreed to pay the freight and duty on the blind bulbs and figure that these items with the cost of planting is a greater loss than that of the blind bulbs. Resolutions will be drawn up to that effect and published later. The growers also decided to limit the purchases for next season.

The Chicago Flower Growers' Association is installing a large new refrigerator in the shipping department which is a regular wholesale house by itself. Manager Klingsporn attended the Illinois State Florists' Association meeting at Urbana this week.

In our issue of March 5, page 337, it was stated that the Kaspar Mfg. Co., 3234 W. 30th street, had been incorporated with a capital of $15,000, which should read $150,000

Zech & Mann are booking orders for lilies for Easter and are confident that the supply will be exhausted quickly, so are advising early ordering.

Frank Gorly, of Grimm & Gorly, St. Louis, Mo., was in the city this week buying stock for Easter.

George Sykes, of the Lord & Burnham Co., is spending his winter vacation at Miami, Fla.

The special colored edition of Vaughan's 1921 catalogue is proving very popular over the counter.

Erne & Company are supplying their trade with fine callas in addition to their regular line.

WEEK AFTER WEEK

WEEK AFTER WEEK you are appealed to for Cut Flower orders.

Many reasons are given why you should patronize such and such a wholesale house. While claims can be made one way or the other of the service that is offered, what about YOU?

Have you ever stopped to think that our Market Letters bring you right into our place of business and put your finger on the pulse of the Great Chicago Cut Flower Market?

Others may advertise cut flower prices, some may issue cut flower price lists, but we get you right into the market with our market letters.

Make your comparison and then.....

H. B. KENNICOTT, Pres.
J. E. POLLWORTH, Sec'y and Mgr.

KENNICOTT BROS. CO.,
174 N. Wabash Ave.,
CHICAGO.

PRINCIPAL LOCATION IN THE MARKET.

FOUNDED BY FLINT KENNICOTT 1st

Glass by the Million.
Production by the Thousands.

Roses AND Carnations

Are in Heavier Supply With Us. Order Here.

Buy Direct from the Grower — **CURRENT PRICE LIST** — Subject to Change Without Notice

	Per 100
MRS. CHAS. RUSSELL	
Specials	$30.00
Fancy	25.00
Select	$18.00 to 20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
COLUMBIA	
Specials	$30.00
Fancy	25.00
Select	$18.00 to 20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
SUNBURST, OPHELIA	
Special	$25.00
Select	$18.00 to $20.00
Medium	12.00 to 15.00
Short	8.00
Killarney Brilliant — Specials	$20.00
Select	$12.00 to 15.00
Killarney — Medium	10.00
White Killarney — Short	8.00
EXTRA SPECIAL STOCK	**BILLED ACCORDINGLY**

	Per 100
PREMIER	
Specials	$30.00
Fancy	25.00
Select	$18.00 to 20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
ROSES, OUR SELECTION	$ 8.00
Carnations	$ 4.00 to 5.00
Sweet Peas	1.50 to 3.00
Violets	.75 to 1.50
Jonquils	5.00 to 6.00
Tulips	5.00 to 8.00
Adiantum	2.00
Asparagus, per bunch	50 to 75c
Boxwood, per bunch	35c
Galax, bronze and green, per 1,000	2.00
Ferns, per 1,000	$5.00
Leucothoe Sprays	1.00
Smilax, per dozen strings	4.00

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 **CHICAGO**

Easter Cut Flowers

Complete line of all seasonable stock including the best Lilies, Roses, Valley, Orchids, Sweet Peas and Carnations in the World's Largest Wholesale Cut Flower Market.

Members of the adult probation department of the county board held memorial services for the late Peter Reinberg at St. Ptarick's church March 9.

J. F. Ammann, George Asmus and Fred Lautenschlager leave Saturday evening for the New York flower show by way of Cleveland and Buffalo.

Captain Phil. Foley has sailed his trade ship down the Pacific coast, leavin a big wake of good fellowship along the whole shore.

BRYAN, TEX.—Forest Jones and Coulter Smith are completing a new commercial greenhouse.

MONTREAL, QUE.—Retailers will be required to pay a tax of two per cent on all flowers and plants purchased from wholesalers.

XENIA, O.—The Jamestown greenhouses, formerly owned by J. A. Johnston have been purchased by Floyd Anderson, and will assume the name of Anderson & Son Greenhouses.

BATH, ME.—H. B. Oliver has recently opened a new shop on Ferry street.

BALTIMORE, MD.—Gene Hofmann of the Park Florist Co., has leased the shop at 114 W. Lexington street until after Easter.

SOUTH MANCHESTER, CONN.,—W. E. Pendleton has moved into his new store at South Manchaster, and has one of the finest establishments in that section of the state.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Milady Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MISCELLANEOUS

Valley Cattleyas

CARNATIONS

Paper White Narcissus

Single VIOLETS Double

Sweet Peas

Calendulas

Tulips Jonquils

Freesia

GREENS

Plumosus Sprengeri

Bronze and Green Galax

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood

Milwaukee, Wis.

MARKET LACKS FIRM TONE.

There has been no decided change in the market over last week. Stock of all kinds is still plentiful and the demand is good, but not good enough to give the market conditions a firm tone.

NOTES.

At the meeting of the Florists' Club March 3, the regular good attendance was noted. At this time the entertainment committee was instructed to make complete arrangements for a May ball. As the treasurer James Lexington reported a good sum of cash on hand, the trustees were empowered to buy a $100 Liberty Bond. Wm. R. Schroeder, who is the only grower in this vicinity who has a Beeman tractor gave an interesting description of its adaptability on his place; it is an implement which growers will have to use more freely in the near future.

Wm. Weisner of the Sunny Point Floral Co., North Milwaukee, was elected a new member, while the resignation of Arthur Eggebrecht was accepted. Mr. Eggebrecht, who was associated with his father in the greenhouses, has taken up an entirely different kind of work.

The annual style week fostered by local retail dry goods merchants again was the occasion for many artistic window decorations. Most of the work was done by the A. F. Kellner Co., using bulbous stock, cinerarias and ornamental plants and foliage to good advantage.

While the thermometer has been above the freezing point nearly every day this week, it was mostly cloudy and conditions were far from favorable for the Easter lily crop.

Wm. Manke, North Milwaukee, is attending the Illinois State Florists' Association meeting at Urbana this week.

E. O.

Toronto, Ont.

A DECLINE IN PRICES.

Business at present is not up to the high standard of last year and the falling off has been mostly noticeable in the transient sales, funeral work and decorations causing most of the demand. Stock has become more plentiful and the brighter weather is showing good effect on the quality of blooms. Roses are plentiful for the first time since last year and the same applies to most other varieties of stock. In roses, Columbia and Ophelia are most prominent; both show good color and the cut runs to the better grades. Carnations are in good supply and the drop in prices is welcomed. Violets, sweet peas and all varieties of bulbous stock are in sufficient supply to meet the demand. A visit to a number of the growers' show promises of a very heavy supply for Easter; there will be all kinds of flowering plants, rhododendrons, azaleas, hydrangeas, spireas and a goodly number of lilies. The prices on the latter are quoted at $25.00 per 100 blooms and the plants have mostly from three to five blooms; there will also be a heavy supply of all kinds of bulbous stock. The week end saw the florists who sell at popular prices well filled with stock, and at the prices at which some of the stock was marketed, it will again bring flowers into use in other than the rich man's home. Daffodils and carnations at 60 cents per dozen, roses $1 per dozen, violets 25 cents per bunch and many small flowering plants are selling at reduced prices. These prices will no doubt help to again popularize flowers for table use.

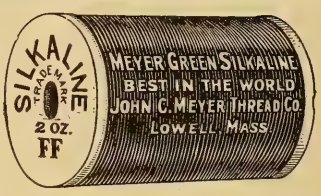
NOTES.

The committees are hard at work for the Canadian convention of the Floral Telegraph Delivery Association to be held here this year and every member in the Dominion will be asked to do his part to make this the most successful meeting yet held. A large attendance is expected as already we hear reports of members who intend to bring their families with them to get a partial view of Canada.

Chas. Grobba took a flying visit to Montreal to see his different customers and get a line on business conditions there.

Mrs. J. J. Higgins is the proud mother of a baby girl.

H. G. D.



Do not take any fake or imitation thread, claimed to be the Meyer silkaline, or smilax threads. Be sure the name Meyer in on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from and you will notice that our threads run full two ounces of thread to the spool. Be sure and get the Meyer thread.

Mention the American Florist when writing

DULUTH, MINN.—W. W. Seekins, an old-time florist, here and elsewhere in the northwest, is now a poultry rancher at Salerno, Fla.

OKLAHOMA CITY, OKLA.—Forty florists from Oklahoma and Texas met recently with Lon Foster, of the Foster Floral Co., to formulate plans for the florists' convention to be held here next summer.

EXTRA FANCY
CUT FLOWERS
ORDER HERE.

Roses, Carnations, Sweet Peas, Tulips, Freesias, Paper White Narcissus, Jonquils, Valley, Lilies, Callas, Stevia, Mignonette, Daisies, Pansies, Violets, and a complete line of Greens.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

Mention the American Florist when writing

Place Your Easter Orders Now

Our supply will be heavy and include all the best offerings in Seasonable Cut Flowers. Leading buyers everywhere use our stock regularly. **There's a Reason.**

JOSEPH FOERSTER CO.
WHOLESALE FLORISTS
160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

The Ove Gnatt Co., Inc.
Preservers of Natural Foliages LA PORTE, IND.
Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

The Florists' Supply House of America

Buy Bayersdorfer's Easter Baskets

Especially made for plants or cut flowers. Artistic and novel in design and coloring. Strong, substantial and thoroughly practical.

LET US SEND YOU A SAMPLE ASSORTMENT.

Suitable for Cut Flowers.....$25.00, $50.00, $100.00
Suitable for Plants..... 25.00, 50.00, 100.00

BAMBOO POT COVERS

Especially well made. **Special Offer.** Dyed all colors, to fit pots.

	Natural.	Dyed.		Natural.	Dyed.		Natural.	Dyed.
4-inch.....	12½c	15c	6-inch.....	18c	20c	8-inch.....	25c	30c
5-inch.....	15c	18c	7-inch.....	20c	25c	Nest of 5.....	90c	$1.15

FOR ST. PATRICK'S DAY

Carnation Dye, per package, 50c. **Paper Novelty,** with cups for flowers, $12.50 per 100.
High Hats, of basket weave, 50c each.

Let us send you our New Illustrated Catalogue, A postal card will bring it.

H. BAYERSDORFER & CO., 1129-33 Arch Street, PHILADELPHIA, PA.

Branch Factory, 709 First Avenue, New York City. Telephone Vanderbilt 4976.

WILD SMILAX-That's Us

$7.50 Per Case, F. O. B. Chicago

THE E. F. WINTERSON CO., Central 6004 L. D. Phone: 166 No. Wabash Ave., Chicago, Ill.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

Kansas City, Mo.

PRICES CONSIDERABLY LOWER.

The past week found the market well stocked with cut flowers of all the seasonable varieties. Roses were the cheapest they have been this season some wholesaling as low as four cents and up. Carnations were more than plentiful and the quality better than usual. Sweet peas were very plentiful and of the best quality, but of the lowest price of the season, selling wholesale at $10 per 1,000. Bulbous stock of jonquils, narcissi, daffodils, tulips, freesias, and hyacinths were plentiful and in fact a lot of this material came in a little ahead of the time anticipated. Pot plants and primroses, cinerarias, hyacinths, tulips, daffodiles, and begonias are very good, considering the warm weather and are making ready sales, as the colors and quality as well as the prices are pleasing to the trade. The prospects for Easter stock have the growers disconcerted, as some have their stock well advanced and the hot sun is not helping matters. On the other hand, it is helping those that have their stock none too far advanced. The wholesale houses report stock very plentiful and prices right. They have already booked good orders for Easter. The retailers state they are having a very good run of business for this time of the season, but that funeral work is taking the lead, while hospital, corsages, dances and parties are drawing well.

Seligman & Stein
FLORISTS' SPECIALTIES
116 W. 28th St., New York
IMPORTERS—MANUFACTURERS

FLORISTS' CLUB MEETING.

On March 2, the Florists' Club held its monthly meeting at the store of the Pinehurst Floral Co. and the committee on the advertising and publicity fund made their report which was more than satisfactory, as they are not quite ready to make their final report. They are more than satisfied that this move will help increase the sale of flowers. Sidney J. Hare, prominent landscape architect, addressed the club on "Somebody's Back Yard," illustrating his lecture with stereoptican views. Excellent exhibits of stock were displayed by the different growers.

TONNER
CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

Mention the American Florist when writing

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue

CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

ARTIFICIAL VALLEY ARTIFICIAL FLOWERS

Write for prices

Grossberg-Tyler-Finnerman Co.

Manufacturers and Importers

30 E. Randolph Street, CHICAGO

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Wire Hanging Baskets

Price List, 1920. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST.

	Dozen	
Roses, Beauty	3.00 @	8.00
	Per 100	
" Mrs. Chas. Russell	8.00 @	40.00
" Butterfly	8.00 @	35.00
" Columbia	8.00 @	35.00
" Dunlop	8.00 @	35.00
" Premier	8.00 @	40.00
" Hoosier Beauty	8.00 @	35.00
" Killarney Brilliant	6.00 @	25.00
" White Killarney	6.00 @	25.00
" Mrs. Geo. Shawyer	6.00 @	25.00
" Milady	6.00 @	30.00
" Mrs. Aaron Ward	6.00 @	20.00
" Sunburst	6.00 @	20.00
" Ophelia	6.00 @	20.00
" Dble. W. Killarney	6.00 @	25.00
" Cecile Brunner		4.00
" Our Selection		8.00
Calendulas	3.00 @	6.00
Freesia	3.00 to	6.00
Jonquils	4.00 to	8.00
Paper Whites	4.00 @	6.00
Violets	.75 @	1.50
Mignonette	6.00 @	8.00
Sweet Peas	1.50 to	4.00
Cattleyas, per doz.	10.00 @	15.00
Cypripediums, per doz.		4.00
Valley	6.00 @	8.00
Carnations	4.00 to	8.00
Lilies, per 100	15.00 @	20.00
Adiantum	1.50 @	2.00
Ferns, per 1,000	4.50 to	5.00
Galax, per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch	
Mexican Ivy		1.00
Southern Wild Smilax, case		7.50
Boxwood, 35c per lb., case		9.00

ZECH & MANN

WHOLESALE FLORISTS

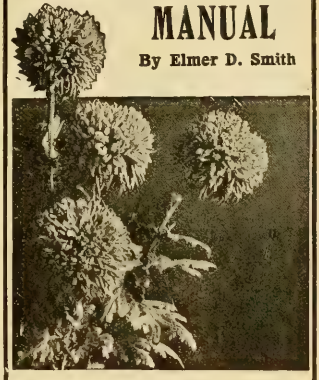
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order

American Florist Co.

440 S. Dearborn St., Chicago

Raedlein Basket Co.

713 Milwaukee Avenue

CHICAGO, - - ILLINOIS

Write for Catalog and Prices.

Mention the American Florist when writing

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., CHICAGO

Mention the American Florist when writing

EASTER

is the biggest day in the year for such items as

Cattleyas
Gardenias
Valley
and
Sweet Peas

DEPEND ON US TO SUPPLY YOU with these items. You know we ship nothing but the Best and with the large supply at our disposal, you have every assurance of getting your orders filled to your entire satisfaction.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

Mention the American Florist when writing

EDWARD REID

CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

QUIET TONE IN MARKET NOTED.

The past week has been quiet, the demand being very light, flowers of all kinds have been plentiful, particularly sweet peas, carnations and all kinds of bulbous stock. Roses have shortened up a little, although there are enough particularly of the longer grades for all demands. Snapdragon is now quite a factor, a lot of the stock grading up well. There is a good supply of well-flowered White lilacs which is handled by the better stores who know its value. Cattleyas are plentiful, as is lily of the valley, some of which is as fine as seen for over seven years. There are violets in abundance but they move slowly. Very fine stocks of gillyflower have been added to the list. There is an abundance of greens of all kinds. Freesia has been a great disappointment to the growers this season; there appears to be a great deal more in market than usual and in common with other flowers it has not brought half the price of a year ago. When the demand is light it is the smal flowers that suffer most and freesia unfortunately, particularly the shorter grades gets into this class very quickly, after the first week or two. A Dutch bulb agent stated that the impression prevails that the low prices of narcissi, daffodils and other bulbous stock prevalent this season was due to extra large importations over those of a year ago. This he claims is an error as the total number of cases of all bulbs is not over 10 per cent more than the total of last season. There simply has not been the demand and this stock has suffered in common with other flowers. Bulbs, he claimed, could not be sold under prices now prevailing, and for the present would be handled to best advantage by grower-retailers who were able to get both the profit of growing and selling.

March 7.—The market was very full of flowers of all kinds; there was a fair demand but quantities of stock were sold at bargain prices to the street men. The weather was very warm making overcoats a burden.

EASTER PROSPECTS.

The outlook for the Easter business is very good. Stocks with the large growers are exceptionally fine, particularly hydrangeas, Rambler roses and Easter lilies. There are good quantities of azaleas, daisies, genistas, spireas and some bougainvilleas. Dutch bulbs are also seen in quantity; hyacinths, tulips and daffodils in flats and pans; much of the stock apparently of fine quality. Advance orders have been encouraging. Most of the stock is being held at last year's prices, the standard for the best pot lilies being 25 cents per bud and flower.

Wholesale Flower Markets

BOSTON, MAR. 9.	Per 100
Roses, American Beauty	8.00@100.00
" Russell	8.00@ 25.00
" Dunlop	8.00@ 20.00
" Pilgrim	8.00@ 25.00
" Crusader	8.00@ 25.00
" White Killarney	6.00@ 16.00
" Ward	6.00@ 16.00
" Maryland	6.00@ 16.00
" Hoosier Beauty	8.00@ 20.00
" Columbia	8.00@ 25.00
" Hadley	8.00@ 25.00
" Ophelia	8.00@ 25.00
" Premier	8.00@ 25.00
Adiantum	2.00
Asparagus bchs, per bch.	.50@ 1.00
Asparagus Strings, doz.	12.00
B. Buttons	1.50@ 2.00
Bouvardia, pink and red, doz. sprays	1.50@ 2.00
Calendulas	3.00@ 5.00
Carnations	5.00@ 6.00
Carnation Laddie	8.00@ 10.00
Cattleyas, per doz.	9.00@ 12.00
Lily of the Valley	16.00
Longiflorum Lilies	16.00@ 20.00
Pansies	2.00@ 3.00
Paper White Narcissus	3.00@ 4.00
Smilax, per doz.	4.00@ 6.00
Snapdragons, doz.	2.00@ 3.00
Mignonette, doz.	.75@ 1.00
Sweet Peas	1.00@ 3.00
Callas	2.00@ 3.00
Heliotrope, per bch.	1.00@ 1.50
English Daisies	.75
Jonquils, Spur	4.00
Freesias	3.00@ 4.00
Violets	1.00@ 1.50
Cypripediums	4.00
Marguerites	2.00@ 4.00
Acacia, per bunch	3.00@ 5.00
Tulips	4.00
Bicolor Jonquils	6.00
Myosotis, per bch.	.25@ .50
Hyacinths	6.00

BUFFALO, MAR. 9.	Per 100
Rose, Killarney	5.00@ 10.00
" White Killarney	6.00@ 12.00
" Dbl. Wht. Killarney	8.00@ 15.00
" Richmond	8.00@ 15.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Ward	6.00@ 8.00
" Columbia	8.00@ 25.00
" Ophelia	8.00@ 20.00
" Russell	8.00@ 15.00
" Premier	6.00@ 20.00
" Cecile Brunner	4.00@ 6.00
Calendulas	3.00@ 6.00
Calla Lilies	15.00@ 25.00
Carnations	3.00@ 6.00
Easter Lilies	15.00@ 20.00
Freesias	4.00@ 6.00
Mignonette	4.00@ 6.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	4.00@ 10.00
Golden Spur Narcissi	4.00@ 5.00
Paper White Narcissi	5.00@ 6.00
Soleil D'Or Narcissi	6.00@ 8.00
Swet Peas	1.00@ 3.00
Violets	.75@ 1.00
White Tulips	4.00@ 6.00
Yellow Tulips	4.00@ 6.00

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Berger Bros.

The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, MAR. 9.	Per 100
Roses, Premier	6.00@ 20.00
" Russell	6.00@ 20.00
" Columbia	6.00@ 20.00
" Butterfly	6.00@ 20.00
" White Killarney	6.00@ 20.00
" Pink Killarney	6.00@ 20.00
" Sunburst	6.00@ 20.00
" Mrs. Aaron Ward	6.00@ 20.00
" Ophelia	6.00@ 20.00
" Baby Doll	4.00@ 8.00
Carnations	4.00@ 6.00
Easter Lilies and Callas	15.00@ 20.00
Ferns, per 1,000	4.00
Forget-Me-Not, bunch	.25
Freesia	3.00@ 4.00
Galax, per 1,000	1.50
Jonquils	3.00@ 4.00
Leucothoe, per 1,000	5.00@ 6.00
Plumosus (south) per bch.	.25
Smilax, per string	.15@ .25
Snapdragons	10.00@ 15.00
Violets	1.00@ 1.50
Primulas, bunch	.50

FLORISTS' CLUB MEETING.

The club meeting of March 1 was the best of the season; there was an attendance of over 200 of which 83 sat down to dinner at 6:30 p. m. The exhibition completely filled the display room and additional tables were placed in the meeting room and hallway. The displays of Easter plants by the Robert Craig Co., W. K. Harris, H. I. Feast, A. M. Campbell and Macair Bros., were large and varied, embracing all the standard stocks and some novelties. As Easter was so far off there was not much in flowers, but all the plants appeared to be just right as to forwardness and looked very promising. Hydrangeas were very well budded as were the Rambler roses, many of the latter being in novel forms such as baskets, standards, pyramids and some airplanes among them. Easter lilies were exceptionally fine, all with strong, vigorous foliage and well budded. An extent of the exhibit may be gained, when the smallest entry had over three dozen plants, while the Robt. Craig Co. staged upwards of 80. The most important exhibit was that of the W. Atlee Burpee Co., who staged over 40 varieties of their orchid winter flowering sweet peas. There were some 60 vases in all and they made a wonderful

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MILWAUKEE, WIS.

showing. New seedlings not exhibited before were Glitters, Flamingo, Silver King (pale blue), Fireflame and Mrs. Kerr salmon. The flowers were superb and attracted great attention from all who saw them. All the varieties are seedlings from crosses made at Fordhook by George W. Kerr, their sweet pea expert. The Philadelphia Wholesale Florist's Exchange exhibited a vase of 100 Alma Ward, very fine flowers grown by L. D. Wilkinson, Kennett Square. A well arranged basket of 200 sprays of choice lily of the vally grown by the Lindhurst Farm, Hammonton, N. J., and exceptionally fine stocks grown by Allan F. Wicks, Llanerch. The F. H. Lemon & Co., Richmond, Ind., sent a vase of their new white rose Angelus, a superb flower, large and double, and of good form and fine strong stem. Edward Towill Roslyn staged a vase of his new rose, American Legion, which is always admired. Elmer J. Weaver, Ronx, exhibited vases of carnations, Laddie, Lassie and White Benora, all very fine flowers. The Jos. Heacock Co. exhibited four vases of splendidly grown roses, the varieties being Dunlop, Columbia, Hadley and Pilgrim. They were the finest flowers seen here this season. The literary features were addresses by S. W. B. Hicks, a member of the Chamber of Commerce. Senator George W. Cartwright, California, spoke upon Americanism, as against Socialism, Communism and Bolshevism. Only 10 per cent of the people saved any money, but one per cent were geniuses, which he said Thomas A. Edison defined as one per cent inspiration and 99 per cent perspiration. Captains of industry were great because of their energy and thrift. They employed thousands of men, and carried enormous burdens, but all they got out of it was their board and clothes. Senator Cartwright's address was wonderfully inspiring, condemning all kinds of makeshifts and easy streets, and lauding enterprise, industry and thrift as the only solution of the world's problems.

NOTES.

A new round plant basket with only side handles is an idea of Sydney Bayersdorfer. The bottom is a square, beveled edged board, in the center of which is the basket proper made of dowell stakes, finished at the top with a weaving of rattan. The color is white enamel with the inside tin of any shade desired. It is having a wonderful sale.

The death of Edward C. Dungan caused the deepest regret amongst the

Wholesale Flower Markets

PHILADELPHIA, MAR. 9.	Per 100
Roses, Beauty, special	50.00@ 75.00
" " fancy	20.00@ 35.00
" Mrs. Chas. Russell	15.00@ 35.00
" Killarney	6.00@ 12.00
" Hadley	15.00@ 40.00
" Sunburst	10.00@ 20.00
" Wards	6.00@ 15.00
" Ophelia	6.00@ 20.00
" Columbia	10.00@ 25.00
" Premier	10.00@ 25.00
Adiantum	1.50@ 2.00
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Calendulas	4.00@ 6.00
Carnations	3.00@ 8.00
Cattleyas	.50@ .75
Easter Lilies	15.00@ 20.00
Lily of the Valley	8.00@ 10.00
Smilax	.35
Snapdragons, per doz	1.50@ 2.50
Mignonette	4.00@ 6.00
Violets	.50@ 1.00
Callas	10.00@ 20.00
Sweet Peas	.50@ 3.00
Freesia	2.00@ 4.00
Golden Spur Daffodils	2.00@ 4.00
Tulips	2.00@ 4.00

PITTSBURGH, MAR. 9.	Per 100
Roses, Beauty, spl., per doz.	9.00
" " fcy., per doz.	7.50
" " ex., per doz.	6.00
" " No. 1, per doz.	4.00
" Killarney	6.00@ 15.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	10.00@ 35.00
" Columbia	6.00@ 30.00
" Ophelia	6.00@ 20.00
" Hilda	6.003 15.00
" Premier	10.00@ 35.00
" Madam Butterefly	8.00@ 20.00
Carnations	4.00@ 6.00
Cattleyas, each	1.00
Cypripedium, per doz	6.00
Easter Lilies	20.00@ 25.00
Ferns, per 1,000	5.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.50
Calendulas	3.00@ 4.00
Sweet Peas	1.00@ 3.00
Narcissus Paper Whites	6.00
" Yellow	10.00
Violets	.75@ 1.00
Baby Primroses	.75@ 1.00
Smilax, per doz. strings	4.00
Jonquils	6.00
Valley	6.00@ 8.00
Pussy Willow	6.00@ 8.00
Tulips	6.00
Freesias	4.00@ 6.00
Heather, per bch	1.00@ 8.00
Lilies, Calla	15.00@ 20.00

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ST. LOUIS, MAR. 9.	Per 100
Roses, Premier	6.00@ 30.00
" Columbia	6.00@ 20.00
" Ophelia	6.00@ 15.00
" Killarney	3.00@ 6.00
" White Killarney	5.00@ 10.00
" Russell	6.00@ 25.00
" Ward	4.00@ 8.00
" Sunburst	6.00@ 12.50
Calendulas	3.00@ 6.00
Carnations, Laddies	10.00@ 12.50
Ferns, per 1,000	4.50@ 5.00
Valley	5.00@ 6.00
Boxwood, per lb., .35; 50 lbs., per lb.	.25
Narcissus	3.00@ 5.00
Yellow Narcissus	3.00@ 5.00
Mignonette	6.00@ 8.00
Sweet Peas	.50@ 1.50
Smilax, per string	.20
Leucothoe	.75
Galax, green, per 1,000	1.50
" bronze, per 1,000	1.50
Carnations, fancy	5.00@ 6.00
Stevia, per bunch	.50
Violets	.50@ .75
Freesias	2.00@ 4.00
Callas	10.00@ 15.00
Jonquils	1.00@ 8.00

MILWAUKEE, MAR. 9.	Per 100
Roses, Kill'n'y, W. Kill'n'y	6.00@ 15.00
" Ward	6.00@ 15.00
" Premier	8.00@ 25.00
" Ophelia	6.00@ 20.00
" Columbia	10.00@ 35.00
" Hoosier Beauty	6.00@ 18.00
Callas, per doz.	2.00@ 2.50
Calendulas	4.00@ 6.00
Carnations	4.00@ 5.00
Daffodils	4.00@ 6.00
Hyacinths	8.00@ 10.00
Lilies, per dzo	2.00@ 2.50
Orchids, per doz	6.00@ 9.00
Sweet Peas	1.50@ 3.00
Valley	6.00@ 8.00
Violets	.75@ 1.00
Paper Whites	4.00@ 6.00
Freesias	4.00@ 8.00
Tulips	6.00@ 8.00

trade generally. His genial disposition made him a friend of everyone who had the good fortune to known him. His obituary appears in another column.

Edward Reid says he is ready for Easter all right and is already booking orders. Choice Premier and Columbia roses and carnations are featured for this week.

Choice Russell roses, white lilac and cattleyas are leaders with the Leo Niessen Co. Carnations and sweet peas are also quantity flowers.

All kinds of spring bulbs are seen in quantity at the Berger Brothers market. Carnations and sweet peas are also quantity items. K.

New York.

TRADE CONTINUES QUIET

No noteworthy change has taken place in the condition of the wholesale markets over the previous week. An abundance of stock—too much in some lines—continue to arrive. Prices are a little firmer on the shorter grades of roses. The early days of last week were quiet with a better movement on March 4 and 5. It would be a satisfaction to believe that the optimism of President Harding's inaugural address has caused the people to thank God and take fresh courage.

March 7.—With spring-like weather and a good supply of stock, there is fair activity with an advance in prices in some lines.

NOTES.

The 14th anniversary entertainment and ball of the Greek-American Florists' Association was held at the Hotel Commodore on the night of March 2. The grand ball room of the Commodore which is nearly 70 by 200 feet, had been handsomely decorated by a committee composed of the following members of the Association: George Hanges, chairman, Thomas Daniel, Nicholas Christatos, George Stathes, John D. Flessas, George Pegadiotes and Peter Mantzaras. The balconies were covered with southern smilax and other attractive features and many natural flowers were noted on the stage which was draped by a large American flag. The dance was preceded by a vaudeville entertainment including good vocal and instrumental music, dancing and various amusing skits. Over 1,000 persons were in the grand march and about 1,500 in all were present. A number of growers and wholesalers, not members of the Association were present, which bore testimony to the good will that is generally felt in the trade for the Greek-American florists.

Chairman Roman J. Irwin of the Florists' Club committee on the annual dinner, which is to be held at the Hotel Biltmore on the night of March 16, believes it will be an enjoyable and successful event and urges all who have not already made reservations to do so at once. His address is 45 West 18th Street.

The next meeting of the Florists' Club will be held March 14. Secretary Young thinks that the attendance may not be very large, on account of it being the opening night of the Flower Show, but it is hoped that out-of-town visitors may drop in.

The Chas. A. Dards store established a record for quick work on March 2. An order was telephoned to the store for a casket cover of white sweet peas and the cover was delivered one hour and ten minutes after the order had been received.

Two clever young men have just opened a neat retail store at 129 Columbus avenue, between 65th and 66th streets, and which is at the intersection of Broadway. They have chosen the name "Electric Florist" for their business.

The news of the sudden death of John Lewis Childs, Floral Park, was a shock to his family and friends. He was returning from a California trip and was believed to be in good health. For further particulars see obituary column.

Lest you forget. The Spring Flower Show will open in the Grand Central Palace, Lexington avenue and 46th street, on March 14 and will continue to the 20th. The managers believe that the show will be a great success.

Shackon Brothers have recently opened a retail store at 822 Nostrand avenue, near Eastern Parkway, Brooklyn.

William Kessler and wife have returned from their visit to Miami, Fla., and report a very enjoyable experience.

A. F. F.

Allied Florists' Trade Association.

For the information of those growers who have subscribed 50 per cent of their promised yearly contribution to the local advertising fund of the Allied Florists' Trade Association of New York, I beg to report, that at a meeting of the various committees of the Allied Association held February 24, a total sum of $3,576.54 was found to have been collected from sources as follows: growers $1,438.04, wholesalers $1,175, supply dealers $237.50 and bulb and seedsmen $700. It was decided to insert an advertisement in seven New York and Brooklyn papers, not later than March 2 or 3, this advertisement not to cost more than $500. The advertising committee met February 28 to carry out this plan. There were present at this meeting only two retailers, Nicholas Lales, president of the Greek-American Florists' Association, and Wm. A. Rodman of Brooklyn. Both these gentlemen regretted the non-attendance of other retailers and of the present state of inaction of retailers generally, but they pledged themselves to solicit popular subscriptions from retailers and to send in such funds to the treasurer. Further steps will be taken to assist the retailers interested in enlisting the aid of the retail trade generally. At this meeting Aubrey S. Nash was made secretary in place of John Young, whose resignation was accepted and F. H. Traendly, treasurer. An executive committee was chosen consisting of F. R. Pierson, F. H. Traendly, Emil Schloss, William A. Rodman, R. J. Irwin, A. Schultheis, A. Nash, A. M. Henshaw, Philip Cox and L. Dupuy; and also an advertising committee consisting of the following: A. M. Henshaw, F. H. Traendly, F. R. Pierson, Wm. A. Rodman, Wm. Badgley, A. Nash and John Young. The executive committee will meet at an early date to consider the incorporation of the association and the adoption of by-laws, etc. Ten of the growers present at the meeting on Feb. 11 have failed to send in their subscriptions to date. In most cases this is on account of unforeseen circumstances and their subscriptions are expected to be received at an early date. It is hoped that the above action will meet with the approval of all subscribers and that each subscriber will appoint himself a committee of one to get other growers to take part in the movement. I take this opportunity to thank those who have been ready with their money and their active interest and am very hopeful that by all pulling together we can accomplish great things in the future for the good of our trade, not only in the matter of the collection of funds for advertising, but later by sincere co-operation and endeavor to correct many of the evils existent in the trade.

A. M. HENSHAW, Chairman,

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Near the main entrance on 18th Street Wholesale Flower Market.
We are in short supply of Roses, Carnations, Valley and Orchids. Would be glad to correspond with small or large growers, same particular attention is given to all. Give me a trial and be convinced.
Established 1887. Telephones Watkins 167 3058
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, MAR. 9.

	Per 100
Roses, Beauty	10.00@125.00
" Mdm. Butterfly	6.00@ 25.00
" Pilgrim	6.00@ 20.00
" Hadley	8.00@ 50.00
" Dunlop	6.00@ 30.00
" Dbl. Whit. Killarney	6.00@ 25.00
" Columbia	6.00@ 25.00
" White Killarney	5.00@ 20.00
" Aaron Ward	6.00@ 25.00
" Ophelia	6.00@ 25.00
" Mrs. Chas. Russell.	6.00@ 30.00
" Premier	8.00@ 35.00
" Sunburst	4.00@ 20.00
" Scott Key	10.00@ 75.00
Adiantum Croweanum and Hybridum	1.50@ 2.00
Asp. Plumosus, per bch	.25@ 1.00
Bouvardia, doz.	.40@ .50
Carnation Laddie	8.00@ 10.00
Carnations	3.00@ 6.00
Cattleyas	25.00@ 75.00
Gardenias, per doz.	12.00
Lilies, white	10.00@ 20.00
L. Rubrum	5.00@ 15.00
Lily of the Valley	2.00@ 5.00
Lilac, per bch	.50@ 2.50
Acacias, cut, per bch	2.50@ 3.50
Narcissus, Paper White, doz.	.40@ .50
Narcissus, Majors and Spurs, per doz.	.50@ .75
Callas, per doz.	1.50@ 2.50
Smilax, doz. strings	2.00@ 2.50
Snapdragons, per doz.	1.00@ 2.00
Violets	.25@ .50
Daisies, yellow	1.50@ 3.00
Tulips, per doz.	.25@ .75
Tulips, Darwin, per doz.	1.50
Mignonette, per doz.	.50@ 1.00
Wallflowers, per doz.	.20@ .25
Buddlea, per dozen	.50@ .75
Freesia, per doz.	.25@ .35
Forget-Me-Nots, pr. dz. bchs	1.00

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WHOLESALE FLORIST
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Bet. 6th & 7th Aves. NEW YORK
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EDWARD BRENNER
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
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The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
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24-30 STONE STREET
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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

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Canada's Best Known and Most Reliable Florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

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You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

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UNDER THE PARK STREET CHURCH

Centrally located. Each order receives my personal attention. Best facilities for shipping

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Send us your retail orders

We have the Best Facilities in the City
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—OF—

"Home Grown Flowers"

Get in touch with

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Personal Attention.

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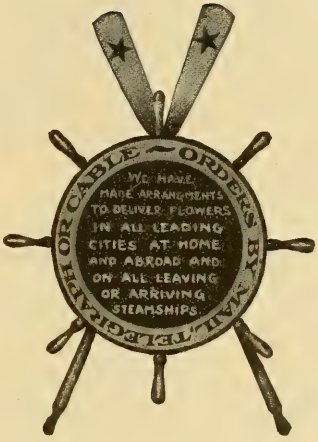

FROM NEW YORK EXCEPT AS NOTED.

March 15.

FROM BOSTON, Verentia, Cunard-Anchor Line (Liverpool).
FROM PHILADELPHIA, River Orontes, Cunard-Anchor Line (Constantinople).
Algeria, Belgian Line (Havre-Rouen).
Cabo Espartel, Ybarra Line (Libson-Seville).
Cretic, I. M. M. Lines (Naples).
Englantier, Belgian Line (Antwerp).
Tarantia, Cunard-Anchor Line (London).

March 16.

FROM BALTIMORE, Osawatomie, I. M. M. Lines (Hamburg).
FROM BALTIMORE, Scythian, I. M. M. Lines (London-Antwerp).
FROM PHILADELPHIA, Vellavia, Cunard-Anchor Line (London).
Caronia, Cunard-Anchor Line (Liverpool).

March 17.

FROM PORTLAND, Dominion, I. M. M. Lines (Liverpool-Avonmouth).
France, French Line (Havre).
Mongolia, I. M. M. Lines (Hamburg).

March 19.

FROM BALTIMORE, L. Downshire, I. M. M. Lines (Londonderry-Cork).
FROM BOSTON, Belgian, I. M. M. Lines (Manchester).
FROM BOSTON, Dominion, I. M. M. Lines (Liverpool).
FROM BOSTON, Schiedyk, Holland-America Line (Rotterdam).
FROM NEW ORLEANS, Zuiderdyk, Holland-America Line (Rotterdam).
Belgic, I. M. M. Lines (Liverpool).
Montauk, I. M. M. Lines (London).
Olympic, I. M. M. Lines (Southampton).
Samland, I. M. M. Lines (Antwerp).
Vindelia, Cunard-Anchor Line (Glasgow).
West Tacook, I. M. M. Lines (Glasgow).

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Oldest Florist South

121 BARONNE STREET

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We Carry the Largest Stock of Cut Flowers in the City. We Please the People.

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Largest Retail Florists in Westchester County.
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Wholesale and Retail

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1519 Farnam St., Omaha, Neb.

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City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—Fleischman, Railway Exch. Bldg.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
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New York—Astoria Florist, 2188 Broadway
New York—Broadway Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Olympia Florist.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
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Philadelphia, Pa.—J. J. Harbermehl's Sons.
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Pittsburgh, Pa.—A. W. Smith Co.
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Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Seattle's Leading Flower Shop

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Personal attention given to orders For Knoxville and East Tennessee.
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Kansas and Western Missouri.
Up-to-date Service.
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23 No. Second St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

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Tacoma, Wash.

California Florists

will take care of all telegraph orders.

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The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel. Next annual meeting, will be held at St. Louis, June 20-21, 1921.

FLAXSEED prices are now half of 1919 quotations.

MAIL trade in the northwestern states was slow in February.

MARSHALL H. DURYEA is now president of the Nungesser-Dickinson Seed Co., New York.

ATLANTA, GA.—President Hastings, of the American Seed Trade Association, has returned from Florida.

LEONARD H. VAUGHAN of Vaughan's Seed Store, Chicago, celebrated another birthday anniversary, March 8.

FREESIA shortage in California is attributed to the unusually large number of diseased bulbs discarded last year.

FLORAL PARK, N. Y.—The mail order business of the late John Lewis Childs in February was 25 per cent ahead of the same month last year.

PRICE of bags at Chicago, March 9: Stark and American, 16-oz., $35.00, per bale, in bale lots or over; Railroads, 16-oz., $30.00; Crown, 12-oz., $23.00.

VISITED CHICAGO: Thos. W. Chisholmn, representing the Braslan Seed Growers Co., San Jose, Calif.; B. E. Brotherton, Port Huron, Mich., enroute to California.

GILROY, CALIF.—Manager Wheeler of the Pieters-Wheeler Seed Co., has returned from his eastern trip and, with Mrs. Wheeler, threatens soon to invade Mexico.

MANAGER SCOTT, of the Yokohama Nursery Co., New York, says the next season's prices of Giganteum lily bulbs will be as high as those of last season, if not higher.

BOARD OF TRADE — Prices for grass seed on the Chicago Board of Trade, March 9, were as follows: Timothy, $4.00 to $5.50 per 100 pounds. Red Clover, $14.00 to $18.50.

Three well known seedsmen died last week, Edward C. Dungan, Philadelphia, Pa., John Lewis Childs, Floral Park, N. Y., and Charles R. Kimberlin, San Jose, Calif. For further details see obituary columns.

SEVERAL catalogue seedsmen are offering new sweet corns as well as other seeds not previously put forth. It is hoped the nomenclature committee will not have occasion to tell the trade that some of these "novelties" are old timers removed.

ROAD men say that seedsmen generally are slow in placing contracts for 1921 crops, evidently waiting to see how present stocks work off before making next season's commitments. This is in line with similar action taken by those who contract bulbs.

The Tariff.

Kirby B. White, of D. M. Ferry & Co., Detroit, Mich., writes as follows: "D. M. Ferry & Co. would be loath to see prohibitive duties on seeds add to the difficulties of selling American goods abroad. I am convinced the manufacturers of this country, will as a whole, throw their entire weight upon the side of duties low enough to enable Europe to pay part of its debts to us in goods. Otherwise, it is hard to see how prosperity can return to the United States. America is in somewhat the same position that forced England to become a free trade country. Having become a creditor nation instead of a debtor nation, would tend to raise an exchange barrier against us even if trade were evenly balanced. The exchange evil is more effective in paralyzing our markets than any foreign tariff evil would be likely to be. I would rather take my chances selling seeds in America with a prosperous population here and the foreign competition which Mr. Landroth so much fears, than shut out foreign competition and with it strain American commerce to the breaking point."

The Late Edward C. Dungan.
Former Preside t American Seed Trade Ass'n.
(See Obituary, Page 371.)

Field Seeds.

There were a few changes in prices and some improvement in the demand for field seeds during the week ending February 26. Although a few seedsmen indicate that the demand for some kinds has been normal and better than last year, the large majority state that business has been considerably below normal, and even less than last year in most seeds, according to the government report.

Declining seed prices, the production of red clover and timothy seed last year in localities that normally produce insignificant quantities of these seeds, low prices received by farmers for many of their products, farmers' and dealers' difficulty in negotiating loans, and the setback received by many dealers last year are among the most important reasons for the diffidence and caution in the seed trade during January and February. Most seedsmen expressed themselves as being optimistic about prospects for a fairly large volume of business in March.

In this connection it is of interest to summarize the replies to an inquiry made by the United States Bureau of Markets and addressed to more than 5,000 small retail dealers in seeds. Of the 985 dealers scattered throughout the United States who reported on their prospective requirements of red clover seed this season, 53 per cent of them indicated that they probably would ship in the same quantity as normally, 29 per cent of them indicated prospective in-shipments of less than normal, and 18 per cent of them indicated in-shipments of more than normal. About 65 per cent of those reporting on alsike clover, alfalfa, and timothy, indicated

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.
Mention the American Florist when writing

The Best Color Chart.
PRICE, $1.00 POSTPAID
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.
Mention the American Florist when writing

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA
Mention the American Florist when writing

Of Interest to Seedsmen

New Arrivals of Flower Seeds

We continually receive consignments of

FRESH FLOWER SEEDS

from the world's best growers, and we are in better shape to fill orders more promptly and complete than it has been possible for several years past.

Send us your orders, and we will see to it that they are handled with dispatch.

CHICAGO **VAUGHAN'S SEED STORE,** NEW YORK

that their requirements of each of these seeds would be normal, and about 22 per cent indicated less than normal requirements.

The only kinds of seeds the requirements of which are expected to be a trifle larger than normal are sweet clover, orchard grass, Sudan grass, and soy beans, although in the case of all of these seeds 60 to 80 per cent of the replies indicate that the same quantity as normal will be shipped in. The fact that most of the dealers stated that the quantity of seed to be shipped in this season would be the same as or somewhat less than normal does not in itself indicate that the acreage of grasses and clovers to be sown this spring will be a little below normal. Because of the high prices which prevailed last year and the favorable weather for producing seed crops last fall, probably more farmers than usual saved their own seed or are able to buy from their neighbors and will not go to their local dealer for supplies. In view of the fact, however, that small dealers and farmers have put off buying until the last minute and that dealers have estimated their total prospective requirements to be the same as or only slightly smaller than normal, it seems that a decided improvement in the demand for field seeds may be expected during March and April.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky bluegrass, redtop and red clover at principal points of distribution, February 26, 1921, as given by the Government Market Reporter of March 5, 1921:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$7.00	$26.00	$13.50	$18.50
Baltimore	7.15	26.00	13.50	19.00
Richmond	8.00	28.00	15.00	17.50
Buffalo	7.00	26.75	14.00	19.00
Toledo	6.10	27.50	15.00	18.00
Louisville	7.50	26.00	15.00	22.00
Chicago	6.30	25.25	12.00	17.50
Minneapolis	6.50	26.50	14.00	18.50
St. Louis	6.75	27.00	13.00	18.50
Kansas City	7.00	28.00	14.00	19.00
Denver	8.00	28.00	15.00	21.50
Salt Lake	6.50	29.00	15.00	16.50
Seattle	9.50	30.00	18.00	21.00
Average for the United States same date, 1920	$14.70	$30.30	$20.95	$58.60

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations Throughout America. Office: **Cambridge, New York**

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO CALIFORNIA

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:

Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Lily of the Valley Pips

EXTRA FINE STRAIN EXHIBITION Size GERMAN "LUBECK" PIPS Just Arrived.

Price in cases, 1000, 500 or 250 each, on application.

J. M. THORBURN & CO.

53 Barclay St., NEW YORK CITY

Yokohama Nursery Co.
LTD.
Woolworth Building
NEW YORK CITY
Importers
Japanese Bulbs, Plants and Seeds

L. D. Waller Seed Co.
GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds
GUADALUPE, CALIFORNIA

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

R. & M. GODINEAU
Seed Growers
Angers, - - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

SEEDS
Flower, Vegetable and Farm
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS SEED
GREENHOUSE GROWN

1000 seeds	$ 4.00	10,000 seeds	$36.00
5000 seeds	19.00	25,000 seeds	85.00

ASPARAGUS SPRENGERI SEED

1000 seeds	$1.50	10,000 seeds	$12.50
5000 seeds	6.75	25,000 seeds	28.75

ASTER, QUEEN OF THE MARKET

	Tr. Pkt.	Oz.		Tr. pkt.	Oz.
Blush Pink	$0.25	$1.00	Rose Pink	$0.25	$1.00
Crimson	.25	1.00	White	.25	1.00
Dark Blue	.25	1.00	Mixed	.20	.75
Light Blue	.25	1.00			

ASTER, EARLY ROYAL BRANCHING

	Tr. Pkt.	Oz.
Lavender	$0.40	$2.25
Purple	.40	2.25
Rose Pink	.40	2.25
Shell Pink	.40	2.25
White	.40	2.25
Mixed	.40	2.00

ASTER, CREGO

White	$0.40	$2.00
Shell Pink	.40	2.00
Rose Pink	.40	2.00
Purple	.40	2.00
Lavender	.40	2.00
Mixed	.30	1.50

ASTER, MICHELL'S IMPROVED SEMPLE'S BRANCING

White	$0.30	$1.50
Shell Pink	.30	1.50
Rose Pink	.30	1.50
Lavender	.30	1.50
Purple	.30	1.50
Crimson	.30	1.50
Mixed	.30	1.25

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List—It's Free.

HENRY F. MICHELL CO., 518-516 Market St., **Philadelphia, Pa.**

Mention the American Florist when writing

Flower Seeds
KELWAY'S
choice strains of Florists' Flowers are unsurpassed and we can point to over 300 Exhibition Awards gained in all parts of the world.
Prices always available—spot or growing crops.
The address
KELWAY & SON, Wholesale Seed Growers, **Langport, England**

Mention the American Florist when writing

Return Envelopes
Catalogue Envelopes
Seed Packets
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

LAWN SEED MIXTURES
FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

GET QUOTATIONS FROM
LANDRETH
Seeds Which Succeed
Bloomsdale Farm **BRISTOL, PA.**

An experience of half a century in producing high grade
GARDEN SEEDS
at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.
S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

Lily of the Valley For Easter

NEW STOCK READY FROM COLD STORAGE.

Bruns' Celebrated Chicago Market Brand		Florists' Money Maker Brand	
$35.00 ..... per 1000	$10.00 ..... per 250	$30.00 ..... per 1000	$8.00 ..... per 250
20.00 ..... per 500	5.00 ..... per 100	16.00 ..... per 500	4.00 ..... per 100

I carry over 2,500,000 of the finest **Valley Pips** in storage and my facilities enable me to make shipments the same day or not later than the day following receipt of order.

If it's **VALLEY**, I can supply it. Tell me what you want.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

Lily Bulbs

New Crop. Write for Prices.

GIGANTEUM from Chicago, Denver, Toronto and New York. **HARDY VARIETIES** and **FORMOSUM** from New York.

For Immediate Shipment.

T. R. BEGONIA Bulbs; **BAMBOO STAKES**, green and natural; **RAFFIA**, natural and colored; **VALLEY PIPS**, Dutch and German type; **Rosa Multiflora JAPONICA** Seeds and Stocks.

For Fall Shipment, 1921.

FRENCH BULBS, DUTCH BULBS, LILY BULBS, VALLEY PIPS, MANETTI STOCKS, PALM SEEDS.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

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CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialtiy.

Mention the American Florist when writing

SPECIALTY

Easter Potted Plants

To Trade Only.

A. L. MILLER, Jamaica, N. Y.

Mention the American Florist when writing

Dutch and French Bulbs

C. J. Speelman & Sons	Lagarde & Speelman
Sassenheim, Holland	Ollioules, Var. France

NEW YORK OFFICE
470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

Mention the American Florist when writing

CYCLAMEN

We must have room and offer for one week.

2,500 2¼ in. **Cyclamen**, at $10.00 per 100; $90.00 per 1000.
3,000 3 in. **Cyclamen**, at $20.00 and $25.00 per 100.
1,000 4 in. **Cyclamen**, at $40.00 per 100.
Ask for our prices of **Easter Greeting Pelargoniums** and **Ferns.**

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing

New Colors in Gladiolus

Are you acquainted with my Gladiolus Primulinus varieties? Nothing is more elegant and beautiful than my Gladiolus Primulinus, with their artistically arranged flowers and their oriental colors. And nothing is more bright and brilliant than my Gladiolus Chautauqua Red.

Catalogue, including Iris and Peonies, free on request.

The Chautauqua Flower Fields
C. Zeestraten, Prop.
BEMUS POINT, NEW YORK

Mention the American Florist when writing

For an extra fine stock of

Lilies, Hydrangeas, Roses, Genistas

and other plants for Easter, See

WM. K. HARRIS
55th and Springfield Ave. W. Philadelphia, Pa.

Mention the American Florist when writing

DUTCH BULBS

Standard Bulb Company
BENTON HARBOR, MICH.
Ask prices.

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President, John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June, 1921.

MANETTI stocks for next season are likely to be one-third cheaper.

LIBSON, O.—The Columbiana County Horticultural Society added 20 new members at a recent meeting.

ST. JOSEPH, MICH.—Forty fruit growers have taken stock in a proposed new cold storage warehouse here.

NEWPORT, R. I.—V. A. Vanicek, of the Rhode Island Nurseries, has returned after an extended trip through Europe.

DURING the past season the Yakima, Wash., Valley Horticultural Association handled nearly a million packages of apples.

THE tenth annual convention of the California Association of Nurserymen will be held at Fresno, November 11-13, with an elaborate programme.

GRAND RAPIDS, MICH.—Experiments for growing better fruits and vegetables will be conducted near here by experts from the Michigan Agricultural College, who will co-operate with growers.

SPRINGDALE, ARK.—Contracts for nearly 4,000 acres of grapes have been obtained by the Welch Grape Juice Co., Westfield, N. Y., from Arkansas and Missouri fruit growers, for their fruit juice factory to be erected this year.

BALTIMORE, MD.—The London Nurseries of which H. Clay Primrose is president will construct a new show house and conservatory to connect with the office at 3906 Frederick avenue. It will be of great convenience to their retail customers in the purchase of flowers and plants.

Import Plant Restrictions not Relaxed.

Chairman C. L. Marlatt, of the Federal Horticultural Board, Washington, D. C., telegraphs as follows March 7: "The board learns Holland nurserymen are flooding the country with telegrams indicating that anybody can import ornamentals in any quantity up to June next and urging cabling of orders. Importations are not permitted except in accordance with the regulations and under special permits for specific reproduction as formerly, and any purchases under the belief that freedom of purchase is now allowed will result in the rejection of the material at port of entry, and a loss to the purchaser. Furthermore, importations under existing special permits from Holland are coming in with much earth on the roots, necessitating rejection of such shipments. Purchasers from Holland, should condition payment on delivery in complaince with the regulations to safeguard against loss."

BALTIMORE, MD.—Akehurst & Sons, Inc. will continue to conduct their business along wholesale lines and not retail as erroneously reported.

Indianapolis, Ind.

Prospects for Easter are very bright. Retail florists say the indications point to a good supply of all kinds of cut flowers and they believe the prices will be a little lower than those prevailing last year. An increased trade over last year is expected because of the increases shown in the Christmas and St. Valentine business. Growers say business continues good. The demand for cut flowers is fine, though the orders are not so large as they were last year. The increased volume in business is expected to make the financial volume greater than during March of last year. There is a good demand for the spring budding stock, including geraniums and other decorative plants for porch boxes. The demand for roses also is good, with prices holding fairly firm. The demand appears to be a little greater than the supply. The carnation market appears to be dragging with some, though Easter is expected to bring it up to normal.

NOTES.

C. R. Green, a retail florist, says his company is planning now for the Easter rush, which is expected to be one of the big periods of the year. Mr. Green says the Easter business is the hardest to handle of any of the holidays. The public invariably puts off its buying here until either the day before or two days prior, causing a congestion. Mr. Green says sweet peas, roses and carnations promise to be the heavy sellers this Easter.

Irving Bertermann made himself solid with the Indianapolis Advertising Club at a recent meeting, by giving away a large bouquet of American Beauty roses to the holder of the lucky ticket.

Baur & Steinkamp, growers, report a good demand for "Thanksgiving Pink," and "Glorious," two new pink chrysanthemums.

A. F. J. Baur, of Baur & Steinkamp, will attend the meeting of the National Flower Show Committee in New York City next week. E. B.

Speculation.

A reader asks—"Do you believe in speculation?"

Yes, of course. We would all be living in mud huts and wearing fig-leaves if it had not been for speculation.

Speculate, but not outside your own business. Bet on your knowledge, not on your ignorance.

Speculate on facts, but not on fancy—that is the safe rule for speculation. —Casson's Efficiency Magazine.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.
342 pages, illustrated. Price, $2.25.
American Florist Co.
440 S. Dearborn St., CHICAGO

Elmer D. Smith & Co.
ADRIAN, MICH.
Chrysanthemum Specialists
Catalogue Free.
Mention the American Florist when writing

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. Robert Pyle, Pres.
WEST GROVE PENNA. Ant. Wintzer, Vice-Pres.

Orchids
If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.
LAGER & HURRELL, Summit, N. J.

Peach Trees
Fine Trees. Standard Varieties.
50,000 Trees, Straight and Well Rooted
W. T. MITCHELL & SON, Beverly, Ohio

2-yr. Ibolium Privet.
Ibolium Privet
The New HARDY HEDGE
Resembles California. HARDY AS IBOTA.
Dormant Summer Cuttings, $15.00 per 100
All larger grades sold.

Box-Barberry
Summer Frame Cuttings, $25.00 per 1000
For Lining Out.
10 samples postpaid for 50c.
Hard Wood Cuttings for Greenhouse Bench Propagation, $7.50 per 1000. READY NOW.

SURPLUS
Am. Hemlock, Pin Oak, Gingko, Red Maple Japan Iris.

ELM CITY NURSERY CO.,
Woodmont Nurseries. Inc.
NEW HAVEN, CONN.
Buy Box-Barberry and Ibolium Privet of the Introducers.

Hill's Choice Stock
STOCK FOR LINING OUT
Ornamental Evergreens and Deciduous Tree and shrub seedlings, Rooted Cuttings, Grafts, etc., in large assortment of rare, choice and standard varieties for lining out. Annual output, 2,000,000 plants.
LANDSCAPE EVERGREENS
New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.
THE D. HILL NURSERY CO., Inc., Box 404, Dundee, Ill.
EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

VAUGHAN'S ASTERS

OSTRICH FEATHER

This is the finest type of Aster for all purposes, especially for market cut flowers. The graceful long petals are thickly produced.

Crimson, Light Blue, Lavender Pink, Rose, Soft Pink, Dark Blue, Pink, White, Silvery Lilac, Terra Cotta, Trade Pkt. 35c.

		Trade pkt.	Oz.
Any of above, except where noted	¼ oz., 40c.	$0.25	$1.40
Mixed, all colors	¼ oz., 35c.	.25	1.20

QUEEN OF THE MARKET

The Standard Early Flowering Type

White, Crimson, Lavender, Pink, Purple, Dark Blue, Scarlet, Flesh, Light Blue

Any of above	lb., $12.00; ¼ oz., 30c.	.15	1.00
Mixed, all colors	lb., 10.00; ¼ oz., 25c.	.10	.80

GIANT BRANCHING

White, Lavender, Rose Pink, Crimson, Purple, Deep Violet, Peach Blossom, Azure Blue, Daybreak

Any of above	lb., $12.00; ¼ oz., 30c.	.15	1.00
Mixed, all colors	lb., 10.00; ¼ oz., 25c.	.10	.80

CREGO

This flower is giant in size, many blossoms six inches across. The petals are nearly double the length of the older varieties and are twisted and curled into a very fluffy effect.

White, Crimson, Dark Pink, Lavender, Purple, Shell Pink, Dark Blue,

Any of the above	¼ oz., 40c.	.25	1.50
Mixed, all colors	¼ oz., 40c.	.25	1.40

THE ROYAL—Early-Flowering Branching

This type fills a gap between the Queen of the Market and the Late-Flowering Branching Asters. Sown early inside, and planted out with Queen of the Market, it follows that variety very closely.

White, Shell Pink, Rose Pink, Lavender, Purple

Any of the above	¼ oz., 40c.	.25	1.40
Mixed, all colors	¼ oz., 40c.	.25	1.40

THE MIKADO

Petals are narrow, very long and gracefully reflexed. The outer petals show to their full extent, while gradually toward the center they bend and curl on each other in such magnificent disorder as to make the fuffiest aster we have ever seen.

White	¼ oz., 40c.	.25	1.40
Pink Rochester	¼ oz., 40c.	.25	1.40

THE KING

The habit is similar to the Giant Branching, vigorous in growth, long stiff stems. In form the flower is entirely distinct from any other variety; petals somewhat resemble the quilled varieties, but are much larger and broader, those in the center being curled and incurved, completely covering the crown. In shape and size the bloom is round, full and very large.

Rose. Pink. Violet. White. Crimson. Lavender.

Any of the above	¼ oz., 40c.	.25	1.40
Mixed, all colors	¼ oz., 35c.	.25	1.20

OTHER AMERICAN ASTERS

	Trade pkt.	Oz.
Lavender Gem. One of the most charming sorts. The flowers are of a true lavender shade and the petals are gracefully curled and twisted, and the blooms are borne on long stems	$0.25	$1.40
Heart of France. Heart of France opens red as the purest ruby, deepens with age and retains its remarkable color to the very end. The petals appear strikingly changeable, showing now a glow and sheen quite unique, now a soft warm velvety texture ... ¼ oz., 55c.	.35	2.00
Peerless Pink. The flowers are enormous, globular in shape, many five inches across, of a most delightful and pleasing rich shell pink. First flowers appear about the middle of August, but the plant is at its zenith about four weeks later....	.25	1.80
Crimson Giant. This shade has been one which has seemed to lack intensity of color, but in this variety the blood-red blossom is particularly bright	.25	1.80
Perfection White	.25	1.80
Sensation. Dark rich garnet or ox-blood red which glistens in the sunshine like a live coal. The plants are of the free branching habit, about 18 inches high, the double flowers averaging about 3 inches in diameter are borne freely on stems about 12 inches long ... ¼ oz., 45c.	.25	1.60
Mammoth Non-Lateral Branching White. 2 ft. This is without doubt the largest Aster on the market. Many of the flowers will measure four inches in diameter. The plants grow about two feet high with a low branching habit, and the flowers which are borne on non-lateral stems are full, with petals curled and incurved, making the flowers appear like a cross between an Ostrich Feather and a Giant Branching.. ¼ oz., 55c.	.35	2.00
Mammoth Non-Lateral Branching Blue. 2 ft. A medium shade of blue ... ¼ oz., 55c.	.35	2.00
American Beauty. Rose Pink. 2½ ft. Is similar in type of flower and growth to the Late Branching Asters, but differs in that all the large blossoms are produced on much longer and heavier stems. The flowers are fully double to the last and are a most lovely shade of bright carmine-rose, almost identical with the World-Famous American Beauty Rose. Each plant forms a perfect bush ... ¼ oz., 50c.	.25	1.80
American Beauty. Lavender ... ¼ oz., 65c.	.35	2.40
American Beauty. September Pink ... ¼ oz., 65c.	.35	2.40
American Beauty. September pink ... ¼ oz., 65c.	.35	2.40

BALL'S WHITE ASTER

The seed of this splendid Giant Aster of the Late Branching Type—the product of twelve years' selection to develop the ideal of a perfectly double flower, of flawless color—is offered in 1921 for the first time.

It has been grown and the seed carefully selected every season since. In 1918, three-quarters of an acre netted $2,320. An exceptionally good market helped, but this variety has always sold for 50 per cent. more than ordinary White Asters.

The flowering season comes between the Royal and Late Branching types, filling in between the early and late glut of flowers. It grows to a medium height with full, distinctively centered blossoms, ideally formed for long distance shipping. The seed of this Aster is about two-thirds the size of ordinary varieties. It is sold in ¼-ounce packets, containing about 4000 seeds at **$3.00 per trade packet.**

We are the introducers of this new Aster, jointly with the originator, Mr. Geo. J. Ball.

FOR OTHER FLOWER SEEDS SEE OUR "BOOK FOR FLORISTS."

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request.

Kentfield, Marin Co., Calif.

Don't Buy Until You See Our Easter Prices

EASTER LILIES

3 to 20 bulbs per plant, 25c per bud and bloom.

ROSES

Dwarf Ramblers	$1.00 to $ 3 00 each
Tsusendschon Ramblers	3.00 to 15.00 each
Hybrids	1.00 to 5.00 each

FRENCH HYDRANGEAS

$1.00 to $5 00 each.

BULBS

Darwin Tulips	$1.00 to $2.50 each
Early Tulips	.75 to 1.50 each
Hyacinths, pink	.75 to 1.25 each

PALMS, FERNS, ETC.

WM. W. EDGAR COMPANY

"The House of Service" Tel. Belmont 600 WAVERLEY, MASS.

Alonzo J. Bryan

WHOLESALE FLORIST

Grower of

GERANIUMS, FUCHSIAS, HELIOTROPES, CANNAS

and all kinds of **Bedding Plants** by the hundreds of thousands. Correspondence solicited.

WASHINGTON, - NEW JERSEY

4,000 2¼-inch

Dunlop Roses

Fine. Ready to shift to make room, $100.00 per 1000.

L. B. Coddington, Murray Hill, N. J.

FERNS

Good clean stock, all pot grown, shipped without pots. **Bostons, Scottii, Cordetta,** 4-in., $3.60 per doz.; $25.00 per 100; 5-in., $5.40 per doz.; $40.00 per 100. **Cyrtomium Rockfordianum, Holly Ferns,** 3-in., $1.50 per doz., $8.00 per 100; 4-in., $3.00 per doz., $25.00 per 100.

R. Vincent, Jr. & Sons Co.

WHITE MARSH, MD.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Dooley, Cook County, Ill., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

TOMATOES which turn when ripening from green to yellow before turning red, are not wanted for winter growing in Florida. Types of these are Earliana, John Baer and Detroit.

MIAMI, FLA.—The establishment of an experiment station in the Everglades reached the realm of possibilities, when the Rotary Club appointed a committee at a recent meeting, to investigate the prospects of securing such a station by federal, state or local aid.

Prices of Indoor Fruits and Vegetables.

Chicago, March 9.—Cucumbers, 2-dozen box, $5.00-$5.50; leaf lettuce, per Box, 32½ to 35 cents.

New York, March 4.—Cucumbers, per dozen, 75 cents to $2.75; mushrooms, $1.00 to $2.00 per three-pound basket; tomatoes, per pound, 15 to 50 cents; radishes, per 100 bunches, $3.00 to $6.00.

Mushrooms in Mines.

Urbana, Ill.—Mushroom farming in coal mines is a paying business, says Dr. A. R. Crook, curator of the state museum here. He says that miners near Grand Rapids, Mich., are making money gowing mushrooms for the Chicago market, and thinks Illinois mines can be used with the same success.

Wart Disease on Tomatoes.

Recent investigations made by the United States Department of Agriculture on the control of the potato wart disease, a European trouble found in this country in 1918, disclosed the fact that this disease also attacks tomatoes. Out of 28 varieties of tomatoes planted in wart-infested gardens in eastern Pennsylvania in 1920, 26 were found to be susceptible to the disease.

Wart is a very serious disease of potatoes, causing practically a total loss in badly infested soil. It attacks the tubers, causing warty outgrowths, which may practically cover or consume the potatoes. Its present known occurrence in the United States is confined to gardens in a few mining villages in Pennsylvania, West Virginia and Maryland, from which its spread is restricted by state quarantine laws. The disease attacks only the stems and roots of the tomato plant, causing small warts; it probably does not reduce the yield of fruit.

The importance of the discovery of the susceptibility of tomatoes to potato wart lies in the fact that affected tomato plants will serve to carry the disease over from year to year in the absence of potatoes, and to introduce it into new localities through the transplanting of tomato seedlings grown in infested soil. It is not yet known definitely whether all varieties of tomatoes are susceptible to the wart disease, but it is feared that such may be the case. Other plants belonging to the potato family are suspected of being susceptible to wart, and some of these have been tested, but with inconclusive results. These tests will be repeated.

Pittsburgh.

STOCK SELLING READILY.

Market conditions are much improved over the previous two weeks. While prices have not advanced the supply has diminished until it is practically all absorbed daily and there is very little left for the wholesale houses to carry over. The retail stores all complain that business is slow but that is usually the case just before Easter, and this year is no exception. Roses are in somewhat smaller supply than last week, and with a few exceptions clean up daily. Premier seems to be the best both in quantity and quality. Columbia is good and as popular as ever. Butterfly and Ophelia sell readily and in this section Butterfly has not been able to supplant Ophelia in popularity. Other arrivals include Pink and White Killarney, Maryland, Hilda, Pilgrim, Sunburst, Ward, Milady, and Richmond. The carnation arrivals are smaller than they were for two weeks past, and it looks as if the big crop is over for the present. The price of Easter and Calla lilies is more steady than it has been and most of them are sold at list prices. Jonquils, tulips, and Paper White narcissi are still plentiful; in fact too plentiful to realize any decent returns. Sweet peas, snapdragons, and iris are good property and clear daily at fair prices. The demand for lily of the valley, orchids, and violets is light, and at times they are hard to move at any price. There is a surplus of southern greens on the market at present and some of it finds its way to the dump.

RETAIL FLORISTS' ASSOCIATION.

The Retail Florists Association met at the Seventh Avenue Hotel for their regular monthly meeting March 3. Many out-of-town members were present. The McCallum Co. orchestra furnished the entertainment, which was enjoyed by everyone present. One of the questions brought out by some of the retailers, was that some of the wholesale houses were selling stock to the street boys for a fraction of what it was offered to them for. E. J. McCallum of The McCallum Co., in answering said that it was foolish to think that any business man would dispose of his stock to the street boys for a smaller price than could be realized on it from the regular trade; that a business could not exist that did business that way. He brought out that the retail stores would not handle the stock sold to the street boys at any price. It matters not to the street boy if the carnations are all White; a carnation is a carnation to him regardless of color, and flowers are flowers no matter what they are; he will take everything left that looks like a flower. It is a question long discussed and more than likely it will never be settled to everyone's satisfaction, but it is believed the street boy helps and does not hurt the business, and the wholesaler is not doing justice to his growers who throws stock away that will sell for anything at all. E. C. T.

50,000 Dracaena Indivisa

From 2 inch pots, ready for 3 or 4 inch pots, at $4.00 per 100. From 2 inch pots good strong average sized plants at $3.50 per 100.

GERANIUMS (Our Specialty)

Nutt, Buchner, Ricard, Poitevine, Viaud.

Good short jointed plants from 2 inch pots, at $3.50 per 100; $35.00 per 1000.

We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y

Mention the American Florist when writing

Ageratum Fraseri

We feel confident in offering **Ageratum "Fraseri"** to our customers that we are offering what will be one of the most valuable acquisitions to the bedding plant line in recent years, that it is a blue a decided blue that would be continually in bloom. In our trial grounds last summer **"Fraseri"** attracted more attention than any other bedding plant. It only grew about 8 to 10 inches high and was covered the entire summer with what can easily be classed as immense truss of flowers, as many of them were over 2½ inches across, while the individual flower would be ⅞ of an inch in diameter. The plant spreads about 12 to 15 inches across. It can easily be used with alternantheras as a border plant.

Being an early bloomer and dwarf, compact grower, it makes an excellent pot plant.

2-inch, $1.00 per doz; $ 6.00 per 100.
3-inch, 1.50 per doz.; 10.00 per 100.

R. Vincent, Jr. & Sons Co.
White Marsh, Md.

Mention the American Florist when writing

SEASONABLE STOCK

Ready for Delivery

	Per 100
Asparagus Sprengeri, 2¼-in.	$ 5.00
Flowering Begonias, wonderful young stock—	
Argentea Guttata, Otto Hacker, Pride of New Castle	10.00
Gloire de Chatelaine	6.00
Metallica and Mrs. M. A. Patten	8.00
Begonia Metallica, heavy 5-in., $4.00 per dozen	30.00
Cyperus Alternifolius, 2½-in.	8.00
Fern Dish Ferns, 2½-in. grand stock, Pteris Adiantoides, Cretica Alba Lineata, Magnifica, Wimsettii and Wilsoni	5.00
Cyrtomium Rochfordianum	7.00
Boston Ferns, 8-in., heavy, $1.50 each; 10-in. specimens, $3.50 each.	
Palms, Kentia Belmoreana, 2½-in. stock, $12.00 per 100; $100.00 per 1,000; 3-in. pots	20.00

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

Ready Reference Section

15 CENTS, NET, PER LINE

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii. A large stock of one and two year in all grades. Two year transplanted are heavy for grades. Some three year with heavy tops and roots. Light stocks for lining out very cheap. CHAS. BLACK, Hightstown, N. J.

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $10.00 per 1,000.
ROMAN J. IRWIN
43 West 18th St. New York

Asparagus plumosus, 2-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

BARBERRY.

Box-Barberry, well-rooted summer cuttings $25.00 per 1,000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BEGONIAS.

Begonia Chatelaine, 2¼-in., $7.00 per 100; $65.00 per 1,000. Patten (new dark pink Chatelaine), 2¼-in., $8.00 per 100.
Pride of New Castle, 2¼-in., $14.00 per 100.
Ask for price list of Canna Roots and Gladioli Bulbs.
ROMAN J. IRWIN
43 West 18th St. New York

BEGONIA CHATELAINE
Well-Rooted Cuttings,
$20.00 per 1,000.
PETER REINBERG,
Wholesale Florist
30 East Randolph St. Chicago.

Begonia Chatelaine, pink and red, 3½-in., $15.00 per 100. THE FLORAL NURSERY CO., Box 92, R. 1, Decatur, Ill.

Begonias, Metallica, Otto Hacker and Pres. Carnot, $10 per 100. The Storrs & Harrison Co., Painesville, O.

BOXWOOD.

300,000 Boxwood edging. Suffruticosa, 5 to 6 and 6 to 7-in. Strong bushy plants. Old boxwood hedges. Write for prices. Specialty: moving boxwood hedges and trees without disturbing the roots. ROBERT H. BENDER, Chestnut Hill, Philadelphia, Pa.

BULBS.

Bulbs, Gladiolus. All bulbs are first-class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

R. A. VAN DER SCHOOT
Hillegom, Holland
Extensive own culture of bulbs and plants. Prices on application.

CANNAS.

Cannas. Large-flowering. Fine 2 or 3 eye, plump, dormant roots, true to name. For varieties and prices, see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

CARNATIONS.

Ready Now!
New Varieties:

	100	1000
Harvester, Splendid white and a free bloomer	15.00	120.00
Edna, wonderful red and sure to please	15.00	120.00

Send for Complete Description.

PINK	100	1000
Laddie	$12.00	$ 90.00
Ruth Baur	10.00	90.00
Enchantress Supreme	5.00	45.00
Morning Glow	7.00	65.00
Mrs. C. W. Ward	5.00	35.00
Alice	4.00	35.00
Pink Enchantress	5.00	35.00
Rose-pink Enchantress	4.00	35.00
Miss Theo	5.00	45.00
Rosalia	6.00	50.00
Cottage Maid	5.00	45.00
Rosette	4.00	35.00
RED	100	1000
Ethel Fisher	$10.00	$ 90.00
Nebraska	5.00	45.00
Belle Washburn	5.00	45.00
Aviator	5.00	35.00
Herald	5.00	40.00
Beacon	5.00	40.00
Thenanthos	4.00	35.00
WHITE	100	1000
White Benora	$ 7.00	$ 65.00
Crystal White	5.00	45.00
White Enchantress	4.00	35.00
White Wonder	5.00	45.00
Matchless	4.00	35.00
White Perfection	4.50	40.00

Send Your Order To-Day. Get the Best that Money will Buy.
M. C. GUNTERBERG,
Wholesale Florist
8 East Randolph St., Chicago, Ill.

ROOTED CARNATION CUTTINGS

	100	1000
Aviator	$4.00	$35.00
Enchantress	4.00	35.00
White Enchantress	4.00	35.00
R. P. Enchantress	4.00	35.00
C. W. Ward	4.00	35.00
Alice	4.00	35.00
Thenanthos	4.00	35.00

PETER REINBERG
Wholesale Florist
30 East Randolph St., Chicago

ROOTED CARNATION CUTTINGS
Recognized as the leading quality by growers everywhere. Place your order with us and get the best.

	100	1000
Enchantress	$4.00	$35.00
White Enchantress	4.00	35.00
Matchless	4.00	35.00
Mrs. C. W. Ward	4.00	35.00
Rosette	4.00	35.00

WIETOR BROS.
Wholesale Florists.
30 E. Randolph St. Chicago.

CARNATIONS, STRONG ROOTED CUTTINGS

	100	1000
Enchantress Supreme	$5.00	$45.00
C. W. Ward	5.00	45.00
White Enchantress	4.50	40.00
Aviator	4.50	40.00
Matchless	4.00	35.00

CHAS. N. MILLER & BRO.
Morton Grove, Illinois.

CARNATIONS
Choice Rooted Cuttings
$5.00 per 100; $40.00 per 1,000.
Our cuttings are all made from flowering side shoots.
BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago.

CARNATIONS.

CARNATIONS — NOW READY
STRONG ROOTED CUTTINGS

Mrs. C. W. Ward	$5.00	$45.00
Enchantress Supreme	5.00	45.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Matchless	4.00	35.00
Pink Enchantress	4.00	35.00

J. A. BUDLONG CO.
184 North Wabash Ave., Chicago, Ill.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

ROOTED CHRYSANTHEMUM CUTTINGS

Now Ready	100	1000
White Chadwick	$5.00	
Golden Chadwick	5.00	
Seidewitz	3.00	$25.00
Nagoya	3.00	25.00
Dr. Enguehard	3.00	25.00
White and Yellow Razer	3.00	25.00
Buckbee	3.00	25.00
Ready		
Golden Glow	3.00	25.00
Golden Queen	3.00	25.00
Early Rose	3.00	25.00
Oconto	3.00	25.00
Chieftain	3.00	25.00
Pompons		
Buckingham		20.00
Golden Wedding		20.00
Godfrey		20.00
Yellow Baby		20.00
Golden Climax		20.00
Lillian Dotty		20.00

Ready
Elegant new Pompon Hamilton Lewis. $5.00 per 100. Recognized as one of the best in Chicago wholesale cut flower market.
PETER REINBERG,
Wholesale Florist,
30 East Randolph St., Chicago, Ill.

CHRYSANTHEMUMS, ROOTED CUTTINGS.
Clean, healthy stock free from midge.
Standard Varieties.
Golden Glow, Early Frost, Charles Razer, Seidewitz and all other standard varieties. $3.50 per 100; $30.00 per 1,000.
Pompons—Hardy Early Flowering, Single varieties. Anemones, $3.50 per 100; $30.00 per 1,000.
Choice Commercial Varieties.

White Chadwick	White Turner
Pink Chadwick	**Yellow Turner**
Yellow Chadwick	White Mistletoe
Bronze Chadwick	Golden Mistletoe
Sun Glow	December Gem
Glen View	Odessa
Wells' Late Pink	

Price on all above, $5.00 per 100; $45.00 per 1,000.
White Seidewitz, $6.00 per 100.
Hamburg Late White, $5.00 per 100; $35.00 per 1000. Pink Turner, $8.00 per 100. Ask for Price List of Carnation Cuttings.
ROMAN J. IRWIN
43 West 18th St., New York

CHRYSANTHEMUM PLANTS
In 2-inch pots.
Our celebrated early white pompons are ready to ship anywhere. This variety commences to bloom October 1, and will continue three months, producing quantities of double white pompons, which are fine for either cut flowers or potted plants.
$ 6.00 per 100
50.00 per 1000
BASSETT & WASHBURN
178 N. Wabash Ave. Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It

CHRYSANTHEMUMS.

Chrysanthemums. Hamburg Late Pink. One of the best pinks for commercial purposes. Rooted cuttings, $8.00 per 100; $75.00 per 1000. 2-in. stock, $9.00 per 100; $85.00 per 1000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIAS.

Cinerarias, Columbian mixtures. Strong, well-grown plants, 3-in., $10.00 per 100. Cash with order. MATTHEWSON'S, Sheboygan, Wisconsin.

COLEUS.

COLEUS ROOTED CUTTINGS.
$1.50 per 100; $14.00 per 1,000, by express. If postpaid, special delivery and insured, at customer's risk, add 15c per 100; 75c per 1,000. Golden Bedder, Verschaffeltii, Queen Victoria, Firebrand, Beckwith Gem, Trailing Queen and others.
American Beauty and Brilliancy, $2.50 per 100; $20.00 per 1,000.
Ask for Price List on All Bedding Plants.
ROMAN J. IRWIN
43 West 18th St., New York

Coleus. Best bedding kinds, 2-inch pots, $3.00 per hundred. Cash. JOSEPH BANCROFT & SONS, Cedar Falls, Iowa.

CYCLAMEN.

Cyclamen. The kind you have been looking for. Strong, well grown named varieties in separate colors in the following:
From 2½-in. pots............$12.00
From 3 -in. pots............ 20.00
From 4 -in. pots............ 40.00
From 5 -in. pots............ 75.00
Write for discounts on large orders.
We pay special attention to boxing and packing and the using of paper pots should insure safe arrival at destination. The stopping of express cars at our plant enables us to make direct shipments without unnecessary rough handling, which will be appreciated by our customers. Plants are moving fast and we advise ordering at once.
J. W. DAVIS COMPANY
Terre Haute, Indiana.

Cyclamen, assorted. All leading varieties. German strain. 2-in., $8.00 per 100; $75.00 per 1,000. Ready for delivery about March 1. Cash with order. MATTHEWSON'S, Sheboygan, Wis.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias. Trade list of 340 fine florists' cut flower sorts at very low figures. 100, our choice assortment, labeled to name, $5.50. Cash. INDIANA DAHLIA FARMS, New Albany, Ind.

Dahlias. Best cut flower varieties; get our list before placing your order. LYNDHURST FARM INC., R. F. D. No. 2, Hammonton, N. J.

DAISIES.

DAISIES. Single White, 2¼-inch, $6.00 per 100; $50.00 per 1000. Boston Yellow, 2¼-inch, $8.00 per 100; Blue, 2-inch, $6.00 per 100; $50.00 per 1000.
Ask for Price List on Ferns, Cyclamen Seedlings, Etc.
ROMAN J. IRWIN
43 West 18th St., New York

Daisies. Shasta, Alaska, $5.00 per 100. Shasta Hybrids, $4.00 per 100. GEO. SHACKELL, Pacific Junction, Ia.

DRACAENAS.

Dracaena Indivisa. 2-in., ready for 3 or 4-in., $4 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

FERN RUNNERS, $15.00 per 1000. FOLLOWING VARIETIES: Boston, Roosevelt, Teddy Jr., Whitmanii, Whitmanii Comp. and Verona.
2¼-inch of above, also Scottii, $6.00 per 100, $50.00 per 1000. New Macawii, 2¼-inch, $10.00 per 100, $95.00 per 1000. Larger sizes ask for prices.
Bostons, 3-inch pots, $15.00 per 100; 3½-inch pots, $24.00 per 100; 4-inch pots, $26.00 per 100.
ROMAN J. IRWIN
43 W. 18th St., New York.

Ferns. Boston, Roosevelt and Harrisii. 2¼-in., $7.00 per 100; $65.00 per 1,000. Macawii, 2¼-in., $12.00 per 100; $100.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Ferns. Table and fern dish. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Ferns, 6-in., $1.00; 8-in., $1.50 and $2.00 each. Birds-nest, 5-in., $1.50; 6-in., $2.50 each. Wm. K. Harris, 55th and Springfield Ave., West Philadelphia, Pa.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

Ferns. Pot grown and in good shape. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Boston Ferns, good strong bushy stock, 5-in., at 50c. Add 5 per cent for packing. DAVIS FLORAL CO., Davenport, Ia.

Ferns, Smithii (Lace Type). A special lot of these. 5-inch, 75c each. Cash with order. MATTHEWSON'S, Sheboygan, Wis.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns. Ill. descriptive list mailed. L. MOSBÆK, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums, Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

Geraniums. Double varieties, mixed, 3½-inch, $10.00 per 100. THE FLORAL NURSERY CO., Box 92, R. 1, Decatur, Ill.

GLADIOLI.

GLADIOLI
Jack London, Anna Eberius, Thomas T. Kent, Mrs. H. E. Bothin. The four greatest and most perfect gladioli in existence. They have won the greatest admiration wherever shown and will soon be grown by the million. Our new catalog showing some of our varieties in natural colors and describing many of our other new creations is free on request. Write for it today.
RICHARD DIENER CO., INC.
Kentfield, California.

Gladioli, under ½-in., $2.40 per 1000; over ½-in., $3.60 per 1000; ¾-in. and up, $5.00 per 1000. Sulphur Queen, Independence, Ida Van, Halley, Klondike, Brenchleyensis and good mixed. Cash. F. O. B. J. J. HATZ, Mizpah, N. J.

Gladiolus primulinus with artistically arranged flowers and beautiful oriental colors. Catalogue free upon request. The Chautauqua Flower Fields, Bemus Point, N. Y.

HOLLYHOCK.

Hollyhock. Chaters and Newport Pink, $4.00 per 100. GEO. SHACKELL, Pacific Junction, Ia.

HONEYSUCKLE.

Hall's Honeysuckle, strong plants, $2.50 per 100; $15.00 per 1000. C. M. WEBB, Fayetteville, Tenn.

LILY OF THE VALLEY.

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Vol. LVI. CHICAGO AND NEW YORK, MARCH 19, 1921. No. 1711

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Toronto, Ont., 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

The Amateur Gardener.

This is a song of garden seeds
I planted in the spring,
Tended by all the rosy hopes
That colored plates could bring;
Alas! some ne'er came up at all,
And some, they died a-borning,
But a valiant few poked up their heads,
So I'm working every morning.

Now in the stilly nights there crawl
Ogres I seek in vain,
Who eat along the tender rows,
Leaving behind the slain;
Fe, Fo, Fi, Fum! off go their heads
Without the slightest warning;
But I'll down those villains yet, I vow,
So I'm working every morning.

And then the weeds—the sturdy weeds
That grow, and grow, and grow;
It needs sweet visions, weeks ahead,
To spur my rake and hoe,
Of lettuce crisp and tiny peas
The menu oft adorning;
Oh, there's lots of fun in growing things,
So I'm working every morning.

ETHEL WOLF, in New York Times.

NEW YORK SPRING SHOW.

Grand Central Palace, March 14-20.

Fine Show Well Staged.

Taking a general view of the New York Spring Show we believe that in arrangement it is the best ever staged in the Grand Central palace. In this, we by no means criticize the quality of stock; it is fine, and the artistic arrangement greatly enchances its beauty. As in former years, the competitive groups and features are largely on the main floor. From the main entrance a broad circle runs almost the depth of the building with leading features on both sides.

To the right at the entrance, Adolph Lewisohn, Ardsley, N. J., (John Canning gardener) occupies 500 square feet with a beautiful collection of flowering plants. Trellises of American Pillar and Tausendschon roses in the background and wings greatly add to the attractiveness of this exhibit. Large genistas, buddleias, lilacs and a great variety of smaller plants make up a choice collection of blooms. To the right of this group, the same exhibit has large space in a variety of fine crotons, dracaenas and pandanus being also exhibited. To the left of the entrance and circle, Mrs. Payne Whitney, Manhasset, N. Y., (George Ferguson, gardener) occupies 500 square feet with another exhibit of flowering plants. Cedar trees are used as a background for this exhibit. Rhododendrons, azaleas, genistas and many smaller plants, are noteworthy in this exhibit.

Moving onward, the model lawn garden and home grounds of F. R. Pierson, Tarrytown, N. Y., deserve attention. We would call this exhibit a masterpiece of landscape art. The (stage) mansion is located on an elevation and below it is a smooth and gently sloping lawn, in which are walks. Groups of flowering shrubbery, borders of low flowering plants and around the entire space, an evenly clipped border of boxwood, all planted in rich soil, make it a true model for home grounds and gardens. We consider this exhibit a fine educational feature for old and young. Bobbink & Atkins, Rutherford, N. J., have a model garden of 1,000 or more square feet. It is well laid out and has a fine display of rhododendrons, hardy azaleas, roses and flowering shrubbery. This firm has also a rock garden that occupies considerable space, planted as such gardens usually are.

The Julius Roehrs Co., Rutherford, N. J., have a model garden and greenhouse inclosed in 1,000 square feet of space. A walk leads through the garden to the greenhouse which is filled with choice plants. The garden contains a fine display of rhododendrons, flowering shrubs and trees, including magnolias and a collection of conifers and foliage plants. In another section this firm has a fine display of orchid plants in 300 square feet, arranged on a background of palms.

The Joseph Manda Co., West Orange, N. J., has an exhibit of orchid plants of which further mention will be made. The John H. Scheepers Co., New York, occupies about 1,000 square feet with an attractive garden, laid out with a fountain in the center. The beds and borders are largely planted with Darwin tulips, hyacinths and narcissi.

W. R. Coe, Oyster Bay, N. Y., (A. E. Thatcher, gardener) occupies large space with an exhibit of camellias and acacias in tubs, as well as other flowering plants. Some of the old timers that remember the camellia in its reign of popularity might be skeptical about there being plants of that genus in existence, large enough to fill a 24-inch tub, over six feet high and covered with flowers. In this exhibit there were eight such plants and two in 18-inch tubs. The acacia plants were also above ordinary size and finely flowered.

Mrs. F. A. Constable, Mamaroneck, N. Y., (James Stewart, gardener) oc-

cupies another large space with a fine collection of acacia plants, well flowered. A group of finely flowered imantophyllum (clivias) were added attractions to this exhibit. W. B. Thompson, Yonkers, N. Y., have about 500 square feet with a good collection of flowering and foliage plants. The Duke farm, (A. E. Miles, gardener), J. B. Duke, Somerville, N. J., occupies considerable space with an orchid display.

Edward Gillett's Flower and Fern farm, Southwick, Mass., occupies large space with a garden of exclusively native plants. Daniel Guggenheim, Port Washington, N. Y., (T. Layden, gardener) has a model garden well filled with flowering plants. On the mezzanine floor, this exhibitor has a splendid display of amaryllis and other flowering plants.

The Tea Garden.

The tea garden is the chief attraction of the mezzanine floor, through the clever work of Wadley & Smythe, the decorators. It occupies almost the entire west end. Cedar trees are banked against the wall and balustrade, but leave wide openings at intervals over the balustrade for a view of the main floor. The windows are lightly draped with southern smilax and pots of roses and other flowering plants are placed on the sills. On the open spaces of the balustrade large flowering hydrangeas are placed. In corners and available windows there are tubs of bay trees. A long row of Chinese lanterns diffuse a mellow light.

It may here be noted that the cedars are largely used throughout the building as backgrounds and diversions of the various exhibits. If there is any criticism to offer, it is on a few of the exhibitors who were too slow in placing their stock. But due credit must be given the majority that worked like beavers to have their exhibits well staged for the opening.

Bird Bath and Planting Features.

The bird bath and planting exhibits open to members of clubs affiliated with the Garden Club of America, located on the mezzanine floor, are attractions that greatly interest the ladies.

The Central Park, New York, greenhouses, have an attractive exhibit of flowering and foliage plants on the main floor. Max Schling, New York, has considerable space devoted to the exhibition of the craftmanship of his store. W. D. Guthrie, Locust Valley, N. Y., (J. A. Winsock, gardener) made a good exhibit on the mezzanine floor of hybrid cinararias and Primula malacoides.

The Opening Day.

The New York Spring Show was opened to the public at two p. m., March 14, with a fair attendance which greatly increased as the week progressed. The weather conditions on the first day of the exhibition as well as the preceding week were more like May than March, and were particularly favorable.

The judges were kept busy on the various groups, gardens and pot plants as well as orchids and miscellaneous cut flowers. Roses and carnations were judged later. First prizes in orchids were taken by the Julius Roehrs Co., Rutherford, N. J.; Lager & Hurrell, Summit, N. J., and J. B. Duke, Somerville, N. J. A number of visitors from other cities were present at the opening and so far as interviewed, were well pleased with the show.

Excellent features in the following cut stock were judged: Amaryllis, lilacs, mignonettes, callas, freesias, stocks, snapdragons, calceolarias, larkspurs, buddleas and wallflowers. Darwin tulips, hyacinths and narcissi in pots and pans were of fine quality. Beautiful plants of schizanthus and Primula malacoides were noteworthy features. Specimens of schizanthus, bushy plants, were three to four feet in diameter and covered with flowers.

Early Awards.

The fine weather and good attendance continued Tuesday when the following awards were made: International Garden Club, gold medal for best exhibit of private grower, Adolph Lewisohn; gold medal for commercial exhibit, A. L. Miller. In cut roses, 100 Hadley, Duckham Pierson Co., first; 100 Russell, 100 Hoosier Beauty, F. R. Pierson Co., first, also silver medal for 25 pink undisseminated variety; 100 Ophelia, Florex Gardens, first; 100 Premier, Joseph H. Hill Co., first, also silver medal for 25 white undisseminated variety; 50 Crusader, Joseph Heacock Co., first, Traendly & Schenck, second; 50 Sunburst, Wm. Vert, first; 50 Ward, Traendly & Schenck, first; 25 red undisseminated variety, Noe & Ruzicka, silver medal; 50 Dunlop, Joseph Heacock, first, L. B. Coddington, second; 50 Pilgrim, A. N. Pierson, Inc., first, Joseph Heacock Co., second; 100 American Beauty, Noe & Ruzicka, first, Gude Bros., second; 100 Columbia, Florex Gardens, first, L. B. Coddington, second; 100 Scott Key, F. R. Pierson Co., first, Traendly & Schenck, second.

Outside of the tea garden, the mezzanine floor is largely occupied by commercial exhibitors; there being also a number on the main floor. Aside from this utility, there are attractive features among these exhibits.

Commercial Non-Competitive Exhibits.

M. Adler, New York, florists' novelties.

C. H. Allendur, New York, irrigation and garden tools.

American Dahlia Society, booth.

American Seed and Seedtape Co., Newark, N. J., seeds and implements.

Art Colony Industries, New York, novelties in grass and copper.

Associated Motors Corp., New York, garden tractors.

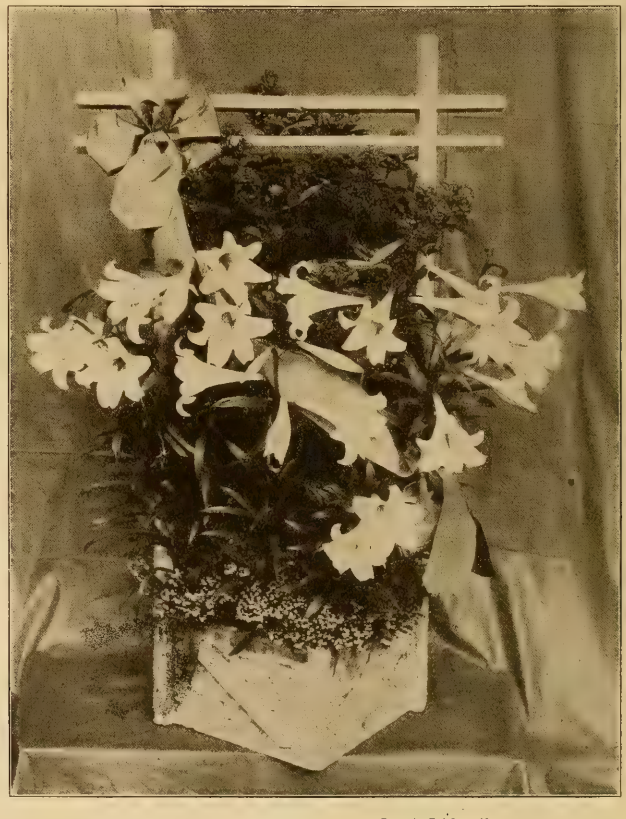
Atlantic Grass Seed Co., New York, lawn grass seed.

The F. A. Bartlett Tree Expert Co., Stamford, Conn.

H. Bayersdorfer Co., Philadelphia, Pa., florists' supplies.

Bon Arbor Chemical Co., Paterson, N. J., fertilizer.

W. Atlee Burpee Co., Philadelphia, Pa., seeds, plants and cut flowers.



LILIES AND CRIMSON RAMBLER IN BASKET.

Burlington Willow Ware Co., Burlington, Ia., willow baskets.

Calwell Lawn Mower Co., Newburgh, N. Y., lawn mowers.

Campbell Irrigation Co., Woodbury, N. J., water pans.

Cedar Acres (B. Hammond Tracy), Wenham, Mass., Gladioli bulbs.

The Cedar Crest Studios, Westfield, N. J., all kinds of stoneware and garden furniture.

Chautauqua Flower Fields, Beamus Point, N. Y.

W. S. Daniels, New York, hand-made flower holders.

Davy Tree Expert Co., Kent, O., tree surgery.

S. A. Dawson, New York, novelty baskets.

A. T. De La Mare Co., New York, garden books.

H. C. Dodge, Inc., New York, spry-wheels.

Doubleday, Page & Co., New York and Garden City, N. Y., books and magazines.

Henry A. Dreer, Inc., Philadelphia, Pa., palms.

Wm. Duckham, Madison, N. J., rose plants.

The Dug Out, New York, work of disabled ex-service men.

The Eshins Studios, New York, garden furniture.

The Excello Mfg. Co., Cleveland, O. evertite glazing.

R. & J. Farquhar Co., Boston, Mass., seeds, bulbs and plants.

Maurice Fuld, Inc., New York, seeds and plants.

Fuller Pottery Co., Flemington, N. J., pottery.

A. D. Granger Co., New York, auto tractors.

Hammond Paint and Slug Shot Works, Beacon, N. Y., paint and insecticides.

S. Hanfling Co., New York, florists' baskets.

Hartman-Sanders Co., Chicago and New York, pergolas, arbors and garden furniture.

Henshaw Floral Co., New York, cut flowers and florists' supplies.

Hitchings & Co., New York, greenhouses.

Hodgson Portable Houses, New York and Boston, Mass., model houses and bird houses.

A. H. Hughes & Co., Cambridge Mass., flower pots.

Wm. M. Hunt & Co., New York, sprayers and preserved fruits.

International Garden Club, booth.

Roman J. Irwin, New York, seeds, bulbs and plants.

J. Oliver Johnson, Milwaukee, Wis., and New York, lawn grass seed.

Wm. F. Kastings Co., Buffalo, N. Y., soil masher.

The Kervan Co., New York, florists' greens.

J. C. Kranshut Stone Works, New York, garden furniture.

W. E. Leavy, New Rochelle, N. Y., tree surgery.

Lewis & Valentine, New York, landscape work.

Lord & Burnham Co., New York, greenhouses and boilers.

Wm. H. Lutton Co., New York, greenhouses.

J. G. Mayo & Co., Rochester, N. Y., nursery stock.

A. L. Miller, Jamaica, N. Y., flowering and foliage plants.

Muller-Sealy Co., New York, seeds and plants.

The McCallum Co., Pittsburgh, Pa., represented by Ed H. Branch, universal plant stand.

LILACS FOR EASTER.

Niagara Sprayor Co., Middleport, N. Y.

A. N. Pierson, Inc., Cromwell, Conn., plants.

F. R. Pierson, Tarrytown, N. Y., art vases and ferns.

Plastic Art Co., Newark, N. J., artificial stone products.

The Quality Brands, New York, paints and glazing materials.

L. J. Reuter, Watertown, Mass., plants.

Rosedale Nurseries (S. G. Harris), Tarrytown, N. Y., nursery stock.

S. H. Russin, New York, florists' baskets and supplies.

Schloss Bros., Ribbons, Inc., New York, florists' ribbons and chiffons.

So-Mo. Sales Co., Newark, N. J., lawn mowers.

Simplex Oil Heating Co., Providence, R. I., oil burning apparatus.

Geo. L. Stillman, Westerly, R. I., dahlia bulbs.

J. J. Stringham, Glen Cove, N. Y., bees and honey.

Stumpp & Walter Co., New York, seeds, bulb and plants.

J. M. Thorburn & Co., New York, seeds, bulbs and plants.

C. H. Totty Co., Madison, N. J., greenhouse and hardy plants.

E. P. Towsend, Bloomfield, N. J., lawn mowers.

Vaughan's Seed Store, New York, seeds, bulbs and plants.

Wertheimer Bros., New York, florists' ribbons.

Andrew Wilson, Springfield, N. J., insecticides.

Jurors.

Geo. Asmus, Chicago.
Harry Allen, Hyde Park, N. Y.
E. Beckett, White Plains, N. Y.
D. Coughlin, Locust Valley, N. Y.
H. A. Deal, Rockville, Conn.
James Duckham, Oyster Bay, N. Y.
V. R. De Pietris, Detroit, Mich.
E. Dailledouze, Brooklyn, N. Y.
J. T. Everitt, Glen Cove, N. Y.
Wm. Eccles, Oyster Bay, N. Y.
Emile Fardel, Great Neck, N. Y.

D. Francis, Morristown, N. J.
W. F. Gude, Washington, D. C.
W. Huckvale, Summit, N. J.
Thos. Head, Red Bank, N. J.
Percy Hicks, Red Bank, N. J.
J. F. Johnson, Glen Cove, N. Y.
Wm. Kleinheinz, Ogontz, Pa.
Chas. Knight, Oakdale, N. Y.
Jos. Kostrzewski, Orange, Texas.
D. Miller, Tuxedo Park, N. Y.
W. P. Mahan, Jericho, N. Y.
J. P. Mossman, Hackensack, N. J.
D. McGregor, Tuxedo Park, N. Y.
S. Murray, Kansas City, Mo.
J. G. Melrose, Cold Spg. H., N. Y.
Geo. Middleton, Tarrytown, N. Y.
W. Mackey, Newport, R. I.
E. Osborn, Williamstown, N. Y.
A. Peirce, Waltham, Mass.
E. Reagan, Morristown, N. J.
W. D. Robertson, Portchester, N. Y.
Max Schling, New York.
E. Sceery, Paterson, N. J.
R. Speirs, Port Washington, N. Y.
J. T. Sisley, Convent, N. J.
R. Sayward, Detroit, Mich.
R. Tyson, Convent, N. J.
A. E. Townsend, Chappaqua, N. Y.
Jos. Tansy, Tuxedo Park, N. Y.
R. Williamson, Greenwich, Conn.
Ernest Wild, Madison, N. J.
F. Watson, Glen Cove, N. Y.
R. Walker, Chauncey, N. Y.

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A. J. Loveless, Lenox, Mass.
Allen Jenkins, Shrewsbury, Mass.
Thos. Proctor, Sea Cliff, N. Y.
Thos. Roland, Nahant, Mass.
Wm. Turner, Red Bank, N. J.
W. H. Waite, Red Bank, N. J.

Judges on Award of Garden Club of America's Gold Medal.—Mrs. Arthur W. Butler, Bedford, Conn., Garden Club; Miss Marian Coffin, Member-at-Large, and Mrs. Wm. R. Mercer, Garden Club of Philadelphia, Pa.

Early Visitors.

Thomas Roland, Boston, Mass.
W. F. Gude, Washington, D. C.
A. J. F. Baur, Indianapolis, Ind.
Phil Breitmeyer, Detroit, Mich.
E. Allan Peirce, Waltham, Mass.
Fred W. Sanborn, Boston, Mass.
George Hess, Washington, D. C.
George Asmus, Chicago.
T. Malbrane, Johnstown, Pa.
Geo. Kerr, Philadelphia, Pa.
Wm. Kleinheinz, Ogontz, Pa.
A. J. Loveless, Lenox, Mass.

GREENVILLE, S. C.—In the matter of Harold E. Rodgers, bankrupt, proprietor of the Rodgers Flower Shop, the referee advises that the first meeting of the creditors to prove their claims, was held March 17.

GARY, IND.—John Owen, of the Union Floral Co., the original florist here, says his flower business continues very satisfactory, although there are now four florists in the city. The ironworkers are still quite busy, only two of the 11 blast furnaces being closed down.

ST. PAUL, MINN.—The Holm & Olson greenhouses present a fine appearance with Easter stock of the highest quality, well finished in every respect. James Soudem, the superintendent, has retained all his old-time skill as a grower, showing a great variety of plants in the best possible condition. The lilies and ramblers are especially fine, also Boston ferns in many varieties.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Easter.

There is no more trying business period during the whole year for the florist than the week previous to Easter Sunday. For the grower it is the culmination of from three to six months' preparation when he cashes in on a whole season's work. For the retail florist it means after a long period of preparedness a week of almost continuous labor, lightened to a degree, by carefully planned systematic methods that have provided stock for instant use and in many other ways relieved the rush hours of their continuous grind.

Easter presents a grand opportunity to elevate and exploit the business. There is an insistent demand that is rapidly increasing and can be further encouraged by intelligent educational publicity.

Every retail florist puts his best endeavors into his Easter business, according to the requirement of his trade; the best the grower has is none too good for his customers, and every effort is made to present his goods to the best advantage. The supply houses are called in for their latest novelties in baskets and all sorts of pot covers and trimmings, and no expense is spared to make his store worthy of the occasion.

Easter Plant Decorations.

The importance of embellishment and featuring flowering pot plants, pans and plant combinations for the Easter trade is not realized as it should be by the great majority of retail florists. First of all growers should be required to deliver their plants, with pots, and pans thoroughly scrubbed and cleaned, both sides and bottom. There should be in stock, material for or made up covers, to give every plant or combination a decorative touch or finish that will make it much more presentable. Crepe paper and mats of various colors can be made into covers to fit standard sizes of pots and pans. With these in stock the transformation from a plain pot to a nicely finished harmonious colored effect is but the work of a moment, rendering the plant more salable and at a better price.

Japanese bamboo pot covers dyed in various colors or in gilt or bronze are now available that give a neat finish and are very good stock to carry. A tasselled cord, tape or fibre ribbon bound round the crepe or mat cover apparently to hold it on gives a good finish. Color combination or contrast is essential; blues and pinks, orange and brown or green, yellows and white are effective.

TUMBLER BASKET OF SPRING FLOWERS.
Daffodils and Daisies.

Gilt covers work well with almost all colors. A cover of white paper made by placing a pot in the center of a square paper which when drawn up around on all sides and bound with a cord or fibre ribbon gives an irregular finish that when the plant is in place makes it look much larger. These can be made over an empty pot and stacked together when they will hold their shape and are ready for instant use. The cord or ribbon should be pinned or sewed in place, preferably the color of the flower.

Laurel branches, pussywillows and leucothoe sprays are useful in rounding out or finishing an irregular shaped plant. The pussywillows if used judiciously will make almost any plant or combination more attractive. They are often used entwined and arched over the top to make a handle for a plant, giving it a basket appearance, which is further enhanced by a bow of ribbon at the side. A shallow flat of 50 tulips with a crepe paper or mat cover, arched over the top with pussywillows from each corner of the box caught in the center with a bow of chiffon gives a very decorative effect and adds at least 25 per cent to its value.

High handled plant baskets to hold from six to 10 inch pots, can with plants in place and chiffon or silk ribbons and pussywillow sprays be made to give the appearance of a basket combination. Pussywillows can also be used to decorate pots and pans of tulips, hyacinths and daffodils, short sprays being stuck in through and around the outer edge.

Combination Plant Baskets.

One of the most salable of the Easter offerings is the plant basket or hamper. There is great variety in these combinations, the essential flowering plants for which are heather, azaleas, Baby Rambler roses, bougainvillea, hyacinths, lily of the valley, spireas, daisies, hydrangeas, Easter lilies and genistas. Foliage stock necessary are small kentias or arecas, pandanus, maidenhair and Glory fern, crotons dracaenas, the variegated pteris, Cyrtomium or Bird's Nest fern.

A number of the growers in the neighborhood of the large cities are now filling these baskets to order for the stores, while many, getting the stock together at one place will have their artists fill these on the last days of the week before or on Palm Sunday. Standing two or three days in a greenhouse adds greatly to their appearance and they are then at their best, ready for delivery on the day desired at the store. Color combination and the artistic arrangement of the various plants is essential. Bulky stock such as spireas and maidenhair when root bound can be divided by cutting from the bottom of the pot up to within an inch of the top in three or four sections. The roots can then be easily pulled apart giving a fairly bushy top with small root space. This root separation appears not to affect the stock in the least. All hyacinth flowers should be tied to stakes close to the bulb so that when set in place they will stay. Many when not protected in this way bend over and snap off with the weight of the flower. When getting their finishing touches of ribbon at the store irregularities in spaces can be filled in with leucothoe, or laurel branches and pussywillows.

Combinations of several lily plants together are always good sellers; these can be made up in white tubs with gilded bands. Should the foliage be a bit scant at the bottom several of the "split" spireas around the edge, will, with their bushy foliage and graceful flowers give a decorative finish. Made-up hydrangeas in 10 to 12 inch tubs in either white or light blue coloring to contrast with the pink or blue flowers will make a very finished and decorative combination. All white hydrangeas in a blue tub with gilt bands tied with a blue ribbon bow will be much admired.

The six to eight inch well flowered hydrangeas in baskets with the proper shaped handle, the pinks in blue baskets, the blues in a white or silvered decoration and a ribbon bow on the handle, will add variety as the stocks run down.

DAFFODILS AND YELLOW RIBBON.

Easter Plants.

Considering the ease with which they are handled the well flowered pot plant is the most profitable item in the list of Easter offerings. Rambler roses, hydrangeas, heather, spireas, genistas, Easter lilies and bulbous stock in pots and pans are delivered from the growers in fine condition, with clean pots, and are at once salable. There is not one of these but may be the better with an artistic finish, in pot covering or high handled basket, or touch of ribbon. But unless preparations for their quick handling in this manner have been made and are at hand for instant use, they are sold as they come from the grower and the extra prestige and revenue that could have been derived from this finishing touch is lost.

Well flowered Rambler roses are first choice with many buyers; there is something irresistible in their wealth of flowers and coloring. Wherever possible these roses grown in comparatively small pots, should be placed in tin lined pot covers or high handled baskets, there they can be kept saturated with water, which is so necessary

to these root bound plants. A bow of light blue ribbon is a great addition and finish to any of the pink varieties. Miniature artificial or natural bird's nests with eggs can be attached to large plants and give it an additional selling point.

The smaller Baby Rambler type is also very attractive and popular on account of their price and the fact that they will flower all summer long. Magna Charta and some of the hybrid tea roses are done splendidly for Easter by growers and are good stock to carry.

Hydrangeas, now that the Belgian azaleas are impossible, take their places as near as can be. The new French varieties have good range in form and coloring and when well done are very showy. Some growers feature them nicely in four-inch pots, plants that contain from two to four blooms of fair size which work up well in plant basket combinations. Larger sizes in from six to 10 inch pots and 10 to 12 inch tubs, are wonderful with their wealth of bloom. White, blues and shades of pink are the colors. Hinodigiri azaleas are now grown in large quantities by nurserymen both for planting on the lawn and for forcing for Easter. When well budded they are very showy and are effective in small sizes as in three-inch pots and before long will be seen in pyramid form in large plants.

Well flowered genistas are a great addition to the Easter stock, their fluffy yellow racems that cover the plant completely are wonderfully effective. Stocks of these should come in every day as the blossoms close up quickly in the ordinary store atmosphere.

The Store Arrangement.

The placing of the stock and the extra stages and tables necessary, should be given careful thought well in advance of the time. An extra and nearby store room, if it can be hired for the week, is a great asset. Surplus stock may be received and stored here, and all deliveries made from this point. As sales are made in the store, the plants are at once sent to the annex and are placed in the east or west, or up and down town delivery sections. To be able to get sold stock off the floor at once is a great help at such a busy time, people help themselves to things that are picked out, and this causes great annoyance, as nothing else in the stock will do.

The stock is more effective and handled with less confusion if all of a kind, and even of a color are kept together. The masses of hydrangeas in pink and blues and whites are much more striking in blocks than if mixed together. It is the same with Rambler roses and Easter lilies in a mass; they attract much more attention that if scattered all through. Customers are waited on more promptly when they have such a block to select from and are not wandering all over the store to try and find something better. Decorative effects may be made with handsome specimens given prominence anywhere, but the quick moving stock should be where all of a kind can be seen at once.

The combination baskets and hampers are best displayed on tables together. With the aid of pedestals and shelf boards, several tiers may be arranged so as to make a great collective show and yet each basket be within reach without disturbing the others.

Cut Flowers for Easter.

While flowering plants are the main stay of the Easter business there is also a good demand for cutflowers for use in church decoration, for the cemetery, as gifts, the same as plants, and also made up for personal adornment.

About one third of the lilies grown for Easter are sold as cutflowers, they being the favorite for churches and for the cemetery. Callas also sell up close. Roses of all kinds are in demand as are carnations. Stocks or gillyflowers, with their long spicy spikes of bloom are favorites. Sweet peas which are at their best at this season are always popular. Daffodils are a quantity product as are tulips. Violets are still favored, but are not nearly as important as before the advent of the orchid sweet peas. Cattleyas and lilies of the valley are always a strong factor, while gardenias are falling behind.

At a busy season like Easter it is best to confine one's efforts to carrying and pushing certain lines of flowers rather than spreading over the whole list. Three-fourths of the customers have no definite idea as to just what they want and select from what they see before them, particularly when the beauty or effectiveness is brought out by good salesmanship.

As a rule flowers are ordered for later delivery, comparatively few being sold to be carried away. For this reason the case should only contain samples from which orders are taken, and for the experienced salesman these are not necessary, as the moment he knows his customer's wants, his quick mind suggests this or that and the order is booked at once. A few boxes of flowers in the case ready to hand out to those who want them at once is a help. There should be a few choice corsages in boxes at various prices, which quicken the taking of an order of this kind.

Expediting Delivery.

Everything should be done to expedite the business of the last rush days. It is a great help to have all the orders, as soon as taken, turned into the office for the final writing of tags, card envelope, day and hour of delivery, and slip containing order and price. With the address tag legibly made out, a card envelope and slip with items of order, day and hour of delivery, clipped together, and placed in the box with that day's orders, all further detail is avoided. Everything pertaining to the order is there ready for instant use.

When Saturday's orders are all out and the store is cleared for the Sunday orders, the cutflower stock should be brought up and one man with an assistant select the flowers. These are passed in to the clerks at the counters or tables, who arrange them in the boxes, give the order slip a final check up and file it. This is a much more expeditious way than to let each clerk select his own order. There is no hurried writing of tags; they are correct.

BOUGAINVILLEA WITH MAT COVERING.

Cards get into the right boxes and the double checking of the list of flower slips insure that the order has been filled properly.

Corsage orders should be in competent hands, and great care given to their on-time delivery, as many are to be worn to early church services and a half hour delay may mean a total loss of money and the customer.

Displaying Easter Lilies.

Lilies always have a large part in any Easter stock as they are the Easter flower. Single and two plants together in six-inch pots are the standard size. Many of the larger stores handle made up plants in pans and tubs that contain 15 to 25 buds and flowers each. Planted in tubs painted white, with gilt bands, they look very effective. Heathers in variety give character to any collection. From three-inch stock up to plants in six to eight-inch pots they are very desirable. The smaller plants work up well in plant basket combinations. Spireas are indispensable and give more appearance for their money than almost any other offering.

Deutzias are showy with their graceful racems of flowers and are especially to be recommended for the cemetery. Marguerites with their wealth of flowers are popular with many; large specimens in eight to 10 inch pots are very decorative.

Bougainvilleas either trimmed into formal shapes or with their natural long sprays of light purple flowers hanging gracefully in all decorations are one of the choice Easter specimens.

Pelargonium, Easter Greeting, is a most showy plant, there is never too much of this about as when well flowered it is one of the first selections. Small plants, such as pansies and forget-me-nots in pans, are very salable. They should be at their very best when offered for sale as they begin to go back after the first night in the atmosphere of the store. Primulas can be brought in full bloom for Easter and will fill the bill where something moderate in price is desired. Cinerarias are also very acceptable and a great favorite with grower retailers.

Placing Lilies Among the Palms.

A handy device to assist in placing lilies and other cut flowers among the palms in a decorative group, is a round tin tube two inches in diameter by 12 inches in length, with a stout hook soldered to one side at the top. This is painted green and can be hung to strong palms near the center or pot covers, or a stout stick stuck in a pot. Lily stalks or any long stemmed flowers are supported firmly in this way and being in water will last as long as if in the the pots and are much easier to arrange.

Any shelves or window ledge boards filled several days ahead will freshen up and present a much better appearance than if placed hurriedly at the last minute. Where a banked white effect is desired in a church in which there is little room to spare, racks with slanting shelves that will hold three to five tiers of six to eight inch pots may be placed against the wall. The hydrangeas in green buckets, out of pots packed, in which sphagnum is well saturated, will last through two days without further attention.

Memorial windows can readily be taken care of by retail stores. The treatment is more or less elaborate with all vases of cut flowers or plants and cut flowers. These well banked with Easter lilies or callas makes an elaborate effect. In all cases where plants are used there should be deep saucers well filled with water for each pot.

When dealing with church committees there should be a distinct understanding as to the effect desired, and then it is to be left in the hands of the florist. To have a committee, as the work goes on, try to tell how to place the plants, is very annoying and takes much valuable time.

The piece for the font, with its formation of green should be all ready with its center vase for lilies or base on which to stand a cross of same. The large cross of lilies to be suspended high in the chancel if such is to be used, should be mossed and ready for its flowers; this can be done much better two weeks ahead than at the last minute.

The cut flowers for the altar vases should have careful selection. Easter lilies, callas, white stocks, white lilacs and white roses are the favorites. As a rule the brass altar vases do not hold much water and it is well to see that the stems and flowers are well saturated before leaving the store.

EASTER PLANT BASKETS.

Tausendschon Rose, Pink Hydrangeas, Pink Spiraeas, Pandanus Veitchii, Marguerites and Pink Ribbon.

Easter Church Decorations.

The decoration of the church at Easter is quite an important branch of the business. The orders are, however, not considered much of an asset for as a rule the meager appropriations to cover the expected display leave little if any profit.

Coming as they do at a time when the facilities of every kind are rushed to the utmost, such orders should be handled by those who make a specialty of decorations, who have greenhouses with quantities of palms and stocks of azaleas, genistas and other plants that are flowered year after year for this purpose. All such work should be planned well in advance. Exact measurements of ledges, platforms, etc., where filled boards may be used to advantage, should be taken; also the number and size of palms and flowering plants and the necessary pedestals required. A sketch or ground floor plan showing just where the plants are to be placed, and the quantity for each group is of the greatest assistance both when the stock is being selected and at its setting up in the church.

The decorations will be successful according to the effect produced, not one plant more than is necessary

should be used. All should stand so as to provide the best appearance as a whole. Wild smilax, southern Sabel leaves and laurel branches are of great assistance to conceal pots and pedestals and fill in where the palms are showing the results of the winter's campaign.

Made up palms and blooming plants stood individually, can at times be used to better advantage than banks of the same. One of the greatest assets for these made up plants are galvanized iron buckets from 12 to 18 inches in diameter. With a tall palm for a center and filled in with Rambler roses, lilies or hydrangeas, and a vinca vine hanging over the front, a fine appearance is presented. Such an arrangement will fit a large pot cover or the bucket can be covered with green crepe paper. All plants but the palm can be taken out of the pots and the balls wrapped with cheese cloth; they may be packed with sphagnum. One good saturation will guarantee their keeping fresh until Easter Monday. The buckets should be painted green.

Next Week in the Flower Shop.

In these days of reconstruction when so much is expected of the better times coming, it behooves everyone to get busy and keep going with no let up, for business will be just as good as you make it and no better. What the other person is doing will help, but it is your own personal energy and initiative that you must depend on for the real results. "He's a hustler," is the caption given by common consent to the man who is forging ahead. There is no secret to his success, he is just on the job all the time. He carries good stock and plenty of it, presents it in a novel inviting way that attracts buyers; he makes a strong bid for business and gets it.

People who have no thought of buying flowers will become interested when they see them attractively displayed, or when at home, they read the neat, crisp folder telling of the splendid stock to be seen in the shop. A weekly letter to the store's list and prospects is invaluable at this season; penny stamps will carry them, and if a progressive printer gets them up, they are sure at least of a once over.

Keeping the outside front of the store at its best has great publicity value. The side show at the circus would do no business but for its wonderfully alluring signs, and everything in decorative publicity that can be used to impress the stranger with the importance of the store is worth while and bound to bring good returns.

Don't be a waiter. The minute that trade begins to slacken, get out and start something. A glance at the window may show that it is too tame and commonplace; it is not pulling. Fifteen minutes will put in another setting that because of its novelty will at least attract attention. An all daffodil or all sweet pea decoration with price cards will be pretty sure to start things moving. Set outside the door some jars of pussywillows with prices; they will almost walk away. If the weather is mild, a low shelf outside in front, below the window will hold an effective showing of decorated bulb pans, hyacinths, tulips and daffodils that will attract attention and customers.

In every department of the shop there should be an effort to increase the efficiency, and give the interior decorative scheme a few extra touches. Another small table of novelties perhaps, or rearrangement of the furniture to better feature this or that specialty that you are trying to make a run on. Make a pre-Easter plant display, this will be interesting to many and bring to mind that the day is rapidly approaching.

IMPORTANCE OF EASTER DISPLAYS.

To much thought cannot be given to this important event; if the schedule is getting behind in any particular, now is the time to catch up, not in the overcrowded days of that busy week. Everything possible of a preparatory nature should be pushed now. Every hour gained at this time takes off the strain and eases up the work of the rush period.

Pansies are now at their best, they are everybody's favorite and can be artistically arranged in small low baskets and in corsages.

Prof. A. H. Nehrling,
Who has been Operating the McDonald Floral Co., at Crawfordville, Ind., will Resume College Work, Having Been Appointed Assistant Professor in Floriculture at Cornell University, Ithaca, N. Y. See Issue of March 12, Page 368.

The little colonial bouquet with its miniature lace paper is always popular and sure to attract attention. Made up almost out of scraps, put together with good color contrasts they are very effective and when well displayed often suggest to the observer that they are just the little novelty to be sent here or there and the sale is made.

Do not overlook the little leaflets that can be used to carry all sorts of messages of the store in every box of flowers or package that goes out. This is not only the best but also the least expensive form of publicity as there is no cost for distribution.

How is the telephone service? There should be immediate and constant attention to every call. Persons should be spoken to over the telephone the same as when in person they call at the store. In replying always announce the firm name and Mr. or Miss —— speaking. The telephone should always be within reach of office attendants or cashier, who being on duty can answer at once; perhaps take the order, or give the information desired, or if not, call the proper party. So much business is now transacted in this way that the service should be more than sufficient, and the best that the store can provide.

Aster Diseases.

ED. AMERICAN FLORIST:

During the past three years I have had poor success with asters. I raise quite a number of plants for bedding out, and am able to grow good strong stock and I have a great many in thumb pots. With these I have no trouple, for when the plants are put out in the open they make good growth, but when the buds are of good size, they turn yellow and I do not get one-quarter the number of blooms I should from them. I have sold plants which promised very good blooms, but most of the buds turned out badly. Can you advise me as to the proper treatment to remedy this trouble.

Z. C. F.

New Brunswick, Canada.

Each year there are many inquiries for the best methods of combating aster diseases. To tell the truth we have no remedies in mind that are effective. The diseases most common are stem rot and yellows. The former attacks the plant much the same as soft stem rot on carnations. The first indication of its presence is given by the wilting of the plants, which never revive, but finally wither and turn brown. Upon examination it is found the stem or bark at the surface of the ground is affected with a dry rot, which encircles the stem and destroys the tissues of the bark, to such an extent, that the sap cannot be transferred to the leaves and consequently they wilt and die. It is our opinion that this is a fungus disease and its prevalence is largely due to conditions, either of the soil or climate.

This year we have yet to find the first plant that shows a trace of stem rot, and as we have heretofore lost more or less plants from this cause we feel the health of our present crop sustains our belief that conditions are quite or wholly responsible for this malady or scourge, which it becomes in some instances. One field has been planted to asters for three successive years and the other two seasons, which explodes the theory that stem rot is due to continuous croppings. We must admit the real cause is still obscure to us.

Yellows affect the plants at flowering time, the buds turning yellow and the petals failing to reach their normal length. This disease, like stem rot, is very hard to combat, for the reason it is not apparent until too late to apply remedies. The tarnished plant bug (Lygus pratensis) is the worst enemy we have to contend with and we feel certain many growers attribute their depredations to disease. This little insect punctures the soft growing stems and extracts the sap, causing them to wilt, and thus growth stops. The plant sends up lateral growths which, if unmolested, will give excellent returns, but should the attacks be continued the latter are ruined, resulting in a crop failure.

This little insect is so active that hand picking is of no avail and we have yet to learn of an application that will check its devastations. We now have one of the experiment stations interested in the work of securing a parasite fungus that will spread from one to another by contact and thus destroy them, the same as the chinch bug is being controlled in the western states. What the results will be we are unable to predict, but it is to be hoped that success may crown these efforts.

ELMER D. SMITH.

of an exhibition being staged by the well trained men on our committee, but what is safe to depend upon at least 40,000 paid admissions.

"The results from our last shows are such as to convince us we are right in our method and the utmost care must be given to the material of the national flower show committee and to select capable men with experience, wisdom and ability, and no thought of personal friendship must enter into the selection of those who can best serve on this important committee. If you will but look in the proceedings and see the gross expenditures of the last show—over $50,000—which was practically be placed, before the gates opened to the public, you will realize the enormous responsibility this committee shoulders. This amount of money represents a sum of more than equal to that which the Society has in its treasury, and which it has been over 35 years in accumulating.

"Thus you will see that you ask and expect of this committee to be the advance guard of horticulture in this country. To them, has to be entrusted the correct and best method of displaying to the public the rarest, choicest and best grown of our products, and to be staged on a plane that has no superior; to place the exhibition so that every branch of horticulture receives some benefit and that there can be no criticism on our great organization for the work done, and so that the people will know us and our work the better. Therefore, to this committee, is left to figure out protection as much as possible from bad weather or any calamity that would mean disaster or ruin to the exhibition; also we must guard carefully against liability to the public, should a catastrophe occur or an accident of any kind during the progress or installing of the show. These are a few of the perplexing problems of importance that arise.

"In the past we have been working with the assistance of the various horticulture organizations, and such organizations as the American Rose and Carnation Societies, which have always co-operated, but did not have any financial responsibilities, as far as sharing in profits or losses were concerned. The present working condition is different. Prior to the contemplated show in St. Louis, we entered into an agreement with the American Rose Society to have them act as co-partners with the Society of American Florists in promoting that show. And as I stated before, the calling off of the St. Louis exhibition, left us with a loss of about $7,000. We did not ask the guarantors for the two above mentioned societies to pay any part of this loss, but rather to charge it up against the expense of the next exhibition, inasmuch as we had a flower show fund that the money was charged against. As a basis of what proportion the American Rose and Carnation Societies participated, is based on the amount of premiums earned. That is to say, the present premium list is written on a $20,000 basis. The possibilities are, the amount awarded will not be over $13,000 or $14,000.

"Now it will merely be a matter of figures as to what proportion was underwritten by the American Rose Society, and what proportion was underwritten by the American Carnation Society. And basing the matter on results from the last national flower show in Philadelphia, the American Rose Society would have been entitled to about 13 per cent of the profits and the American Carnation Society to about eight per cent. These figures are merely in the rough. Thus we have two guarantors not mentioned before, as both of these organizations are responsible for losses in the proportion as to the amount of money they are to participate in the profits of.

EASTER PLANT BASKET.
Acacia, Pink Hydrangea, White Spiraea, Light Pink Azalea.

"I wish also to have your body know, that every item of expense such as mileage to the meetings, clerical hire, stationery, and all kinds, has been paid for as an expense to the exhibition, I point this out to you as I wish you to know that there is no expense whatsoever in connection with the national flower shows, that is not defrayed from the receipts of the exhibitions. I believe too, we can point back with pride to the results obtained of the exhibition in the cities where the same has been held. We also feel proud that all of our exhibitions have been successful and that all purchasers of space in the trade section have reported very profitable business.

PROMOTING NATIONAL SHOWS.

"Just a little about how we organize to promote these enormous affairs. It is our aim to work not with any particular local organization, but with all of them. And all of the allied interests of the section where the exhibition is being held are called upon as workers in forming the 20 committees that we have to have. The chairman of each of these committees form what we have called an executive committee. This body meets, not less than once a month, and there to discuss the reports worked out by each individual committee, and to pass upon the endorsement of such recommendations. Also this executive committee is to endorse any appropriations asked for. After such endorsement, same is submitted to the national flower show committee for final appropriations. Thus you will see that all the time your committee of experienced workers stand back of every action that pertains to the spending of moneys. The chairman of the national flower show committee, presides at the meeting of the executive committee, and in his absence the vice-chairman presides, who is also a member of the national flower show committee. And in this instance, Herman Knoble, a member of our committee, has been elected to serve as vice-chairman, Cleveland being his home.

"You all know of the wonderful building we were fortunate in securing in Cleveland. Present indications are that our show will be the first

that will be staged in this wonderful building and we believe that we have a rare opportunity before us. But I wish to point out to each member of the board present, the urgent necessity of helping our committee in the success of the coming exhibition. We positively must have high grade exhibits. We must have donations to the premium list. We want your support to talk about the national flower show at all of your meetings, as we believe that the exhibition is of so much importance that no florist ought miss it, as undoubtedly it will be an inspiration to him and will be of wonderful educational value to know he is part of so enormous an institution.

"I sincerely hope that the board of directors assembled here will not forget to help endorse the resolutions that will provide for the meeting of the Society of American Florists at the time of this show, as with this action we can secure the rate and a half from railroads which will be a saving of 25 per cent on railroad fares.

"Should there be other information desired, I will be more than pleased to have you command me."

The report was, on motion of W. F. Gude, accepted and approved. In the course of a discussion which followed, Herman P. Knoble reported that the building in Cleveland which was to house the show would be completed by October 1 next, and its use for the purpose was assured, as far as anything could be assured. He urged that everybody co-operate to make the exhibition a success, and promised wholesouled co-operation on the part of the Cleveland interests. Wallace R. Pierson, Cromwell, Conn., who by unanimous consent of the board was seated as taking the place of Robert Pyle, who was called away, and representing the American Rose Society, said that he personally, and as chairman of the committee on commercial cut flower interests of the American Rose Society, was going to work his head off to put a rose show in Cleveland that no member of the Society could be ashamed of. J. F. Ammann moved, seconded by W. F. Gude, that the board recommend to the August convention that a special meeting of the Society of American Florists be held in connection with the national flower show in Cleveland in the spring of 1922, and the motion was carried unanimously. Adjournment was then taken until 7:30 P. M.

THIRD SESSION MONDAY EVENING.

A letter from Roy F. Wilcox & Co., Monticello, Calif., was read, in which the question was asked whether the Society was represented at any of the hearings held by the Interstate Commerce commission, in regard to a proposed increase in the express classification rates on nursery stock. On motion of Mr. Ammann, who said that he believed Mr. Gude had the matter well in hand, the letter was referred to the committee on tariff and legislation.

REPORTS OF PUBLICITY COMMITTEE.

Chairman Henry Penn of the publicity committee made the following report:

"Our campaign has accomplished so much for our business that it is hardly necessary for me to go into much detail. Your committee to a man feels its importance and have evidenced it by their attendance at every meeting. "Say It With Flowers" as a keystone for every advertisement is favorably known to everybody, both here and we may say abroad, and every now and then we are in receipt of advertisements containing the phrase "Say It With Flowers;" but it is only in its infancy yet and the fruits of the campaign are yet before us.

"If our campaign had done nothing else but to have made our retail florists see the light of advertising, and have helped create new as well as making more sales for our products, it would have been well worth while. How many lines can say their volume of business in 1920 has been anything like 1919? Yet our general volume the country over shows a decided increase. Another tribute perhaps to the fact of more energy is the printed word as well as a desire to do bigger things. Just a few examples of advertising, and incidentally the adverse side by not advertising are given by some of the following examples.

ST. JACOB'S OIL.

"Did you ever hear of St. Jacob's Oil? Not so many years ago, as time goes, it was a nationally known proprietary: it was the biggest selling product in a day when national distribution of a commodity was the exception. St. Jacob's Oil was advertised well, and by advertising was the business built. Then Charles Vogeler died. His widow called in a banker to straighten out affairs. Patiently, microscopically he toiled through the books: noting with increasing outrage the tremendous sums spent for advertising. Such extravagance, such foolhardiness would never do. Now, the widow had faith in her husband, for she had seen millions of bottles shipped to uncounted buyers; but the sums spent for space in magazines, on billboards, were awful, and a banker is an all-wise business man.

"So when the contracts ran out they were not renewed. St. Jacob's Oil which was known to every man, woman and child in America through the enormous force of advertising, began to quietly efface itself from public view. Within a year the advertising had practically ceased. St. Jacob's Oil had a wonderful distribution. It was known throughout the length and breadth of the land, yes, even the world. The banker said people would buy it anyhow.

"Complaints began to reach headquarters. St. Jacob's Oil was not selling as it had.....Why continue the story? It is only with an effort that old timers recall the product. St. Jacob's Oil is no more.

"Take another case, more recent. Yet it is doubtful if many will remember James Pyle's Pearline. A splendid product with a splendid distribution. It was advertised persistently and constantly since 1877; and in 1904 the appropriation reached half a million. Pearline was well and favorably known. Then in 1907 the last of the Pyle family died. The estate felt that Pearline was so well known that it needed little further advertising. The Procter and Gamble Co., Cincinnati, O., bought the business in 1914 to save it from actual bankruptcy.

"Spasmodic, sporadic advertising accomplishes nothing. Advertising must have a unity of purpose, and above all a continuity. Repetition is to the memory as the drop, drop, drop of water on the stone. The public must be constantly reminded. A year of silence will undo the work of five years of advertising, if perseverance is a characteristic of good salesmanship, it is an essential of advertising.

WHO PAYS FOR THE ADVERTISING?

"Who pays for the advertising? List to this tale:

"Twenty-eight years ago the makers of a watch produced a large machine-made article, priced at $1.50. The first year without advertising they sold 12,000. Next year with some advertising 87,000 were sold. Then increas-

BIRCH BARK BASKET OF TULIPS.

ing the factory and the distribution by having created a market and stablized it, they reduced the sizes of the watch, the price to $1 and by advertising sold 485,000 the third year.

"The makers of a famous camera, when they began advertising over 30 years ago, made a camera which took a two and one-half inch picture and which sold at $25. In 1917 (at a time of the violent rise in cost of material) they made a far better camera which sold for $10.

"When the manufacturer of a well-known breakfast food began advertising, his goods sold at 15 cents a package. In 1917 (the fatal period again) his package was 50 per cent larger and sold for 10 cents.

"In 1908 a magneto sold for $150. Ten years later a much better magneto used for the same purpose was sold at $81.

"An internationally known maker of chewing gum advertises today "five cents before the war, five cents during the war, and five cents now."

"These are not the exceptional cases—just illustrative. Illustrative of how the consumer pays for advertising; by lowering the production and selling costs, and improving the quality.

"Here is a classic example compiled a few years ago by J. G. Frederick. When Hart, Schaffner and Marx began to advertise they were doing a business of $1,500,000 annually. Ten years later this had increased to $15,000,000. A comparison, of four ready-to-wear men's clothing manufacturers, was made at the time Hart, Schaffner and Marx reached the fifteen million dollar mark between selling costs and expenditures for magazine advertising.

	Mag. Adv.	Sales Cost Per Cent
Hart, Schaffner & Marx..	$85,000	2½ to 3
B. Kuppenheimer & Co...	49,000	4
Samuel W. Peck & Co...	29,000	6
Alfred Benjamin	24,000	7

"We are desirous of showing the florists if they spend a little money in advertising locally, plus the fact we continue with our national advertising, the business is going to give them three times the effect it has given them in the past three years, and we cannot afford to slow up. Our committee has met and they are very enthusiastic because they all feel to a man that our national advertising campaign is of vast importance. We believe it is up to the national body now to give us the financial reports. We started, and we made a very good success. We feel if we get a new revenue of moneys, that we can raise a great deal more and do justice to a national campaign.

"Mr. Ammann has gone forward in all his work and has been very enthusiastic on the subject of advertising, and he has made out a general report which he will give to us. It will give us a general knowledge how we can best go about to finance the campaign. I would like to ask Mr. Ammann to give his plan in detail."

J. F. AMMANN'S REPORT ADOPTED.

Mr. Ammann's report of the publicity committee has already been published in the trade papers. The report and plan was, on motion of Mr. Kohout, seconded by Mr. Hendrickson, adopted as read, after a discussion which lasted over three hours and was participated in by practically everyone present. Consideration of details was augmented by experience. Major O'Keefe, of the P. F. O'Keefe Advertising Agency, who was present by invitation, made the closing address, and in summing up the discussion declared that in his opinion that night was epoch-making. "There is no question," he said, "but what the 26 or more men in this room are going out to different sections of the country spreading this propaganda."

COMMITTEE ON FINAL RESOLUTIONS.

Secretary John Young announced the appointment of a committee on final resolutions as follows: J. F. Ammann, Carl Hagenberger, A. Rasmussen, Henry Penn and I. S. Hendrickson.

BUDGET COMMITTEE.

The budget committee or committee to recommend appropritaions for 1921 was announced as follows: H. P. Knoble, C. C. Pollworth, Thomas H. Joy, Paul Klingsporn and John Young. Mr. Knoble moved, seconded by Mr. Ammann, that it be recommended to the publicity committee that an abstract of the minutes of the publicity proceedings at this session be sent broadcast to the trade.

Adjournment was then taken until 10:30 a. m. Tuesday morning.

FOURTH SESSION—CONVENTION HALL.

The fourth session opened promptly January 25 at 10:30 a. m., and President Roland called for the report of the committee on Convention hall. W. F. Gude, for the committee, reported that the Wardman Park inn and Convention hall had been visited, and it was recommended that Convention hall was best suited for purposes of the trade exhibition. It was well lighted and practically the same size as the Coliseum in Chicago, so should be ample for the purpose, and the location, 14 minutes from the railroad depot, was ideal. Secretary Young said that while Wardman Park inn was a wonderful place, certain conditions, which he mentioned, would make it undesirable for convention and trade exhibition purposes. The Emery building could not be examined. The committee could not get terms for rental of Convention hall, but expected to get them later in the day.

For the tariff and legislative committee, Chairman Gude reported the appearance of the special committee before the congressional ways and means committee that morning, but found that owing to conditions, they would have to face, it was feasible to carry out the instructions of the board, therefore decided to leave the matter as settled by the standing committee. The report of the committee was accepted and the committee discharged.

The secretary read rules and regulations to govern the trade exhibition, which were practically the same as used at the last convention, with the same rates for space, and, on motion, they were adopted.

EASTER PLANT BASKETS.
Genista, Yellow Primula and Yellow Callus.

As the committee on program had not had an opportunity to go into the matter of preparing the program, the same was, on motion, left to the president, secretary and vice-president and the customary advisory board and that suggestions be invited from the members of the executive board. Many suggestions were made by the board members as to subjects for the program, all of which were freely discussed without action being taken. Adjournment was taken for lunch, to reconvene at 2 p. m. The members were the guests at lunch of the Washington Florists' Club.

FIFTH SESSION.

The meeting opened pursuant to adjournment and the chair called for the report of the budget committee. Herman P. Knoble for the commmittee reported that after careful consideration, it was estimated that about $16,113.60 would be required for 1921, and this sum would be in proportion to the estimated income, which would be about $18,525.. The expenses included $1,000 to cover an annual report and mailing, and $1,000 for emergencies. On motion of Mr. Penn, the report was accepted.

A lengthy discussion was then started as to the scope and cost of the proposed annual report. During the discussion, it was suggested that the standing of members in the Society of American Florists would be an important question in the publication of the annual report. Finally, it was decided that an annual report be published, printing and mailing to come within the appropriation made for the purpose.

RENT OF CONVENTION HALL.

Vice-President Adolph Gude reported that the rent asked for Convention hall for three days was $750. As there appeared to be a question unsettled concerning the time required for installation and dismantling of the trade exhibition, the leasing was, on motion of Mr. Penn, left in the hands of the committee. Vice-President Gude reported that a lease of the Convention hall was granted at the rent named, $750, which included reasonable time for installation and dismantling. Secretary Young announced that President Roland had appointed Adolph Gude, Z. D. Blackistone and David Grillbortzer, to act as the local Advisory Board on the convention. The rest of the session was devoted to an informal discussion of various matters which required no action.

JOHN YOUNG, Sec'y.

National Flower Growers' Association.

ITS AIMS AND OBJECTS.

Address by J. F. Ammann, of Edwardsville, Before the Illinois State Florists' Association, At Urbana, March 8, 1921.

The objects of our association are just as the constitution provides, the advancement of commercial floriculture under glass. These are the aims:

First—Production: To combat insects and diseases, studying elements entering into production, such as soil analysis, commercial fertilizers, temperatures, methods and cost of construction of greenhouses, growing location with reference to marketing and disseminating knowledge among members on various subjects of interest to them. Second—Marketing: Sales methods, methods of grading, storing, packing and delivery. To devise ways and means of bettering selling conditions and eliminating the present cause of waste in marketing plants and flowers. To raise the standard of industry by national advertising. Third—Credits and collections. Fourth—Legislation: To keep generally informed on legislation proposed affecting members of this Association in either state or national legislation.

Now, then, what do we mean by the terms used above? By production, we mean that by closer co-operation of the growers, studying the disease and insects and elements entering into the production through organization rather than through individuals, it cannot only be done more rapidly but at a much less cost to the individuals. The same holds true with the testing of commercial fertilizers, methods and cost of construction of greenhouses and production of plants.

So, with the second division, namely, marketing, we believe with closer co-operation of the growers themselves along with their representatives, the commission men, better sales methods can be adopted, methods of more uniform grading, the storing and keeping of flowers, packing and delivery all can be worked out so that it will prove a benefit to not only the wholesaler and the grower, but to the retailer as well. Even the public can be greatly benefited when they once know roses are uniformly graded and they can buy them more intelligently by getting acquainted with the system. Folks as a rule are vitally interested in weights and measures, grades and quality, and as a rule it does not take them long to become acquainted with a standardized article, especially if an article is judiciously advetrised and through our co-operative advertising we expect to not only create a demand for our products, but to also teach folks so they can buy more intelligently, compelling ourselves thereby to meet the standard which such advertising represents, and thereby raise the standard of our industry as well.

In the third item, credits and collections need no explanation. We know these can be bettered by proper co-operation and we, too, know that there is need for stabilizing both these items more uniformly.

In legislation, we no doubt are beginning to realize the necessity for keeping in touch with special state legislation where, as in some states, laws are already being inaugurated that make the shipping of live plants from one state into another prohibitive. In many cases these laws are very arbitrary and unjust. What assurance have we but that in the near future, some master mind may develop the idea that plant diseases are being spread with the foliage on cut flowers and some law-making body will prohibit then at once, the shipping of cut flowers from one state into another. This sounds radical, but there are some very radical people in this world and a few are found among the deep-thinking students as well as in the politicians of this country. Hence, we need to be on our guard.

Now, the president of the National Flower Growers' Association has appointed a standing committee to represent each of the above-mentioned subjects. These committees will proceed to acquire all the data possible with reference to the various items they have up for consideration, calling a meeting, if necessary, and inviting representative growers and others interested from different parts of the country to discuss and recommend for adoption such methods as can best be adapted to the entire country. The names of these committeemen will be published in the trade press, and any of them, no doubt, will be glad to have suggestions with reference to the topics just mentioned from anyone interested therein.

THE FOUR CLASSES OF MEMBERSHIP.

We have provided in our by-laws for four classes of memberships. Class A are growers who belong to an allied trade association, carrying on co-operative advertising on the percentage

BASKET OF SPRING FLOWERS.
Daisies at Handle.

plan, where 25 per cent of their entire collections are turned over to this organization for national advertising, these growers by virtue of such payments automatically become members of this Association. Ninety per cent of such funds are set aside for national advertising.

Growers who are members of some district growers' organization and become members of this Association by their district paying the sum of 50 cents per 1,000 square feet of ground area covered with glass owned or operated by them, are placed in Class B.

Class C includes growers who are not members of either of the above two named organizations, but who can become members of the National Flower Growers' Association by paying the sum of $2 per 1000 square feet of ground covered with glass owned or operated by them and paid into this Association. Seventy-five per cent of such sum is set aside for national advertising.

Associate members come in Class D. Firms who are not active or voting members of this Association and who are not florists, yet who are contributing to national publicity through this organization, may become associate members. Ninety per cent of such sum is set aside for national advertising.

You will note from the above classes that from three out of the four a large percentage is set aside for national publicity. This proves that national advertising will be one of the main factors in our work, which is as it should be, and with such a programme there is no doubt but what every grower in the country should join this organization in one of the three classes for growers and thereby assist in the plan for the advancement and progress of our business. Any growers of flowers, flowering and ornamental greenhouse plants grown for commercial purposes, are eligible to become members of this Association and are herewith kindly invited to join.

What Fertilizer Studies Have Taught Us

Address by Dr. P. A. Lehenbauer, of the Division of Floriculture, Illinois State University, before the Illinois State Florists' Association, Urbana, March 8-9, 1921.

There are, in a general way, two groups of materials which we add to soil in order to make it more productive. These two groups are: 1, natural manures; 2, chemical fertilizers. When we add fertilizers of any kind to the soil, we do one or both of two things: 1, we add to the soil, substances which affect the physical properties of the soil; 2, we add to the soil chemical substances which are food materials for the plant. These two requirements are the only ones which we expect of fertilizers. Natural manures in part fulfill both of these requirements; chemical fertilizers, only one. Farmyard manures improve the physical character of soils: a, by making soils that are clayey and compact more open and porous, so that the water and air can penetrate more freely, and b, by making soils that are light and sandy more compact, by filling up the open spaces. It thus enables light soil to absorb and retain more water.

In addition to the important effects of manures on the physical structure of soils, they furnish also food materials for plants. Chemical fertilizers have, as a rule, but one function, that of furnishing food materials for the plants. Their indirect effect is seldom useful, sometimes they may even be harmful.

AZALEA AMOENA.
Pot Decorated with White and Pink Paper and Bunch of Short Pussy Willows,

THE FOOD MATERIALS OF PLANTS.

Plants require certain chemical elements in soil for food materials. All told there are only seven soil elements that are necessary. A number of these are ordinarily present in soil in sufficient quantities, so that of the seven essential elements only three are found in our soils in insufficient quantities. These three elements are: a, nitrogen; b, phosphorus; c, potassium. We will omit potassium in this discussion for it too is not ordinarily a limiting factor.

NITROGEN, ITS SOURCE AND AVAILABILITY.

When we say that a fertilizer is in an available form we mean that it is in a form that can be used by the plant directly. It is soluble in water. When we say that a fertilizer is in the unavailable form we mean that it cannot be used by plants directly, but that it must undergo certain changes in soil before it can be taken up by the plant. A fertilizer in available form can be taken up and used by the plant immediately; one in unavailable form cannot be used immediately, but must first go through a gradual process of decay in the soil.

Let us now take up some of the fertilizers which furnish nitrogen. The one most commonly used is barnyard or stable manure. Stable manure varies in composition. It contains large amounts of nitrogen and in addition it contains phosphorus and potassium. All three of these elements are used by plants. A ton of stable manure consists approximately of 75 per cent (1500 pounds) of water and 25 per cent (500 pounds) of dry matter. All the fertilizing material of course is in the dry matter. The dry matter in one ton of average mixed stable manure contains approximately 10 pounds of nitrogen, five pounds of phosphoric acid (2.2 pounds phosphorus), and 10 pounds of potash (8.3 pounds potassium).

Natural manures, therefore, contain the three chemical elements most needed by plants. However, natural manures do not meet the entire demands of plants. They fall short from two viewpoints:

1. The fertility elements contained in them are not in proper proportion. The amount of nitrogen is excessive relative to the amount of phosphorus and potash. If they are used in sufficient quantities to meet the needs of phosphorus, there is a waste in nitrogen. In other words, there is not enough phosphorus present.

2. The constituents contained in natural manures are not in sufficiently available form to provide for a quick and continuous growth. In order to get a quick response on the part of the plant very large quantities must be applied and this again results in a waste of nitrogen.

FRESH MANURE VERSUS ROTTED MANURE.

Rotted manure contains more plant food materials per ton than does fresh manure. This is because fresh manure shrinks in bulk during the decomposition process—a ton of the former will shrink to one-half or two-thirds of a ton of the latter. However, certain

other changes take place during the decomposition process which affect very much its fertilizing qualities. Fresh manure contains, as a rule, much soluble and, hence, available nitrogen. During the decomposition process a large per cent of this soluble nitrogen is lost by leaching. From one-fourth to one-half of the soluble nitrogen may be lost by leaching and by passing into the air in another form. Another part of the nitrogen is changed during the decomposition process from the soluble to the insoluble form. Therefore, well rotted manure contains very little if any active nitrogen.

The phosphorus compounds are affected in a different way during the decaying process. They are changed from the insoluble form to the soluble form. Since phosphorus compounds do not leach out readily, there is no loss, as there is in the case of the nitrogen.

Rotted manure, therefore, is a more evenly balanced combination of plant food materials. Generally speaking, the phosphorus is available to a larger extent than in fresh manure. The nitrogen, however, is present in a less available condition. There is a relatively larger amount of phosphorus and relatively smaller amount of nitrogen present than in fresh manure.

NITROGEN OF MANURES IN 3 FORMS.

Natural manures contain nitrogen in three forms: a, organic nitrogen; b, ammonia; c, nitrates. The organic nitrogen, that is, the nitrogen found in the straw and other vegetable matter, cannot be used by the plant directly as food. This must first decay and change into other forms.

One of the products of this decay is ammonia. Ammonia is readily soluble in water, or as a gas it passes off quickly into the air. In this form nitrogen is readily lost. Plants do not depend upon ammonia for their nitrogen, in fact it is believed that very little ammonia is used by plants. The ammonia which is formed during the process of decomposition of the manure is changed into the third form, the nitrate. Nitrates are the chief source of nitrogen for plants and, therefore, the most important form of nitrogen compound.

Natural manures, therefore, in order to be available to plants for food materials must pass through these stages of decay. This process of decay depends upon conditions which are variable. The quality and condition of the manure, the kind of soil, the temperature, the soil moisture, all enter into the process. Therefore, keeping in mind this variable but necessary process of decay and also the more or less unbalanced ration of elements in manure, it is, from the standpoint of economy as well as results, a good practice to supplement natural manures with the so-called artificial manures.

We must remember that nitrogen is the most expensive of all the fertilizing elements. This is true because the amounts ordinarily available in nature are small, because it is the element of the soil which is most heavily used by plants and because it is the most elusive, since it changes sooner or later into some form that is easily lost to soil and plant.

DRIED BLOOD AS A NITROGEN FERTILIZER.

One of the best supplements of natural manures is dried blood. It is one of the most concentrated, and one of the richest in nitrogen of the organic nitrogen-bearing fertilizing materials. Red dried blood is uniform in composition; it contains 13 to 14 per cent nitrogen. The market product is standardized and guaranteed to contain a certain amount of nitrogen. Black dried blood is less concentrated and less uniform in composition, and due to less careful methods of preparation. It contains from six to 10 per cent nitrogen and sometimes as much as four per cent phosphoric acid.

Dried blood is one of the best organic fertilizers because its physical character is such that decay in the soil is very rapid. Dried blood is not immediately available to plants, it cannot be taken up directly by the roots, but it must first decay and change into the nitrate form. However, under favorable conditions of moisture and temperature this decay is rapid and the nitrogen thus becomes available after a short period of time.

If we represent the availability of one of our most available forms of chemical fertilizers, as nitrate of soda, by 100, the availability of dried blood would be approximately 65 or 70. On this same basis the availability of average rotted barn manure would be approximately 25 to 35. This shows the manner in which dried blood is a good supplement of natural manures. Dried blood supplies the plant with nitrogen quickly, it makes for a rapid and continuous growth by making up the deficiencies of natural manures.

PHOSPHORUS FERTILIZERS.

We will now discuss another class of fertilizers, those which supply phosphorus for the plant. Plants must have phosphorus. This element is needed in the formation of all young cells, such as are found in the young root tips and in developing flower buds. Nitrogen and phosphorus are equally essential and both are, therefore, important from the standpoint of fertilizers.

It is important that we understand the terms used for the various kinds of fertilizers containing phosphorus. The materials used as phosphorus fertilizers are of two kinds, the mineral phosphates and the organic phosphates.

The mineral phosphates are obtained by grinding rock which contains phosphorus in quantity. Rock phosphate contains the phosphorus in chemical combination with calcium. Chemically it is known as tri-calcium phosphate. The important fact to remember is that rock phosphate is practically insoluble in water, one part requiring for solution approximately 50,000 parts of pure water. In the soil it is somewhat more soluble, this depending on the presence of other substances. Because of its low solubility, rock phosphate is not readily available to plants.

In order to make rock phosphate soluble, and hence available, it is treated with sulphuric acid. The sulphuric acid acts chemically on the rock phosphate and forms two substances, acid phosphate and gypsum. This mixture is sold as a fertilizer under the name of acid phosphate or super-phosphate. Acid phosphate is not found naturally but is to be had only as a manufactured product. One hundred pounds of purchased acid phosphate contain approximately 46 pounds of actual acid phosphate and 54 pounds of gypsum. The important fact to remember concerning acid phosphate is that it is soluble in water. One part dissolves in 100 parts of water. Not only is it soluble in water but it is also available to plants.

Acid phosphate is not a completely stable compound. It has the characteristic of changing, under certain conditions, into what is known as the reverted form. In this form it is less soluble. However, it is still available to a high degree and this can still be taken up by plants.

Let me call to your attention at this time a difference between the soluble nitrogen compounds and the soluble acid phosphate. Nitrogen, when applied to the soil in soluble form, remains soluble and in this condition readily leaches from the soil. A great waste may result, therefore, if too large quantities are applied. With soluble

A WELL GROWN HYDRANGEA.

phosphates the danger of loss or waste is not great. If applied in too large quantities, soluble phosphates tend to become insoluble, or to revert, as we ordinarily say. Acid phosphate does not leach out of the soil.

EXPERIMENTS WITH ACID PHOSPHATE.

We have been carrying on some experiments with the view of determining the results that may be obtained by the use of acid phosphate in rose and carnation soil. The results of a three-year test with roses, and a one-year test with carnations are given in tabular form below. A complete account of the method employed in the experiments will be published later in bulletin form.

The tables below show some striking results. The application of acid phosphate resulted in increased production for each variety and the increase is consistent, in the case of the roses, for three successive years. A total of 1152 rose plants and 1440 carnation plants were used in the experiment. The benches of the two houses in which the work was conducted were divided into sections, 16 rose plants and 20 carnation plants growing in each section of the two houses respectively. All sections of each house received the same treatment except that each alternate section received one application of acid phosphate, while the remaining sections received no acid phosphate.

BONE PHOSPHATE.

Another form in which phosphorus occurs, and which is used as a fertilizer, is bone meal. The phosphorus of bone is in combination with organic matter and differs in this respect from the phosphorus compounds already discussed. Good bone meal should contain on the average about 22 per cent phosphoric acid. In addition, it contains about four per cent of nitrogen. Steamed bone contains relatively more phosphoric acid, from 28 to 30 per cent, but only from one to two per cent nitrogen.

Many florists use bone as a fertilizer. It is unquestionably a good fertilizing material, for it contains much phosphorus and it is, therefore, a valuable source of phosphoric acid. However, bone is not soluble and the phosphorus it contains is not in a form which is immediately available to plants. Bone must decay before the phosphorus becomes available. Steamed bone is more directly useful to plants than is the raw bone meal, because, since it is in a finer state of division, it decays more rapidly. The rate of decay, as in the case of stable manure, depends upon variable factors, such as moisture, temperature, etc. Bone, then, differs from acid phosphate as a fertilizer in the fact that the former is soluble and immediately available to plants, while the latter is less soluble and not immediately available.

We have carried out an experiment to test the comparative efficiencies of acid phosphate and steamed bone meal in the flower production of roses. The results are given in tabular form below. The applications of the two fertilizers were such that approximately equal quantities of phosphorus were applied. Acid phosphate was applied at the rate of 40 pounds per 100 square feet. In order to obtain the same money value at the relative cost prices of the two fertilizers, 21.4 pounds of bone were applied to each 100 square feet.

It should be remembered that the results are for one year only. The differences in production would probably be less striking during the second and third years. However, for the first year acid phosphate is the more efficient, as can be readily seen by studying the data. Under the conditions of this experiment, steamed bone is less efficient in the production of roses than is acid phosphate. A detailed report of this work will be published in bulletin form in the near future.

EASTER PLANT BASKETS.
Heather, White Hyacinths and Dwarf Pink Azaleas.

EFFECT OF ACID PHOSPHATE ON FLOWER PRODUCTION.

Roses.
(3 years)

Treatment	Average stem length	Total flowers 1916-17	Total flowers 1917-18	Total flowers 1918-19
Ophelia				
Acid phos.	12.93	4847	3988	3992
No acid phos.	13.13	4655	3606	3682
Hoosier				
Acid phos.	13.65	2603	2457	2249
No acid phos.	13.29	2609	2158	2147
Killarney				
Acid phos.	9.90	5601	5639	5615
No acid phos.	9.37	5395	5249	5069
White Killarney				
Acid phos.	10.01	5185	5280	5746
No acid phos.	9.44	4848	4729	5053

Treatment	No. of plants	Total flowers 1916-19	Average No. of flowers	Average Increase
Ophelia				
Acid phos.	143	12827	89.70	6.77
No acid phos.	144	11943	82.93	
Hoosier				
Acid phos.	141	7309	51.83	10.07
No acid phos.	144	6014	41.76	
Killarney				
Acid phos.	144	16855	117.04	7.93
No acid phos.	144	15713	109.11	
White Killarney				
Acid phos.	144	16111	111.88	10.29
No acid phos.	144	14630	101.59	

Total increase in number of flowers for three years, all varieties..... 4802
Increase in average number of flowers per plant 9
Cost of acid phosphate used in the experiment (present price)..... $5.60

Carnations.

Treatment	No. of plants	Total flowers	Average per plant	Average Increase per plant
Enchantress				
Acid phos.	342	7079	20.69	1.40
No acid phos.	336	6482	19.20	
Champion				
Acid phos.	269	5957	22.15	1.18
No acid phos.	281	5893	20.97	

Total increase in number of flowers for one year, two varieties..... 661
Increase in average number of flowers per plant 1.28
Cost of acid phosphate used in the experiment (present price $35 per ton)..$5.04

A COMPARISON OF ACID PHOSPHATE AND BONE MEAL.

Roses.

Variety	No. of plants	Treatment	Total flowers	Average per plant	Average Increase per plant
Killarney	144	Acid phos.	6519	45.27	10.39
"	144	Bone Meal	5023	34.88	
Richmond	144	Acid Phos.	5070	35.13	6.78
"	141	Bone Meal	4091	28.35	

Total increase in number of flowers for one year, two varieties..... 2475
Increase in average number of flowers per plant, two varieties..... 8.60
Cost of acid phosphate (40 lbs. per 100 sq. ft.)@$15 per ton..... $2.40
Cost of bone meal (21.4 lbs. per 100 sq. ft.)@$28 per ton..... $2.40
Phosphorus applied as acid phosphate, per 100 sq. ft.....2.8 lbs.
Phosphorus applied as bone meal, per 100 sq. ft.....2.7 lbs.

San Francisco, Calif.

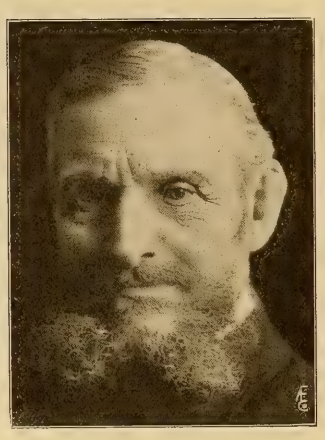
MARKET CONTINUES FIRM.

Trade conditions are in a most satisfactory condition, and funeral work in particular has been heavy. Flowers for social affairs have fallen off considerably now that Easter is approaching. Roses of all varieties, with the possible exception of Hadley and Hoosier Beauty, are still on the short side of the market with not enough stock arriving to fill all requirements. American Beauties are now very good. The stock is of excellent color and very clean. Mrs. Chas. A. Russell and Premier are in strong demand at firm prices. Ophelia is none too plentiful and offerings clean up quickly. Mrs. Aaron Ward is the most plentiful of its color. Very few Cecil Brunners are to be had at any price. The cattleya crop has fallen off to a great extent and only a small cut is being received at present. Lily of the valley is in fairly good supply and is rapidly resuming its old place as a corsage flower, now that cattleyas are not so plentiful. Gardenias are arriving more freely than for a long time and stock moves quickly. Lilium Giganteum is coming along freely. There is every indication that there will be a bounteous supply of cut Giganteums for Easter. There has been a marked increase in the sweet pea supply due to favorable weather. The prices remain about the same as last quoted. Much improvement in stem and color are noticed. Daffodils are in large supply with many new varieties offered. Prices on this flower show a sharp decline over last week. Roman hyacinth stock is plentiful as also are tulips. The former are in strong demand for funeral work. Freesias still continue plentiful with the demand steady. Some iris continue to add to the list of spring flowers. There is a heavy supply of violets and some difficulty is being experienced in moving the cut, due to the fact that the shipping demand has fallen off considerably. There is a healthy demand for carnations and prices remain fairly steady. This flower is now at its best and the stock arriving is of first grade. Flowering fruit blossoms are still being largely featured at the various stores. Cut ericas also continue in flavor. Ferns and asparagus are again in normal supply. Rambler roses in pots appeared at most of the stores, during the week, reminding the public of the near approach of Easter. Rhododendrons in numerous varieties are also coming in. Cinerarias and Primulas malacoides are also selling well as pot plants. Very few pot lilies are arriving.

NOTES.

The Retail Florists' Association held its monthly meeting, March 2. P. Vincent Matraia, chairman of the advertising committee, reported that over $3,000 was spent by his committee during the holiday season for publicity. Owing to press of business Mr. Matraia resigned as chairman of the publicity committee and M. M. Joseph was appointed to succeed him. This committee will have charge of the Easter, Mothers' day and Memorial day advertising. It is expected that the fall show will be the largest and best ever held in this city. A committee was appointed to wait on the Pacific Coast Horticultural Society with a view of securing their co-operation in holding the proposed exhibition. All profits that are realized in the show will be used exclusively for advertising purposes. P. V. Matraia was selected as chairman of the flower show committee. The proposed new wholesale flower market for the white growers was explained to the members in detail by P. V. Matraia and all members of the organization were invited to become members in the new stock company, which will shortly be organized to purchase the proposed site. No member will be permitted to own more than $5,000 worth of stock in the new market. Mr. Matraia reported that over $75,000 had already been pledged by various members and growers and that the success of the venture was already assured. For obvious reasons the site of the new market is being withheld.

The regular monthly meeting of the Pacific Coast Horticultural Society was held March 5. A representative gathering of all the prominent plant and cut flower growers was in attendance. Several new members were admitted to membership. The Society voted to hold a Ladies' night in May. H. Plath spoke in favor of the Society holding a flower show some time this coming year. P. V. Matraia, representing the Retail Florists' Association, then outlined to the members the plan



The Late W. D. Chandler.

of the proposed show to be given by his association next fall and asked for their support, which was cheerfully given, and the chair appointed the following to serve: Frank Pelicano, Martin Poss, Victor Ferrari, C. Holmes, H. Plath, V. Podesta, J. A. Axell, John C. Carbone, A. Rose and John Gill. This committee will meet with the exhibition committee of the Retail Florists' Association at an early date. James T. Lynch, secretary of the Retail Florists' Association, was called upon and spoke of the plans for the proposed exhibition. J. Mischon, who has charge of the greenhouses at the University of Nevada, Reno, was a visitor during the meeting and was made a member of the Society.

A three-day wild flower show under direction of the National Wild Flower Conservation League, will be held at the St. Francis hotel beginning April 28. The exhibition is an annual affair in this city. Several elaborate features are being planned. Luther Burbank, Santa Rosa, has promised to enter a large exhibit, as have many others in the trade.

R. Dinucci, proprietor of the Belmont Florists, has purchased a large ranch in Sonoma county and plans to spend his week-ends there in the future. Business at his store has been most satisfactory all season.

John Gill, Berkeley, who is a large grower of field roses, says the spring business has been so heavy that he is entirely sold out of many varieties. He says sales are much in advance of former years.

A wide area of uprooted trees are floating in the ocean off the northern California coast forming a menace to shipping and presenting an unusual sight to passengers on passing steamers.

John Carbone's greenhouses at Berkeley are producing a fine cut of gardenias these days. He is still able to cut quite a lot of cattleyas also.

JAMES T. LYNCH

Columbus, O.

STOCK SELLING READILY.

Owing to rather unfavorable weather conditions, trade among the retail florists here was rather quiet during the week. Not many receptions were scheduled. A large number of funerals took place during the week. The ordinary run of business was somewhat limited and orders were generally small. There is a good supply of flowers of all kinds in the local market and the quality is generally excellent. The varieties selling the best are carnations, sweet peas, roses, jonquils and violets. Lilies are now arriving and are in fairly good demand. Prospects are good for an extra large supply of Easter lilies for the Easter season and florists are making arrangements for a heavy trade. Pot plants are selling fairly well as spring is now at hand and many are looking forward to considerable decorations of that character. Prices are holding firmly at former levels. Flowers are more plentiful as the result of a large amount of sunshine which has prevailed, although the end of the week was quite rainy. This affected trade on Saturday which was more quiet than usual.

THE FLORISTS' IMPORTANCE IN WEDDINGS.

The florist occupies a very important place in the preparation for weddings. This is shown by the fact that after a wedding date is decided upon, the florist is probably the first called in, after the dressmaker and the milliner. He is asked as to the proper decorations, for an elaborate wedding and is armed with all of the information. He tells the bride's family, who is to furnish the floral decorations for the house and who is to furnish the flowers and corsages for the bride, the maids of honor, and the best man and ushers. He also informs the family what presents should be given to the bridesmaid's and the best man, as well as ushers. Florists here have been exceptionally busy in this line recently, as quite a few weddings are scheduled for May and June.

FLORAL DEALERS' AND GROWERS' ASS'N.

A meeting was held at the headquarters of the Fifth Avenue Floral Co., March 16 to form a preliminary organization, of the Columbus Floral Dealers and Growers' Association. The committee in charge of the meeting consisted of Edward Ludwig, Carl H. Jagsch and Walter Stephens. Much interest was shown in the affairs of the new organization and a majority of the 25 retailers and growers of the city were present. J. W. L.

Miami, Fla.

James G. Hancock, formerly of Grand Haven, Mich., and Chicago, has purchased a place here and is living at 333 N. E. Seventy-fourth street.

A. N. Kinsman has planted the first unit of a 13-acre asparagus plumosus ranch, irrigated.

G. L. Humphrey, Zanesville, O., was a recent visitor.

Omaha, Neb.

BUSINESS IN GOOD CONDITION.

March business is fully up to that of a year ago and prices are firm. Everything points to a very good Easter business. Lily of the valley is of good quality, but is not very plentiful. Pot plants in bloom sell well and the bulbous stock helps to fill out the shortage of roses. The florists' business suffered less than any other during the last six months. Lilies are good this year and sell for 50 cents each.

NOTES.

The undertakers are soon to close on Sundays, and have asked the city council to pass an ordinance to prohibit the holding of any funeral on Sunday.

Harold Henderson, a son of L. Henderson, is now associated with his father in business.

The firm of J. W. & E. E. Arnold have moved into their new store in the Hill hotel.

A. Donaghue, Sr., is spending the winter in California.

Parker, Florist report a good business.

Visitors: Robt. Newcomb, Burlington, Ia., and Guy French, of the American Bulb Co., Morton Grove, Ill.

GRIPPE.

Rochester.

LARGE SUPPLY ON MARKET.

The cut flower trade is quiet at present for there are very few social functions and no weddings of any size. There have been no big demands for funeral work. Spring flowers are here in oversupply, especially daffodils and tulips. Carnations are excellent, though the prices have dropped. There are some good lily of the valley, cattleyas and orchids arriving now.

NOTES.

Geo. T. Boucher has some attractive display windows of pot tulips and baby primroses and cinerarias.

Wm. L. Kellar is spending a few weeks in Denver, Colo., visiting his son, Wilfred.

The Rochester Floral Co. has some excellent pots of tulips, hyacinths and primulas.

A large quantity of bulbous stock is being disposed of by Salter Bros.

James Sproab, of Schlegel & Sons, is turning out artistic funeral work.

C. W. Curtis is marketing some excellent cinerarias and genistas.

H. E. Wilson is showing fine pots of deutzia this early.

Visitor: Joseph Snyder, Boston Mass.

CHESTER

Tri-City Florists' Club.

The Tri-City Florists' Club members and their families were delightfully entertained at the Davenport Outing Club, March 10, by Victor de Lascaille, Davenport, Ia. The elaborate dinner was enhanced by artistic table decorations. Flowers in great profusion were everywhere in evidence. Especially unique were dainty corsage favors for the ladies. Hand painted place cards aided in seating the guests at the numerous tables illuminated with candles. Nor were the little tots slighted. All the cunning creatures their young minds associate with Easter, awaited them. Dancing concluded the programme.

The following officers were elected for the ensuing year: President, C. Sorensen, Moline, Ill.; Vice Presidents, R. De Rycke, Moline, Ill.; John Tearney, Davenport, Ia., and M. E. Terry, Rock Island, Ill.; Treasurer, Wm. Knees, Sr., Moline, Ill.; Recording Secretary, Wm. Knees, Jr., Moline, Ill.; Financial Secretary, L. Stapp, Rock Island, Ill.; Trustees: Wm. Goos, Bettendorf, Ia., Miss M. Tearney, Davenport, Ia., and S. A. Fidycke, Davenport, Ia.

WM. KNEES, JR., Sec'y.

OBITUARY.

Wm. Wilcox Barnard.

Wm. Wilcox Barnard, president and founder of the W. W. Barnard Co., Chicago, died March 10, at Los Angeles, Calif., after a protracted illness, age 65 years. The condition of his health having been reported greatly improved recently, the end came somewhat as a surprise to his many friends in the trade. He had a sudden attack and was taken to the hospital two days before his death. The remains were brought home from Los Angeles and funeral services were held at the Bethany Union church, Chicago, March 16, with interment in Mount Greenwood cemetary.

Mr. Barnard was born in Chicago and was a pioneer in the garden seed

The Late Charles R. Kimberlin.

business of that city, his firm ranking as one of the three largest there in that line at time of his death. At the age of 18, he entered the employ of the D. S. Heffrom Seed Co. and in 1880 joined the office force of the Hiram Sibley Seed Co. In 1886, he purchased the garden seed department of the latter concern and started in business under the firm name of W. W. Barnard & Co., and in 1905 consolidated with the Goodwin-Harries Co., incorporating as the W. W. Barnard Co. For many years the business was carried on at 108-110 West Kinzie street and in more recent years at 231-235 West Madison street. The firm's garden pea seed station and warehouses are at Reeseville, Wis., and the onion set warehouse is at Dalton, Ill.

Mr. Barnard was unmarried and is survived by three sisters, Miss Alice S. Barnard, Mrs. G. G. Howe and Mrs. George Graham. Ralph B. Howe, a nephew, who has been active in the business during his uncle's illness, will continue in charge of the family interests.

W. D. Chandler.

W. D. Chandler, a pioneer florist of Chicago, died at his home in that city, 2236 W. Monroe street, March 14, aged 87 years. Mr. Chandler was born in Wentworth, N. H., and came to Chicago from Massachusetts in 1876. A year later he opened a flower store on the corner of State and Randolph streets, erecting a one-story building, 12 by 20 feet, of wood and glass, on one of the vacant lots, which still remain there, grim memorials of the big fire of 1871. Here he remained until the site was required for the Music Hall building, when he moved to the next vacant lot, 241 Wabash avenue. This lot, being wanted for the Weber Music hall he again moved his building to another nearby lot, 281 the same thoroughfare. Being treated in a similar manner again, he located at 309 Wabash avenue. Once more, the same cause demanding removal, and he went to the other side of the same street, 312. In due time this lot was needed as part of the site of the present Auditorium building. There being still one more vacant lot in that part of the city, he moved to 49 E. Van Buren street, between Wabash avenue and State street, directly across the alley from the present Rothschild building, where the old structure did duty in its way as a flower store until 1900. This marks the passing of that kind of flower store in Chicago, and Mr. Chandler then entered the rubber stamp and stationery business, in which he continued until his retirement some seven years ago, when he located at Dearborn and Monroe streets.

Mrs. Chandler, two sons, Robert and Edwin, and a daughter, Mrs. Sarah Strail, survive. The funeral took place March 16, with burial at Rose Hill cemetery.

The Late Charles R. Kimberlin.

The late Charles R. Kimberlin, San Jose, Calif., whose death was noted in our issue of March 12, page 371, was well known, not only in his native state, but throughout the United States and Europe, where the business interests of the firm he was connected with, extends. His father, the late J. M. Kimberlin, was one of the pioneer settlers of California, coming to that state in 1852, and eventually making Santa Clara his home. Charles R. Kimberlin was born there in 1864, and resided in that city until three years ago, when he moved to San Jose.

Mr. Kimberlin was a member of the Methodist church, and was identified with the Woodmen of the World and the Fraternal Aid Society.

Albany, N. Y.

William McGinn officiated as secretary at the March meeting of the Florists' Club for the first time. Mr. McGinn was elected at a special meeting of the club held on the night of February 17, last. Nineteen members were present at the monthly meeting and the new secretary reported $434.82 in cash and Liberty bonds in the treasury. Thomas F. Tracy, a former president, acted as chairman of the meeting in the place of President Samuel Hansen, who was unable to be present on account of the recent death of his brother. The club accepted the invitation of President Hansen to have the April meeting at his place, 537 Eighth avenue, Troy.

J. G. Hills, a former president of the State Vegetable Growers' Association, was the toastmaster at the third annual dinner of the Troy Market Gardeners' Association held at Smith's Tavern, Loudonville, February 24. Commissioner George E. Hogue of the State Department of Farms and Markets, Assemblyman James M. Gaffers, L. W. Crittenden, Albany county farm bureau manager, and Attorney William T. Byrne of the Association were the principal speakers. They dwelt upon legislation affecting the business and methods of improving the Association. About 170 were present.

R. D.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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Make Easter deliveries, where practical before March 26, to avoid possible bad weather later.

CUT FLOWER packages, with special delivery stamp attached, are taken at all railroad station postoffices and go forward by next train. When mailed in this manner, all local transportation delays are avoided.

VERY few retailers appreciate the advertising value of the little window cards, calling attention to their special features. These cost but a trifle, but the interest they create in the articles described, is of the greatest benefit.

THE Department of Agriculture announces the development of a method for extracting phosphoric acid from rock by heating with fuel oil. The production cost is 15 per cent of the value of the product compared with 22 per cent, the cheapest at present.

INTENSIVE use of greenhouse space by careful selection and preparation, having a new crop well advanced to immediately occupy the empty benches, marks the successful grower. Catch crops catch the dollars that would otherwise be lost.

Amaryllis Show.

Secretary Wallace formally opened the amaryllis show at the greenhouses of the Department of Agriculture, Washington, D. C., March 15, when 11,000 plants were displayed.

The parent plants of the present collections were imported from England about 12 years ago.

The F. T. D. in Florida.

ED. AMERICAN FLORIST:

A member of the Florists' Telegraph Delivery Association at Miami, in good standing, complains seriously of an unfair article printed in the Florists' Telegraph Delivery Journal, reflecting on all south Florida florists, and says that although written protests have been made to the editors, no retraction has been made or notice taken of the protest. The writer has visited several flower stores in Palm Beach vicinity and Miami the past month, and feels safe in assuring northern members of the satisfactory filling of telegraph orders in all of Florida east coast and I believe west coast as well.

J. C. VAUGHAN.

[No criticism reflecting indiscriminately on all the florists of an entire state, without definite charges, can possibly be a just one.—ED.]

Leaf Mold.

ED. AMERICAN FLORIST:

With leaf mold close enough to my greenhouse to make the cost very low, will you please advise me if it could be used in proportions of one-half or one-fourth with the other part composed of "river mud" in beds and benches for chrysanthemums and sweet peas? Last fall, having just completed my house, and not having time to prepare a soil of sod and cow manure composted, I used "river mud"; one part of manure to six parts of mud, and by putting on several liberal applications of lime, succeeded in growing some very good sweet peas. These have just commenced to bloom and may, of course, fail yet, but so far they look good, have plenty of buds and the vines are vigorous.

Virginia. T. J. H.

Leaf mold when properly prepared by being well rotted with manure is good material to use with the compost for growing pot plants, but it is not so good to use in the bench soil for a crop that has to remain in the soil, for as long a time as the chrysanthemum or sweet pea. It is good to lighten up the soil, but it does not have the staying qualities of fresh sod loam. We who live in the prairie country do not have "river mud" convenient for our use, so cannot tell what results would come from the use of a compost made up in the proportions of leaf mold and river mud as stated in your inquiry; but if you can get good well-rotted, porous sod soil and cow manure, there is nothing better, and it is advised to try out the leaf mold compost on a small scale for a starter, to be sure the results obtained make it worth while.

C. W. J.

Plant Quarantine No. 37.

Imported Plants Must Be Inspected At Time of Packing and Washed Free from Earth.

The Federal Horticultural board has found it necessary to cable the following instructions to foreign inspection officers:

> Hereafter inspection must be made at time of packing and must certify freedom from pests and that roots are washed free from earth.

The requirement of inspection at the time of packing has been necessitated by the abundant infestation with brown-tail moth and other insect pests found notably in shipments of rose and fruit stocks from France, indicating perhaps that the inspection had been of a field nature earlier in the season and did not necessarily apply to the material at the time of packing. News statements have already been issued relative to this situation. The actual findings of brown-tail moth nests for example up to this time have amounted to 86 nests, substantially double the infestations found in the previous eight-year period under the quarantine. A radical improvement in the French inspection service and in the condition of imported stocks must be made or the department will be compelled to place an embargo on French importations.

The requirement that roots of ornamentals and other plants shall be washed free from earth has been necessitated by the various degrees of compliance by foreign exporters with this provision of the regulations. Many importations have come in with practically no effort at freeing the plants from earth. In aggravated cases the earth came in cubes as lifted with the spade. All shipments which have shown radical failure of observance of this requirement of the regulations have been and will be refused entry. To properly enforce this requirement of the regulations and to leave no chance for question, hereafter all rooted plants and plant roots other than clean bulbs will be required to be washed free from earth before shipment from the country of export, and to be so certified by the foreign inspector along with the certification of freedom from insect pests and plant diseases.

That such washing of plants is a perfectly possible proceeding has been frequently demonstrated on the part of shipments, notably from Japan. These shipments have included such plants as azaleas, for example, which have a very dense, fibrous root system. Large shipments of such plants have been received with the roots thoroughly washed and re-bound in bunches of moist sphagnum and thus prepared these plants have come through in perfect condition; in much better condition, in other words, than where an effort has been made to free the earth from the roots merely by shaking and then protecting them with a scanty and often indifferent packing of sphagnum or other material.

These requirements as to inspection and certification apply to all shipments from countries which have provided for inspection and certification in conformity with the requirements of the plant quarantine act; in other words, both to general and special permit material. The requirement as to freeing the roots of plants from soil by washing applies to all countries.

The authorizations which have been issued from time to time for the use of subsoil, dune sand, coral sand (Bermuda), and ground peat for the packing of bulbs is not affected by this action. Such packing is, however, not authorized for plants other than bulbs.

C. L. MARLATT,
Chairman, Federal Horticultural Board.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Wanted—Party with $5,000 or more, to enlarge a growing store and greenhouse in the best part of Chicago. Money secured by property. Address

Key 552, care American Florist.

Situation Wanted

Young man expert designer and salesman desires position in high class flower shop in Chicago. Address

Key 541, care American Florist.

Situation Wanted

Expert salesman and designer.

Key 540, care American Florist.

Help Wanted

Industrious man as foreman and grower of carnations, chrysanthemums, sweet peas, cyclamens and general line of bedding stock. Good permanent position to one who can produce results. Send references and salary expected in first letter. Address

Key 528, Care American Florist.

HELP WANTED

Industrious man as foreman and grower of carnations, 'mums, sweet peas, cyclamen and general line of bedding stock. Good permanent position to one who can produce results Send references and salary expected in first letter. Address

Key 548, care American Florist.

Help Wanted

Experienced saleslady and designer.

MANGEL, Florist
17 East Monroe Street, CHICAGO

Help Wanted

Experienced Nurseryman, one thoroughly familiar with both retail and wholesale trade, filling orders, checking and shipping, must be accurate, wide awake, good salesman, thoroughly familiar with all varieties of stock and capable of handling men.

THE ELIZABETH NURSERY CO.
ELIZABETH, NEW JERSEY

Salesman Wanted

Territory open in several states; Holland bulbs; well-known grower; catalogues furnished; good side line; commission basis; replies treated confidentially. Address

Key 545, care American Florist.

Nursery Manager Wanted

Experienced in retail nursery work, growing trees, shrubs and hardy plants, and the filling and packing of orders. A first-class place for a first-class man. Address with full particulars.

ELLIOTT NURSERY
506 Magee Bldg., Pittsburgh, Pa.

HELP WANTED

PLANTSMAN

We want a first-class store salesman who understands perennials, bedding plants, trees, shrubbery and greenhouse stock, one who is familiar with requirements and conditions in the locality of Philadelphia, must be able to submit reference, good opportunity for the right man. Write

MR. RICHTER,
Care MICHELL'S SEED HOUSE
518 Market Street, PHILADELPHIA, PA.

FOR SALE

Retail store in Chicago at a bargain. Good live man can make a success of this place, which can be had immediately.

Key 525, care American Florist.

For Sale

3 greenhouses and service house, 110 ft. lot in Northern suburb within 25 miles from Chicago. Splendid private trade. Write **P. O. Drawer V, Chicago,** for particulars.

FOR SALE

Flower and fruit farm; 12 acres; eight-room house; large barn; 8,000 clumps of peonies. On St. Joseph river and Lincoln highway. For particulars address

Alva Cathcart, Bristol, Ind.

FOR SALE.

140 roof bars, 13 ft. 8 in. long, 1⅛c per foot; 230 ft. purlins, 2c per foot; 2 ventilating machines, $7.00 each; 100 hangers for ventilating pipe, 10c each; 100 rods cables for same, 10c each; 40 purlin clamps; 75 pair galvanized hinges, 15c; 3,000 ft. 1¼-in. pipe; some 1-in. pipe; 1¼-in. globe valves; 2½-in. flower pots. We have some glass, 16x24, 16x22, 16x20, 16x18, 16x16, 16x12, 16x10, 14x20, 12x16 and 10x12, all double strength. This material is first-class.

E. HUSTON & CO., Sistersville, W. Va.

For Sale

SECOND-HAND PIPE

All sizes from ¾ inch to 10 inch, A-1 condition, good collars and threads. Also lot of 14 inch pipe suitable for culverts. Write Dept. F.

MAX ZEIGLER & BROS., Muncie, Indiana

FOR SALE

Glass: 16x24, 16x20, 16x22, per box	$5.50
16x16, 14x16, per box	4.50
12x16, 10x16, per box	4.00
1¼ in. wrought iron pipe, per foot	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each	2.50
Rafters or sash bars, per foot	.02
Shafting (heavy), per foot	.10
Shafting (light), per foot	.06
Ventilating arms, each	.25
Ventilating hangers, each	.10
Garland iron gutters, per foot	.40

PETER REINBERG
30 East Randolph Street, CHICAGO

Forced Sale

Exceptionally fine greenhouse property in Evanston, Illinois, must be sold by order of court to close litigation. Located on corner, 172x251 feet; greenhouses cover over 30,000 square feet and are equipped with concrete benches. There is also a 7-room heated dwelling on the premises and necessary sheds, etc. Property worth double what you can buy it for now.

Frederick H. Brammer
138 North La Salle Street
CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Home-Grown Stock

Greatly Increased Demand

If you have any to offer, or are likely to have any soon, **advertise in these columns now.**

AMERICAN FLORIST CO.
440 South Dearborn Street, CHICAGO

DWARF PEARL TUBEROSE.

CALADIUMS

The kind with real sound center shoots.

	100	1000
5- 7 inch	$ 4.50	$ 40.00
7- 9 inch	7.50	70.00
9-11 inch	14.00	125.00

GLADIOLUS

Grown on our own farms from our own Planting Stocks. Machine Graded; True to Name.

	1000
America, First	$27.00
America, Medium	22.00
Glory of Holland	50.00
Pink Beauty	55.00
Chicago Salmon	65.00
Halley, Medium	35.00
Mrs. F. King, First	25.00
Mrs. F. King, Medium	20.00
Mrs. F. Pendleton, First	50.00
Mrs. F. Pendleton, Medium	45.00
Niagara, First	45.00
Niagara, Medium	40.00

Canna Roots

King Humbert	per 100, $ 5.00; per 1000, $45.00
Yellow Humbert	per 100, 5.50; per 1000, 50.00
President	per 100, 15.00

And a Full Line of Standard Kinds.

GLADIOLUS (Continued)

	1000
Mad. Monneret, First	$30.00
Mad. Monneret, Medium	25.00
Schwaben, First	60.00
Schwaben, Medium	55.00
Peace, First	45.00
Florist Mixed, First	25.00
Rainbow Mixed, First	40.00
Standard Mixed, First	22.00
Standard Mixed, Medium	19.00

Write for special prices on PLANTING STOCK in Black Bulblets and first two sizes of White Bulblets.

TUBEROSES

Well Cured; Free From Rot.

	100	1000
Dwarf Excelsior Pearl, 2nd size, 3-4 in	$2.75	$25.00
Dwarf Excelsior Pearl, 1st size, 4-6 in	4.00	35.00
Variegated Leaved, single	3.75	32.50
Albino, early single white	3.75	32.50
Armstrong's Ever-Bl'm'g	3.75	32.50
Mexican	3.00	25.00

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Pittsburgh.

STOCK SELLING FAIRLY WELL.

The market does not show much change over the last two or three weeks. Stock has been plentiful and with reasonable prices, has cleaned up fairly well, several large funerals having used up the greatest part of the surplus. The supply of roses is somewhat smaller, due no doubt to the fact that the growers are preparing for Easter, and the quality is good. Easter and calla lilies have been in somewhat oversupply and at times have been hard to move. The carnation supply is about equal to the demand, and the quality of the stock is the best seen here this season. Sweet pea arrivals have been heavy and large quantities of them have been moved at prices to suit every purse. Violets are a drug on the market, and as usual at this season, the quality is not the best. Lily of the valley moves slowly, as also holds good of orchids; the latter can be bought at wholesale as low as $35.00 per hundred. Paper White narcissi are a thing of the past, and jonquils, daffodils and tulips are not near so plentiful and are bringing better prices. Mignonette, Baby primrose and calendula move slowly.

NOTES.

Members of the Florists' and Gardeners' Club visited the commercial growers and inspected the plants as offered for Easter, March 10. The morning was taken up at the ranges of The Blind Floral Co. and the John Bader Co., where the bulbous stock, rose bushes and hydrangeas are all in good shape and will be ready for Easter. Edward Blind of The Blind Floral Co., reports that his customers will not let the stock come in to bloom, but insist on it being delivered before it is ready. The members moved on to Randolph & McClements greenhouses, Stanton Heights, and found everything in the best of condition. The afternoon was spent at the Zieger range and at P. S. Randolph's, Verona. Everyone was enthusiastic about the trip and reported it one of the best ever held by the Club.

Fire broke out in the plant of Jos. N. Thomas, Greensburg, Pa., which for a while threatened the entire place, with a loss of between $5,000 and $10,000, fully covered by insurance. The Easter stock of plants were not damaged.

The stores are beginning to take on an Easter look and every one is preparing for the largest Easter in the history of the business.

The McCallum Company's basket factory is working day and night trying to get out the last minute orders for Easter numbers.

E. H. Carey, with stores at Beaver Falls and New Brighton, Pa., reports that despite the fact that most of the factories and mills in that district have closed, business has been remarkably good.

The Pittsburgh Cut Flower Co. are cutting some wonderful orchids at their plant at Barkerstown, Pa.

Visitor: John Keil, E. Liverpool, O.

E. C. T.

Evansville, Ind.

MARKET IN GOOD TONE.

Easter trade is expected to be good and the supply will be equal to the demand and prices will be satisfactory. The demand for cut flowers has been excellent during the past season. The spring budding stock has been in brisk demand. Roses have been moving well and the prices have been very good. Some of the dealers say that the demand has been a little greater than the supply. February brought in a better volume of trade than the corresponding month of last year, and it is expected that March will make a good showing.

The will of Julius Niednagel, for many years engaged in the floral business in this city, and well known to the trade, was broken in a trial held in the Spencer county circuit court at Rockport, Ind., on Wednesday of last week. By the breaking of the will the three younger children of Mr. Niednagel will share in the estate that is valued at more than $100,000.

W. B. C.

RUBRUM LILIES

Plant some Rubrums now and have Lilies at a time of year fine flowers always are scarce and in demand. No florist who grows for his own retail trade should be without them—a sure money-maker—and every wholesale grower who has empty space can make it pay its way with these:

7 to 9-in., 250 bulbs to case, - $27.50 per case
8 to 9-in., 200 bulbs to case, - 27.50 per case
9 to 10-in., 130 bulbs to case, - 27.50 per case
10 to 11-in., 110 bulbs to case, - 27.50 per case
5 cases or more at $25.00 per case

GLADIOLUS BULBS

We are offering Gladiolus Bulbs to florists that, for quality and price, have no competition. Our Gladiolus Bulbs are strictly up to size and guaranteed. We furnish the planting stock. Our bulbs are all grown from young bulbs and are not to be compared to old flowering bulbs. Our bulbs are in our possession, properly stored, with the best facilities to insure proper curing, which is the essential part of handling Gladiolus Bulbs before planting.

Standard Varieties

	Per 1000. 1¼" Up.	1½" Up.
America, soft pink	$25.00	$27.00
Arizona, rose pink, very early	40.00	45.00
Autumn Queen	....	50.00
Best Violet	35.00	40.00
Chicago White, early white	30.00	35.00
Florists' Mixture	16.00	20.00
Ida Van, deep salmon red	30.00	34.00
Independence, color similar to Mrs. Francis King	....	40.00
Kunderd's Orange Glory, large ruffled orange	....	60.00
Miss Lucille	....	30.00
Mrs. Francis King, orange scarlet	24.00	27.00
Mrs. Frank Pendleton, florists' favorite	$45.00	....
Mrs. Watt, wine red	....	$50.00
Myrtle, pink and white	....	75.00
Niagara, soft yellow	40.00	....
Panama, beautiful rose	....	50.00
Prince of Wales	....	60.00
Rose 1910	40.00	50.00
Rouge Torch, large creamy white	....	75.00
Schwaben, best yellow	50.00	60.00
Summer Beauty, deep salmon	....	60.00
Yellow Bird, yellow	40.00	....

Novelties--New and Scarce Varieties

	Per 100. 1¼" Up.	1½" Up.
Evaline, smoky violet	....	$ 8.00
Crimson Glow, perfect scarlet	....	50.00
George Paul, large maroon	$ 6.00	7.00
Golden West, orange scarlet	....	5.00
Goliath, wine color	....	10.00
Joffre, red shade, large flower	....	12.00
Louise, lgt. lavender orchid, new	....	50.00
Master Wietse, dark violet	$ 4.50	5.00
Negerfurst, dark blue black, flaked lilac rose	....	25.00
Nymph, white, large flower	....	6.00
Queen of the Whites, white	....	15.00
Stella, light red	....	10.00
Von Binsing, deep pink	....	12.00

CALADIUMS.

	Per 100.	Per 1000.
5 to 7-inch	$ 5.00	$45.00
7 to 9-inch	10.00	90.00
9 to 11-inch	14.00	130.00
12-inch and up	20.00	....

TUBEROSES.

	Per 100.	Per 1000.
Dwarf Excelsior Pearl, double—		
3 to 4-inch	$ 2.75	$22.00
4 to 6-inch	4.00	35.00
Armstrong, single, first size, large	3.50	25.00

BENCH ROSES

Delivery after Easter.

	Per 100.	Per 1000.
Ophelia	$12.50	$100.00
Milady	12.50	100.00
White Killarney	12.50	100.00
Pink Killarney	$12.50	$100.00
Shawyer	12.50	100.00
Russell	14.00	125.00

AMERICAN BEAUTY. WRITE FOR PRICE.

AMERICAN BULB CO., 127 N. Wabash Avenue CHICAGO, · ILLINOIS

QUALITY A Business Built on a Foundation That Endures **SERVICE**

CHICAGO CARTON COMPANY

CORONA FLOWER BOXES

Representatives:
M. E. CHAPIN
516 Fifth Avenue
New York City

T. A. DIXON CO.
1526 Blake St.
Denver, Colorado

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601 Elm St.
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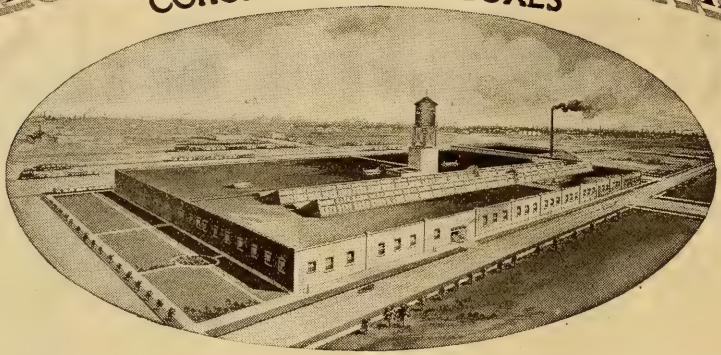

Home Office
and Factory
4433 Ogden Ave.
CHICAGO
Telephone
Lawndale 906

For Violets and Corsages

Size		Per 100
7 x 4 x 4	2-inch Top	$ 5.00
10 x 6 x 5½	2-inch Top	6.00
12 x 8 x 5½	2-inch Top	7.65
14 x 10 x 8	2-inch Top	12.60

For Cut Flowers

18 x 5 x 3	2-inch Top	$ 6.10
20 x 4 x 3	2-inch Top	6.05
21 x 5 x 3	2-inch Top	7.25
24 x 5 x 3½	2-inch Top	7.70
24 x 8 x 4	2-inch Top	10.80
28 x 8 x 4	2-inch Top	12.10
28 x 8 x 5	2-inch Top	13.05
30 x 5 x 3½	2-inch Top	9.25
36 x 8 x 5	**2-inch Top**	**16.20**

The sizes given here are carried in stock, in the popular MIST-GRAY and GREEN colors.

5% DISCOUNT
CASH WITH ORDER

The prices quoted herewith are f. o. b. Chicago.

When printing is wanted there will be a charge of $9.00 per color for printing 500, $12.00 per color for printing 1000.

Border printing and embossing will be charged for as time work in accordance with the amount of work involved.

For Sprays, Designs and Cut Flowers

Size		Per 100
16 x 16 x 8	Telescope	$29.25
20 x 20 x 8	Telescope	38.95
21 x 5 x 3	Telescope	7.25
24 x 5 x 3½	Telescope	8.90
24 x 24 x 10	Telescope	55.75
30 x 10 x 5	Telescope	22.00
30 x 12 x 6	Telescope	30.25
32 x 32 x 8	Telescope	63.75
36 x 10 x 5	Telescope	25.20
36 x 12 x 6	Telescope	36.35
36 x 14 x 8	Telescope	46.55

Lily of the Valley For Easter

NEW STOCK READY FROM COLD STORAGE.

Bruns' Celebrated Chicago Market Brand

$35.00	per 1000
20.00	per 500
10.00	per 250
5.00	per 100

Florists' Money Maker Brand

$30.00	per 1000
16.00	per 500
8.00	per 250
4.00	per 100

I have over 2,500,000 of the Finest Valley Pips in storage, and my facilities enable me to make shipments the same day or not later than the day following receipt of order.

If it's Valley, I can supply it. Tell me what you want.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

Craig Specialties For Easter and Spring Delivery

Never before have we offered to our customers such a complete line of stock and of such high quality, including both Flowering and Foliage Plants. We are booking heavily on Easter and Spring orders and suggest to our many customers to either call at Norwood and make their selections, or mail order at once so that reservations can be made, to avoid disappointment. Prosperity is here and you should protect your best interests for bigger and better sales with CRAIG QUALITY STOCK.

We cordially invite you to our new home at Norwood, Delaware County, Pa., easily reached by Pennsylvania R. R. to Norwood and Baltimore and Ohio R. R. to Holmes Station, or by trolley. Those having their own greenhouses or conservatories would do well to have shipments made during early March.

HYDRANGEAS

The New French Hydrangeas

All of the varieties here offered have been tested by us under ordinary conditions as to their adaptability to forcing for Easter.

4-in. pots, $6 per doz.
5-in. pots, 6-in. pots and 7-in. pots, heavily flowered, $9, $12, $15, $18, $24, $30, $36, $42 and $48 per doz.
8-in. pots, $4 and $5 each.

April delivery, 2½-in. pots, Hydrangea otaksa, strong plants, $8 per 100, $75 per 1000.

April delivery, assorted French Hydrangeas, 2½-in. pots, strong plants, $8 per 100, $75 per 1000.

ROSES

Lady Gay

In grand condition, trained into fan, globular and pyramidal shapes, $1.50, $2, $2.50, $3, $3.50, $4, $5, $6 and $7.50 each.

Special ball shapes, $2.50, $3, $4, $5 and $7.50 each.

Baskets, $10, $12.50 and $15 each.
Umbrellas, $6, $7.50 and $10.00 each.

Tausendschoen—Thousand Beauties

This was our finest and most popular Climber last year, and this year our stock is large and the plants are much finer.

Trained plants, fans, globular and pyramidal shapes, $2, $2.50, $3, $3.50, $4, $5, $6, $7.50 and $10 each.

Baskets, $10, $12.50 and $15 each.
Umbrellas, $6, $7.50 and $10 each.

Excelsa—New Climbing Rose

This variety is known as the Red Dorothy Perkins. The color is brilliant and it is bound to prove the most popular red Rambler. We offer splendid plants in 6-in., 7-in. and 8-in. pots, $2, $2.50, $3.50, $4, $5, $6, $7.50 and $10 each.

Baskets of Excelsa, $10, $12.50 and $15 each.

Umbrellas, $6, $7.50 and $10 each.

Rosiere—New

Dark sport of Tausendschoen. Very beautiful. A great improvement on the popular Thousand Beauties (Tausendschoen), and consequently a welcome addition to this section. While it has the same habit of growth and general characteristics as Thousand Beauties, the color is superior—a deeper and more even shade of cerise-pink or carmine. Trained plants, fans, globular and pyramidal shapes, $2, $2.50, $3, $3.50, $4, $5, $6, $7.50 and $10 each.

Baskets, $10, $12 and $15 each.
Umbrellas, $6, $7.50 and $10 each.

Hiawatha

One of the prettiest of all the climbing Roses. Deep red with golden disc in center of flower.

Trained plants at $1.50, $2, $2.50, $3, $4, $5 and $6 each.

Baskets, $10, $12 and $15 each.
Umbrellas, $6 and $7.50 each.

Paul's Scarlet Climber

One of the most promising climbing Roses yet sent out. Vivid scarlet, semi-double flowers of medium size, produced in large clusters and in great profusion. The color does not burn or fade. This Rose has been exhibited extensively in Europe and received numerous awards. 5- and 6-in. pots, trained plants, $1.50, $2, $2.50 and $3 each.

Hybrid Roses

Including Ophelia, Donald McDonald, My Maryland and Mrs. John Dunlop. Very fine plants in bud and flower for Easter sales.

6-in. pots at $15 and $18 per doz.

AZALEA HINODIGIRI

Bright red in color and one of the finest and best keeping Azaleas ever sent out. We have never been able to meet the demand at Easter. The variety has the added advantage over Indica Azaleas that it is absolutely hardy.

5-in. pots, for baskets, $18 and $24 per doz.
5½-in. pots, $2.50 and $3 each.
6- and 7-in. pots, fine plants, $3.50, $4 and $5 each.
8- and 10-in. pots, $6, $7.50 and $10 each.

GENISTA RACEMOSA

The finest stock of Genistas ever offered. Every plant grown cool, exceptionally well flowered and shapely.

4-in. pots, $6 doz. 5-in. pots, $9 doz.
6-in. pots, $12 and $15 per doz.
7-in. pots, $18 and $24 per doz.

Also some very good standard and bush forms in larger sizes at $2.50, $3 and $4.

GOLDEN CALLAS

6-in. pots at $1.25 each.
8-in. pots and Ferns at $5 each.

LILIUM GIGANTEUM

Suggest placing orders early to avoid disappointment, such as was experienced last year.

6-in. pots, with from 4 to 10 flowers.
8-in. pans, with from 12 to 25 flowers.
Cut Lilies, 25c per bud and bloom.

GARDENIA VEITCHII

We have an exceptionally fine stock for Easter flowering. There is not anything finer than the small sizes for basket work.

3-in. pots, $5 per doz., $35 per 100.
4-in. pots, $9 and $12 per doz.
8-in. Azalea pots, $2.50 and $3 each.

LILY OF THE VALLEY

5-in. pots, 15 pips, $18 per doz.

CROTONS

Immediate Delivery.

2½-in. pots, strong plants, $35 per 100.
4-in. pots, strong plants, $12 per doz., $75 per 100.
5-in. pots, strong plants, $15 and $18 doz.
6-in. pots, strong plants, $24 and $30 doz.
8-in. pots, strong plants, $4, $5 and $6 each.
10-in. pots, strong plants, $7.50 and $10 each.
12 and 14-in., specimen plants, $15, $20 and $25 each.

Crotons (Narrow Leaf Type)

Delicatessima, Golden Thread and Florence. These varieties are indispensable for table decoration and we predict a great future for them, as nothing surpasses them for use in artistic arrangement.

2½-in. pots, $25 per 100.
4-in. pots, $12 per doz., $75 per 100.
5-in. pots, $18 per doz.
6-in. pots, $24 and $30 per doz.

Croton Punctata

One of the most satisfactory and finest varieties for basket work and centers of ferneries.

2½-in. pots, $20 per 100, $175 per 1000.
3-in. pots, $35 per 100. 4-in. pots, $50 per 100.

DRACAENAS

Dracaena Godseffiana

Green and white leaf, very hardy, fine for baskets. 2½-in. pots, $20 per 100.
3-in. pots, $35 per 100.
4-in. pots, $60 per 100.

Fancy Dracaenas

We are offering a collection of the new and rare Dracaenas, including Imperialis, Amabilis, Pere Charon, Mandaiana, etc. Very handsome for home decoration or for fancy combination baskets.

4-in. pots, $9 per doz.
5-in. pots, $15 per doz.
6-in. pots, $18 and $24 per doz.
7- and 8-in. pots, $3.50, $4 and $5 each.

Dracaena Massangeana

The variety with the golden stripe down the center of the leaf. The best of all Dracaenas for the house. We have an exceptionally large stock, well colored and of the very highest quality.

4-in. pots, heavy, $12 per doz., $100 per 100.
6-in. pots, $2 and $2.50 each.
8-in. pots, heavy, $4 and $5 each.

Dracaena Fragrans

Plain green leaf.

4-in. pots, $9 doz. 6-in. pots, $24 doz.
8-in. pots, $5 and $6 each. 10-in. tubs, $7.50 each.

Dracaena Sanderiana

Small, light green leaves, edged with creamy white. Fine for center of fern dishes or basket work.

2½-in. pots, $20 per 100.
3-in. pots, $50 per 100.

Dracaena Lord Wolseley

One of the very best varieties for Easter and Christmas, being bright red in color. An excellent Christmas variety.

2-in. pots, $20 per 100. 3-in. pots, $35 per 100. 4-in. pots, $60 per 100. 5-in. pots, $15 per doz. 6-in. pots, $18 and $24 per doz. 7-in. pots, $3 and $3.50 each.

Dracaena Kelleriana (New)

One of the finest foliage plants for combination baskets or boxes. Improved Godseffiana.

2¼-in. pots, $20 per 100. 3-in. pots, $35 per 100.
4-in. pots, $60 per 100.
8-in. pots, made up, very handsome, $5 and $6 each.

Dracaena Terminalis

Exceptionally well colored.

2¼-in. pots, $20 per 100. 3-in. pots, $35 per 100.
5-in. pots, $15 per doz.
6-in. pots, $18 and $24 per doz.

We would suggest ordering the above early, as the demand is always great.

Dracaena de Smetiana

A strong, vigorous grower, with bold, dark green foliage, which becomes beautifully suffused and variegated.

4-in. pots, $7.50 per doz., $60 per 100.
5-in. pots, $1 each. 6-in. pots, $2 each.
7-in. pots, $3.50, $4 and $5 each.

Dracaena Warneckii (New)

Silver and green leaf. Very durable.

6-in. pots, $30 per doz. 7-in. pots, $4 and $5 each.

Dracaena Lindenii

Same type as Massangeana, but with the golden stripes on the outer edges of the leaf.

4-in. pots, $12 per doz., $100 per 100.
6-in. pots, $2 and $2.50 each.
8-in. pots, $5 each.

Dracaena Longii

Improved sport of Dracaena Warneckii. One of the very best novelties in foliage plants introduced for years. Dark green outer edge with pure white stripe in center of leaf. Stock limited.

4-in. pots, $5 each. 5-in. pots, $10 each.

FICUS PANDURATA

6-in. pots, 2 ft. tall, $2 each.
7-in. pots, 3 ft. tall, $2.50 each.
8-in. pots, 4 ft. tall, $3.50 each.

LATANIA BORBONICA

5-in. pots, $12 per doz., $90 per 100.
6-in. pots, $18 per doz.

ASPARAGUS PLUMOSUS

2¼-in. pots, $5 per 100, $45 per 1000.
3-in. pots, $12 per 100, $100 per 1000.

PANDANUS UTILIS

5½-in. pots, $15 per doz.
7-in. pots, $2.50 each.

PANDANUS VEITCHII

Well colored plants.

6-in. pots, $24 and $30 per doz.
7-in. pots, $4 each. 8-in. pots, $5 and $6 each.
10-in. pots, specimens, $10 each.

ARECA LUTESCENS

3-in. pots, single, $35 per 100, $325 per 1000.
4-in. pots, single, $60 per 100, $550 per 1000.
5½-in. pots, made up, $150 per 100.
6-in. pots, made up, $24 and $30 per doz.
7-in. pots, $4, $5 and $6 each, made up.

IMPORTANT NOTICE

Owing to the very great increase in price of all materials used in packing of plants, we find it necessary to make a small charge for same, as follows, much lower than the percentage plan:

Full size cases	**$2.00 each**
Three-quarter size cases	**1.50 each**
Small size cases	**.50 each**

TERMS: **CASH WITH ORDER:** Kindly send sufficient to cover the entire bill. We do not make shipments C.O.D. unless remittance has been made on account to guarantee acceptance. This does not apply to regular customers. **REMITTANCES:** Remittances should be made by money order or New York drafts. If money is sent, letter should be registered. All prices quoted in this list are strictly net. **SHIPPING INSTRUCTIONS:** Give your name, post office, county and state and the name of your nearest express office to which shipment is to be made. We have always made it prominent in our printed terms that our goods are sold F. O. B. cars at the point of shipment and are at the purchaser's risk in transit. Because of the present unsettled conditions we wish to emphasize still further that we do not guarantee safe delivery. The ownership of all goods sold by us passes to the purchaser on delivery by us to the carrier, and the issuing of the receipt by the carrier ends our responsibility. Any claims for damages should be made promptly to the agent at the point of delivery. **CORRESPONDENCE:** We endeavor to answer all correspondence promptly, but owing to the pressure of business, we ask that all requests be clearly and concisely stated. **ERRORS:** Keep a copy of your order. We aim to have our orders correctly filled. When we are at fault we shall make satisfactory correction.

THE ROBERT CRAIG CO., Norwood, Delaware County, Penna.

Phlox Suffruticosa Miss Lingard

This is the early flowering hardy white Phlox which is so useful for cutting, coming into flower late in May or early in June and continuing to bloom throughout the season.

We offer strong 3 inch pot plants, **$1.50 per dozen; $10.00 per 100; $90.00 per 1000.**

Oriental Poppies

There has been a great scarcity of this showy popular perennial, which has prompted us to make early fall propagations and we are now in position to supply a thrifty lot of good plants from 3 inch pots of the following choice varieties:

Mrs. Perry. Beautiful salmon-rose.

Oriflamme. Large georgeous orange-scarlet.

Perry's White. Pure satiny white, with crimson-maroon blotch at base of each petal.

Price: thrifty 3 inch pots, **$1.50 per dozen; $10.00 per 100.**

HENRY A. DREER

714-16 Chestnut Street,
PHILADELPHIA, - PA.

The above prices are intended for the trade only.

Early-Flowering Hardy Phlox Miss Lingard.

LARGE-FLOWERING CANNAS

Fine 2 or 3 eye, plump, dormant roots, true to name

	Doz.	100	1000
AUSTRIA. Lemon chrome, spotted red, green foliage, 5 feet	$0.60	$3.75	$32.50
A. BOUVIER. Rich velvety red, green foliage, 5 feet	.60	3.75	32.50
BEAUTE POITEVINE. Crimson, green foliage, 4 feet	.65	4.00	35.00
CHAS. HENDERSON. Deep crimson, green foliage, 4½ feet	.60	3.75	32.50
CRIMSON BEDDER. Intense crimson, green foliage, 3½ feet	.65	4.00	35.00
DAVID HARUM. Red, dark bronze foliage, 3½ feet	.65	4.00	35.00
DUKE OF MARLBOROUGH. Crimson maroon, green foliage, 4 feet	.65	4.00	35.00
EGANDALE. Currant red, bronze foliage, 4 feet	.65	4 00	35.00
FIREBIRD. Scarlet red, green foliage, 4 feet	1.25	9.00	80.00
FLORENCE VAUGHAN. Yellow spotted red, green foliage, 5 feet	.60	3.75	32.50
GLADIATOR. Deep yellow, dotted red, green foliage, 4½ feet	.65	4.00	35.00
GLADIOFLORA. Crimson with irregular edge of gold	.65	4.00	35.00
KING HUMBERT. Scarlet, bronze foliage, 4½ feet	.85	5.50	50.00
LOUISIANA. Bright scarlet, green foliage, 7 feet	.60	3.75	32.50
METEOR. Scarlet, green foliage, 4½ feet	$0.75	$5.00	$45.00
MONT BLANC. Almost white, green foliage, 3½ feet	.70	4.50	40.00
MME. CROZY. Scarlet with orange yellow border, green foliage, 3 feet	.65	4.00	35.00
PENNSYLVANIA. Vermilion scarlet, green foliage, 5 feet	.60	3.75	32.50
PILLAR OF FIRE. Brilliant red, green foliage, 6 feet	.65	4.00	35.00
PANAMA. Rich orange, red bordered with a broad edge of golden yellow, green foliage, 5 feet	.65	4.00	35.00
QUEEN CHARLOTTE. Rich pomegranate, red bordered with golden yellow, green foliage, 3½ feet	.65	4.00	35.00
RICHARD WALLACE. Light yellow, green foliage, 4½ feet	.60	3.75	32.50
SOUV. D'A. CROZY. Crimson, with gold band, green foliage, 4 feet	.65	4.00	35.00
THE PRESIDENT. The best canna of recent introduction, immense trusses of large red flowers	3.00	20.00	.....
WINTZER'S COLOSSAL. Bright scarlet, green foliage, 5 feet	.85	5.50	50.00
WYOMING. Orange chrome, bronze foliage, 6½ feet	.65	4.00	35.00

A. HENDERSON & CO., 166 N. Wabash Ave., CHICAGO, ILL.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 CHICAGO

EASTER CUT FLOWERS

Best Lilies for Easter

25c Per Bud

These are selected flowers on long and medium stems. Grown by the most expert bulb specialist in these parts, there will be no better Lilies anywhere. The supply is not so large as in other years, so order early.

Good Lilies for Easter

Can be had here at 20c Per Bud

These are first-class flowers, but the stems average shorter than on our best grade offered above at 25c per bud. If your trade does not demand the very best, order this shorter stem selection.

For the convenience of the trade our store will be open half a day on Easter Sunday.

EASTER PRICE LIST

	Per 100
Premier	
Special	$40.00
Fancy Long	$30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Russell	
Special	40.00
Fancy Long	30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Milady	
Special	40.00
Fancy Long	30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Columbia	
Special	35.00
Fancy Long	30.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Sunburst	
Special	30.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

	Per 100
Ophelia	
Special	$30.00
Long	$20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
White	
Special	30.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
Butterfly	
Special	35.00
Long	25.00 to 30.00
Medium	15.00 to 20.00
Short	12.00
Mrs. Ward	
Special	25.00
Long	20.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

BRUNNER, the Miniature Rose. $5.00 to $6.00 per 100.

Extra Special Roses Billed Accordingly

ORCHIDS

Choice Home-grown Cattleyas—$12.00 to $15.00 per dozen.

MISCELLANEOUS FLOWERS	Per 100
Carnations	
Select	$10.00
Fancy	12.00
Laddie	20.00
Superb	15.00
Valley	8.00
Sweet Peas per 100	$ 2.00 to 4.00
Calendula Orange King per 100	3.00 to 6.00
Violets single per 100	1.00 to 2.00
Jonquils per 100	6.00 to 8.00
Tulips per 100	6.00 to 8.00
Freesia Purity per 100	4.00 to 6.00
Darwin Tulips per 100	10.00 to 12.00
Mignonette per 100	8.00
Calla Lilies per doz.	3.00 to 4.00
Pansies, dozen bunches	2.50
Daisies per 100	3.00 to 4.00
Pussy Willows per bunch	.35 to .50

DECORATIVE GREENS

Ferns $5.00 per 1000
Adiantum $1.50 to $2.00 per 100
Plumosus 50c bunch
Sprengeri 35c to 50c bunch
Boxwood per pound, 25c.
Smilax $4.00 doz.
Galax $15.00 per case; $2.00 per 1000
Mexican Ivy per 1000, $10.00
Leucothoe per 1000, 10.00
Cocos palm fronds per 100, $4.00

Prices Subject to Change Without Notice. Open Week Days 8 a. m. to 5 p. m. Not open on Sunday.

Easter Flowers

We grow our own Roses especially for the Shipping Trade. Give us a Trial Order.

Buy Direct from the Grower

You always get fresh flowers and a more even run of stock.

EASTER PRICE LIST—Subject to Market Changes

RUSSELL Per 100

Fancy Long	$30.00 to $35.00
Good Length	25.00
Medium	16.00 to 20.00
Short	10.00 to 15.00

COLUMBIA

Fancy Long	$30.00 to $35.00
Good Length	25.00
Medium	16.00 to 20.00
Short	10.00 to 15.00

PREMIER

Fancy Long	$30.00 to $35.00
Good Length	25.00
Medium	16.00 to 20.00
Short	10.00 to 15.00

HOOSIER BEAUTY Per 100

Long	$25.00
Medium	$16.00 to 20.00
Short	10.00 to 15.00

OPHELIA

Long	$20.00
Medium	$12.00 to 16.00
Short	6.00 to 10.00

SUNBURST

Long	$20.00
Medium	$12.00 to 16.00
Short	6.00 to 10.00

WHITE KILLARNEY

Long	$20.00
Medium	$12.00 to 16.00
Short	6.00 to 10.00

ASSORTED ROSES
—OUR SELECTION—

Good short and medium, including some **Russell, Columbia and Premier.** In lots of 200 or more. $10.00 to $12.00 per 100.

Fancy Ferns, per 1,000	$4.50 to $5.00
Adiantum, per 100	1.50
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per 100	4.00

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

PLACE YOUR EASTER ORDERS NOW.

Everyone who depends upon this market or vicinity for his or her supply of cut flowers and plants for Easter should place all orders as early as possible, for everything points to a cleanup notwithstanding the reports from some sources that certain items will be plentiful. Trade has been somewhat quiet with most of the retail florists for several months, naturally some are not in any great hurry to place large orders for either cut flowers or plants, not knowing what to expect. Easter has always been a big flower day and there is no reason why this year should be an exception. Some of the large local retailers are buying heavily and will have a wonderful supply of stock to offer for Easter judging from the amount of plants set aside for them at the greenhouse establishments. Those who are not looking for brisk business will be caught napping at the eleventh hour unless they protect their supply to a certain extent, for everything points to a general cleanup early in plants, with some of the large dealers wishing they could cut orders now. The scarcity of plants will naturally create a greater demand for cut flowers, which many of the growers report will not be any too plentiful at best, so everyone should place their order immediately so as to protect their supply. Business has been rather quiet the past week but some improvement has been noticed in both the local and out-of-town demand. Stock is plentiful in almost all lines with American Beauty roses having a good call. Mrs. Chas. A. Russell, Columbia and Premier are holding their own considering the general market conditions and the other varieties of roses are moving right along. Carnations are in good supply. Lilies and callas are seen at some of the stores in quantity. Violets are plentiful. Lily of the valley, orchids and gardenias are in large enough supply to meet the demand. Sweet peas are having a good call. White and blue daisies, pansies, tulips, jonquils, freesias, mignonettes and all other miscellaneous seasonable stock is available.

DAYLIGHT SAVING STARTS MARCH 27.

Daylight saving, approved by referendum last November, goes into effect at 2 a. m. Easter Sunday, March 27, when clocks and watches will be set ahead one hour. The railroads are already making up their "summer" time tables. The suburban trains will operate on central standard time, as last year, but trains will be scheduled approximately one hour earlier.

NOTES.

Zech & Mann are booking a large number of orders for lilies for Easter and new ones are arriving in every mail.

Green Sheet Moss

In bags, 2 bu., 12 to 15 pounds, nice, dry, clean sheets, same as sells at $2.00 and up—

Per bag	$ 1.50
5 bags	7.00
10 bags	12.50
100 bags	110.00

Shipments made on day of order.

ALFRED HAY, Praise, Ky.

Large Easter Supply

ROSES

All the leading varieties grown for this market in quantity to meet all demands.

Carnations

Fancy Red, White and Pink. Good supply of fresh stock so place your orders with us.

Sweet Peas-Beauties-Tulips-Jonquils
Violets--Daisies--Snapdragons--Valley
Lilies-Callas-Calendulas-Freesias-Etc.

ALL GREEN GOODS

Get Our Quotations on Roses and Other Stock in 1000 Lots

EASTER PRICE LIST—

Place Orders with us NOW and be assured of YOUR supply.

	Per 100
Premier	
Special	$40.00
Fancy Long	$30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Russell	
Special	40.00
Fancy Long	30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Milady	
Special	40.00
Fancy Long	30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Columbia	
Special	35.00
Fancy Long	30.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Sunburst	
Special	30.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

	Per 100
Ophelia	
Special	$30.00
Long	$20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
White	
Special	30.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
Butterfly	
Special	35.00
Long	25.00 to 30.00
Medium	15.00 to 20.00
Short	12.00
Mrs. Ward	
Special	25.00
Long	20.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

BRUNNER, the Miniature Rose, $5.00 to $6.00 per 100.

Extra Special Roses Billed Accordingly

ORCHIDS

Choice Home-grown Cattleyas—$12.00 to $15.00 per dozen.

MISCELLANEOUS FLOWERS

	Per 100
Carnations	
Select	$10.00
Fancy	12.00
Lilies	20.00 to 25.00
Valley	$8.00
Sweet Peas	$2.00 to 4.00
Calendula	3.00 to 6.00
Violets, single	1.00 to 2.00
Jonquils	6.00 to 8.00
Tulips	per 100, $6.00 to $8.00
Freesia Purity	per 100, 4.00 to 6.00
Darwin Tulips	per 100, 10.00 to 12.00
Mignonette	per 100, 8.00
Calla Lilies	per doz., 3.00 to 4.00
Pansies, dozen bunches	2.50
Daisies	per 100, 3.00 to 4.00
Pussy Willows	per bunch .35 to .50

DECORATIVE GREENS

Ferns	$5.00 per 1000
Adiantum	$1.50 to 2.00 per 100
Plumosus	50c bunch
Sprengeri	35c to 50c bunch
Boxwood	per pound, 25c
Smilax	$4.00 doz.
Galax	$15.00 per case; $2.00 per 1000
Mexican Ivy	per 1000, $10.00
Leucothoe	per 1000, 10.00
Cocos palm fronds	per 100, $4.00

Prices Subject to Change Without Notice Open Week Days 8 a. m. to 5 p. m.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave. Chicago

FOR EASTER

Heavy Supply Roses and Carnations

Exceptionally fine stock in all the leading commercial varieties at the right prices. You give your customers the best stock obtainable when you fill their orders with our Cut Flowers.

☛ WRITE FOR PRICES.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081. CHICAGO

Mrs. Henderson, wife of A. Henderson, Chicago, is visiting their son, James, at Boston, Mass., who is attending the School of Technology in that city, where he is making a fine record in his architectural studies, repeating in recent examinations the honors of last year, when he was first in his class.

An unusual feature of the meeting of the midwest branch of the Woman's National Farm and Garden Association, held at the Art Institute March 12, was the presentation in actual colors on steropticon slides of the Arnold Arboretum of Boston, Mass. Loring Underwood of Boston, was the lecturer.

Mrs. H. N. Bruns and daughter, Madeline, who have been enjoying a well earned vacation at Hot Springs, Ark., are expected home for Easter. Mr. Bruns says business, wholesale and retail is good.

Chief Gardener Koch, of Garfield Park, will make an Easter display of 5,000 Darwin tulips, showing all the best kinds in the conservatory, also a splendid collection of rare daffodils.

Ernst Wienhoeber, who has been resting up in Wisconsin for several weeks, returned last week to help in the preparations for the Easter rush.

Robert Arthur Meers, secretary and founder of the first horticultural society, died last week and was buried in Graceland cemetery March 10.

Vaughan's Seed Store reports liberal fill-in orders from seedsmen on all spring bulbs and flower seeds.

P. Hecht has opened a store at 61 West Randolph street which should prove to be a good stand.

Albert Koehler of the American Bulb Co. has his new car, a Buick, ready for the Easter parade.

C. S. Claussen, the gladiolus and pickle man, and Mrs. Claussen are sojourning in California.

W. J. Smyth and family are expected home from California March 23.

How Many

Retail Florists think only of Cut Flowers grown in their own greenhouses as most desirable for the buying public?

How Many

Retail Florists think only of buying Cut Flowers in the CHICAGO MARKET to get the choice stock most desirable for the buying public?

BUYING CUT FLOWERS IS AS SAFE AS THE GROWING OF THEM.

"Sure Thing."

FOUNDED BY EDWIN KENNICOTT 1st

KENNICOTT BROS. CO.

174 N. Wabash Avenue

CHICAGO

PRINCIPAL LOCATION IN THE MARKET.

Glass by the Million
Production by the Thousands

Place your orders for CUT FLOWERS for EASTER with us NOW. You can always rely upon us for Your supply.

HEADQUARTERS

Easter Lilies

WRITE FOR PRICES TODAY.

Biggest and best supply in the country. Place your orders with us now and avoid disappointment. All orders filled in strict rotation.

ZECH & MANN

Premier
Columbia
Russell
White Killarney
Milady
Sunburst
Ward
Ophelia
Cecile Brunner
Carnations
Callas
Valley
Cattleyas
Violets
Daisies
Pansies
Forget-Me-Nots
Mignonette

Snapdragons
Freesia
Tulips
Darwin Tulips
Jonquils
Sweet Alyssum
Pussy Willows
GREENS
Plumosus
Sprengeri
Galax, bronze
Galax, green
Ferns
Adiantum
Smilax
Mexican Ivy
Boxwood
Leucothoe

30 E. Randolph St.
CHICAGO

Long Distance Phones — Central 3283, Central 3284

HEAVY SUPPLY OF

Sweet Peas for Easter

You will make no mistake by placing your orders with us for we will have the same fancy stock to offer that gave such good satisfaction last year.

Roses, Carnations, Etc.

Complete line of Cut Flowers and Greens. Plenty for everyone who orders early.

Write for Special Easter Price List.

FOR EASTER We Offer FINE LILIES

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Excellent Roses

SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red GOOD CROP

Including the finest Mrs. C. W. Ward on this market, bar none

JONQUILS, TULIPS, DARWINS, DAFFODILS, LUPINES, VALLEY, FREESIA.

White and Blue Daisies, Calendulas, Violets, Lilies, Larkspur, Pansies, Forget-Me-Nots, Sweet Peas, Stocks and all other seasonable Cut Flowers.

Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

Mention the American Florist when writing

C. L. Washburn says that Bassett & Washburn have their entire place at Gregg's station enclosed and that all danger of losing any stock from freezing has been eliminated. Over 50 men were busy on the roofs of their establishment since the heavy hailstorm last week.

A. E. Turner, Dancy, Wis., called on the trade here this week. He says that the early ferns called "snowbirds" will not be as good as in former years, owing to the mild winter. He is now shipping a good supply of hemlock boughs into this market.

Poehlmann Bros. Co. will be in good crop with roses and carnations for Easter, including a heavy cut of American Beauties. Cattleyas and valley will also be in large supply, for the crops are just right for this occasion.

Mrs. Strail, of A. Lange's force, has the sympathy of many friends in the loss of her father, W. D. Chandler, a pioneer florist of this city whose death is recorded in our obituary columns this week.

Wietor Bros. will be in good crop with roses and carnations for Easter, and are expecting a strong demand for both, judging from the way orders and inquiries are being received.

A. L. Vaughan & Co. are receiving a good supply of Paper White narcissi in addition to their regular line of stock, which now includes heavy shipments of southern jonquils.

Peter Reinberg will have a good cut of roses for Easter, according to Herbert Hansen, who adds that many orders have already been booked for the occasion.

The Chicago Flower Growers' Association is looking forward toward a brisk Easter business and have already booked many large orders.

The J. A. Budlong Co. is having a good call for lupines and larkspur, which are arriving in good supply at its establishment.

Frank Johnson and Eric Johnson, of the A. L. Randall Co., are expected home next week from an extended eastern trip.

Erne & Co. are showing a good supply of bulbous stock, which includes some fancy jonquils. Callas are in good supply here.

W. W. Barnard, president of the W. W. Barnard Co., died March 10. See the obituary columns for further details.

The Joseph Foerster Co. is handling a fine supply of stock, including choice lilies, which are arriving in quantity.

Kennicott Bros. Co. is handling a good supply of American Beauty roses in addition to its regular line.

Visitors: Mrs. Mazey, Minneapolis, Minn.; Henry Heinl and wife, Toledo, O.

FOR EASTER

We shall have everything
you will need in

Cut Flowers

Lilies	**Roses**
Carnations	**Sweet Peas**
Violets	**Bulb Stock**
Valley	**Colored Freesia**
Calendulas	**Callas**
Orchids	**Gardenias**

Finest Quality —— Market Prices
Your Orders Respectfully Solicited

Joseph Foerster Co.

160 North Wabash Avenue

CHICAGO

WE AIM TO TREAT YOU the way we would like to be treated **BY YOU** if our positions were reversed

Roses-Carnations

Lilies -- Peas -- Freesias -- Jonquils
Tulips -- Calendulas -- Valley -- Etc.
IN LARGE SUPPLY FOR EASTER

You will be pleased with our stock, which is selected and picked to arrive in the best possible condition. We aim to fill each order so satisfactorily that you will come back for more.

ERNE & COMPANY

WHOLESALE FLORISTS

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Randolph hotel, March 10, President Kohout in the chair. Applications for membership were presented as follows: Frank M. Suttle, 225 N. Michigan avenue, Edward L. Martin, 174 N. Wabash avenue, Aleck F. Gardiner, 11361 Michigan avenue, John H. Faddon, 318 Center street, W. J. Sharpe, 904 N. LaSalle street, and Oscar Anderson, Morgan Park. The auditing committee presented its annual report, stating that the books of secretary and treasurer were found to be correct.

President Kohout, as affiliated member of the Society of American Florists' executive committee, presented his account of that body's recent meeting at Washington, D. C., which was greatly appreciated. The president then called upon those present to stand in silent tribute to the late Peter Reinberg, and appointed James Morton, J. E. Pollworth and T. E. Waters a committee to prepare suitable resolutions on his death.

Chairman M. C. Wright of the committee on President Kohout's inaugural address reported progress and asked for further time, the sweeping changes recommended demanding careful consideration.

Attention having been called to the Pageant of Progress to be held here July 30 to August 14, the president appointed F. Lautenschlager, J. E. Pollworth, A. Setterberg and H. V. Swenson to represent the club in the work connected therewith.

James Morton, calling attention to recent claims of an eastern city, said one member of the club was president of three trade organizations, another president of two, while many former presidents of the Society of American Florists make their homes here.

J. E. Pollworth and Henry Wehrman gave an interesting account of the Urbana meeting of the State Florists' Association.

The principal features of the next meeting will be music and dancing with the ladies in attendance, Chairman Waters of the good-of-the-club committee in charge of arrangements.

SAGINAW, MICH.—The J. B. Goetz Sons floral store has been sold to Gustav A. Granse, former manager of the Roethke Floral Co. Henry B. Goetz and his brother will devote their entire time to their greenhouses at 2165 Mackinaw street.

Corsage Shields

	Per doz.
Lace Shields (all colors)	$2.25
Invisible Shields (green only)	2.25
Colonial Shields (green only)	1.25
Celluloid Shields (per 100, $5.00)	.75

Corsage Pins

4½ Inches Long.
(With glass heads, any color.)

Per gross	$1.50
5 gross or more, at	1.40

Get Our Complete List of Other Items. It's free.

GEO. H. ANGERMUELLER CO.
Wholesale Florists, 1324 Pine St., ST. LOUIS, MO.

Cincinnati, O.

STOCK SELLING VERY WELL.

Market conditions have shown no marked change, and business is in general good. Bulbous stock is beginning to slow up but carnations are taking on a firm tone. The most plentiful in bulbous stock are the daffodils, freesias, hyacinths and tulips. Roses are still arriving in goodly numbers, especially the longer grades; the shorter ones are not arriving so plentifully and consequently the longer stemmed ones do not bring what they should. Sweet peas are coming in better condition than at any time this season due to the fact that bright warm weather prevailed during last week. Calendulas are a very popular flower at this time and are arriving in large quantities and going well. Snapdragons of good quality promise ready sale because of the limited amount arriving. Calla lilies are more plentiful than Easter lilies and are selling from $15 to $20 per hundred while Easter lilies bring from $20 to $25 per hundred. Violets show the effects of the warm weather and in a few more days will be at their end. Miscellaneous stock of all kinds moves well and the same can be said of greens.

NOTES.

A record week in funeral work and weddings was had by H. W. Sheppard. Florist Telegraph Delivery Association orders in which this shop excels were plentiful.

R. H. Witterstaetter, Price Hill, has sent his first shipment of rose plants and genistas to this market, including his newest rose Rosary.

Heartfelt sympathy is extended to Irvin Bertermann, Indianapolis, Ind., who was here for the funeral of his young niece.

A good week in the sale of southern smilax and other green goods is reported by C. E. Critchell.

Do not take any fake or imitation thread, claimed to be the Meyer silkaline, or smilax threads. Be sure the name Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from and you will notice that our threads run full two ounces of thread to the spool. Be sure and get the Meyer thread.

Sphagnum Moss Vaughan's Seed Store Chicago & New York
Single Bales or Carlots

E. A. Forter's window displays have been very good lately and deserve special mention.

Excellent daffodils and snapdragons are being received by the Peter Weiland Co.

The Avondale Floral Co. report a record week in plant sales and funeral work.

Gustav Adrian is shipping some excellent bulbous stock to the market.

Visitors: Miss Fanny White, Lexington, Ky.; Jos. R. Goldman, Middletown, O.; Geo. J. Starr, Wilson, N. C.; H. F. Winters, Charleston, W. Va., and Geo. F. Taffell, of Schloss Bros., Ribbons, Inc., New York.

G. K.

EXTRA FANCY
ROSES
—AND—
CARNATIONS

In Heavy Supply for Easter

Satisfied customers everywhere speak highly of Reinberg's Roses and Carnations. Give your customers the best. Place your order here. If there is something you need in Cut Flowers that you do not find in our price list, just ask for it and we will include it in your shipment if it is obtainable in this market.

You Get the Best Stock in the Chicago Market at the prices quoted when you place your orders here

Buy Direct From the Grower — **EASTER PRICE LIST** — Subject to change without notice

MRS. CHAS. RUSSELL and PREMIER	Per 100
Specials	$35.00 to $40.00
Fancy	30.00
Select	25.00
Medium	18.00 to 20.00
Short	12.00 to 15.00

OPHELIA and SUNBURST	Per 100
Specials	$30.00
Select	$20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

COLUMBIA	Per 100
Specials	$30.00 to $35.00
Fancy	25.00
Select	20.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

Killarney / White Killarney	Specials	$25.00
	Select	$18.00 to 20.00
	Medium	12.00 to 15.00
	Short	10.00
ROSES, OUR SELECTION		10.00 to 12.00

CARNATIONS—All colors.....$8.00 to $12.00 per 100

Easter Lilies, good stock	$20.00 to $25.00 per 100
Violets, best in the market	1.00 to 1.50 per 100
Sweet Peas, all colors	1.50 to 4.00 per 100
Jonquils, Golden Spur	6.00 to 8.00 per 100
Tulips, all colors	6.00 to 10.00 per 100
Freesia, the best Purity	4.00 to 6.00 per 100
Valley, order of us for the best.	8.00 per 100

GALAX	Per 1000
Bronze	$2.00
Green	2.00
Adiantum, per 100	$2.00
Asparagus, per bunch	$ 0.50 to .75
Ferns, per 1000	5.00

Order from us and get the freshest stock and of best keeping quality and have the assurance of supplies such as can only come from 2,000,000 FEET OF MODERN GLASS

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Suitable for Cut Flowers.....$25.00, $50.00, $100.00
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	Natural.	Dyed.		Natural.	Dyed.		Natural.	Dyed.
4-inch.....	12½c	15c	6-inch.....	18c	20c	8-inch.....	25c	30c
5-inch.....	15c	18c	7-inch.....	20c	25c	Nest of 5.....	90c	$1.15

Here are Things you Need for Easter

	Per Doz.	Per 100
Mats, all colors	$ 2.75	$20.00
Crepe Paper, all colors	4.50	35.00
Curled Edge Crepe Paper, 2-color effect	9.00	70.00
Silk Fiber, 1-inch, 50-yard reels	1.50	
Silk Fiber, 2-inch, 50-yard reels	3.00	
Corsage Ribbon, No. 7, Ward, Pink, Lavender, etc.	.75	
Bonton Ribbonzene	1.50	500 yds.
Tape, White, Lavender, Moss, Blue	3.50	1000 yds.

Horty Ribbon for Corsage or Baskets: 1-in., 7½c; 2-in., 12c; 4-in., 20c; 6-in., 25c.
Ribbon Cords ..... 1.25 per doz.
Bulldog Clips .....per box of 1000, 75c

Easter Seed Cards, with sayings.....$12.00 per 100
Easter Cards, with envelopes..... 3.00 per 100

Special on Violet Pins—3-in., $2.25 per 1000; 3½-in., $2.50 per 1000; 4-in., $3.50 per 1000; 5-in., $4.50 per 1000.

Fancy Pins, 3½-in. .....$1.25 per gross; $12.00 gr. gross
Fancy Pins, 5-in..... 1.50 per gross; 15.00 gr. gross
Celluloid Shields .....$ 5.00 per 100
Chiffon Shields ..... 20.00 per 100
Baskets, Asst. No. 1..$10.00 | **Baskets,** Asst. No. 2.. 25.00
Baskets, Asst. No. 3.$ 50.00 | **Baskets,** Asst. No. 4. 100.00
All Baskets with pans and colored.

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Boston.

LARGE INCREASE IN SUPPLY.

This has been another quiet week on the market. The over supply of bulbs and sweet peas have a softening effect on prices of other stock, although carnations have held up their average very well. This is explained readily by the fact that some local growers have been shipping about 60 per cent of their cut to the New York market. Whether they get better prices, or do it to keep a good average here is problematical, if the latter they are getting results. Bulbs are about where they were a week ago. Sweet peas are arriving in quantity, but are bringing slightly better prices. Lilies are reasonable and of good quality. Callas are more plentiful but seem to clean up all right. Pansies, marguerites, myosotis, etc., are about equal to the demand. Roses declined considerably in price during the week. The quality is good but increased supply and light demand brought the prices down 20 to 30 per cent.

NOTES.

Prof. Osterhout, of Harvard University, was the speaker at the March 12 meeting of the Massachusetts Horticultural Society. He took for his topic the "Application of Mendell's Laws for Hybridizing." The attendance was very good.

Carl Richwagen, Needham, son of Paul Richwagen, was operated on March 5 for appendicitis, and is slowly recovering.

M. Schooumaan of the Quiduick greenhouses, Apponaug, R. I., is recovering from a severe attack of influenza.

E. F. S.

PASADENA, CALIF.—Plans are being made to expand the Flower Show, held here semi-annually, into a festival attracting exhibitors from all parts of southern California.

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12-inch	2.25	16-inch	4.50

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CURRENT PRICE LIST.

		Dozen
Roses, Beauty	3.00@	8.00
		Per 100
" Mrs. Chas. Russell..	8.00@	40.00
" Butterfly	8.00@	35.00
" Columbia	8.00@	35.00
" Dunlop	8.00@	35.00
" Premier	8.00@	40.00
" Hoosier Beauty	8.00@	35.00
" Killarney Brilliant..	6.00@	25.00
" White Killarney....	6.00@	25.00
" Mrs. Geo. Shawyer..	6.00@	25.00
" Milady	6.00@	30.00
" Mrs. Aaron Ward..	6.00@	20.00
" Sunburst	6.00@	20.00
" Ophelia	6.00@	20.00
" Dble. W. Killarney.	6.00@	25.00
" Cecile Brunner.....		4.00
" Our Selection		8.00
Calendulas	3.00@	6.00
Freesia	3.00 to	6.00
Jonquils	4.00 to	8.00
Paper Whites	4.00@	6.00
Violets	.75@	1.50
Mignonette	6.00@	8.00
Sweet Peas	1.50 to	4.00
Cattleyas, per doz.	10.00@	15.00
Cypripediums, per doz.		4.00
Valley	6.00@	8.00
Carnations	4.00 to	8.00
Lilies, per 100	15.00@	20.00
Adiantum	1.50@	2.00
Ferns per 1,000	4.50 to	5.00
Galax per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch	
Mexican Ivy		1.00
Southern Wild Smilax, case		7.50
Boxwood, 35c per lb., case		9.00

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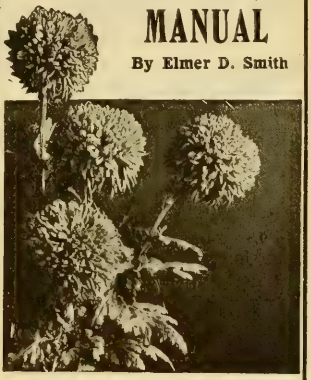

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Gardenias
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Wholesale Flower Markets

BOSTON, MAR. 16. Per 100

Roses, American Beauty	8.00	@100.00
" Russell	8.00	@ 25.00
" Dunlop	8.00	@ 20.00
" Pilgrim	8.00	@ 25.00
" Crusader	8.00	@ 25.00
" White Killarney	6.00	@ 16.00
" Ward	6.00	@ 16.00
" Maryland	6.00	@ 16.00
" Hoosier Beauty	8.00	@ 20.00
" Columbia	8.00	@ 25.00
" Hadley	8.00	@ 25.00
" Ophelia	8.00	@ 25.00
" Premier	8.00	@ 25.00
Adiantum		2.00
Asparagus bchs, per bch	.50	@ 1.00
Asparagus Strings, doz		12.00
B. Buttons	1.50	@ 2.00
Bouvardia, pink and red, doz. sprays	1.50	@ 2.00
Calendulas	3.00	@ 5.00
Carnations	5.00	@ 6.00
Carnation Laddie	8.00	@ 10.00
Cattleyas, per doz	9.00	@ 12.00
Lily of the Valley		16.00
Longiflorum Lilies	16.00	@ 20.00
Pansies	2.00	@ 3.00
Paper White Narcissus	3.00	@ 4.00
Smilax, per doz	4.00	@ 6.00
Snapdragons, doz	2.00	@ 3.00
Mignonette	4.00	@ 6.00
Sweet Peas	1.00	@ 3.00
Callas	2.00	@ 3.00
Heliotrope, per bch	1.00	@ 1.50
English Daisies		.75
Jonquils, Spur		4.00
Freesias	3.00	@ 4.00
Violets	1.00	@ 1.50
Cypripediums		4.00
Marguerites	2.00	@ 4.00
Acacia, per bunch	3.60	@ 5.00
Tulips		4.00
Bicolor Jonquils		6.00
Myosotis, per bch	.25	@ .50
Hyacinths		6.00

BUFFALO, MAR. 16. Per 100

Rose, Killarney	5.00	@ 10.00
" White Killarney	6.00	@ 12.00
" Dbl. Wht. Killarney	8.00	@ 15.00
" Richmond	8.00	@ 15.00
" Maryland	6.00	@ 15.00
" Sunburst	6.00	@ 15.00
" Ward	6.00	@ 8.00
" Columbia	8.00	@ 25.00
" Ophelia	8.00	@ 20.00
" Russell	8.00	@ 20.00
" Premier	6.00	@ 20.00
" Cecile Brunner	4.00	@ 6.00
Calendulas	3.00	@ 6.00
Calla Lilies	15.00	@ 25.00
Carnations	3.00	@ 6.00
Easter Lilies	15.00	@ 20.00
Freesias	4.00	@ 6.00
Mignonette	4.00	@ 6.00
Rubrum Lilies	6.00	@ 8.00
Snapdragons	4.00	@ 10.00
Golden Spur Narcissi	4.00	@ 5.00
Paper White Narcissi	5.00	@ 6.00
Soleil D'Or Narcissi	6.00	@ 8.00
Sweet Peas	1.00	@ 3.00
Violets	.75	@ 1.00
White Tulips	4.00	@ 6.00
Yellow Tulips	4.00	@ 6.00

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EASTER LILIES,
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Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, MAR. 16. Per 100

Roses, Premier	6.00	@ 20.00
" Russell	6.00	@ 20.00
" Columbia	6.00	@ 20.00
" Butterfly	6.00	@ 20.00
" White Killarney	6.00	@ 20.00
" Pink Killarney	6.00	@ 20.00
" Sunburst	6.00	@ 20.00
" Mrs. Aaron Ward	6.00	@ 20.00
" Ophelia	6.00	@ 20.00
" Baby Doll	4.00	@ 8.00
Carnations	4.00	@ 6.00
Easter Lilies and Callas	15.00	@ 20.00
Ferns, per 1,000		4.00
Forget-Me-Not, bunch		.25
Freesia	3.00	@ 4.00
Galax, per 1,000		1.50
Jonquils	3.00	@ 4.00
Leucothoe, per 1,000	5.00	@ 6.00
Plumosus (south) per bch		.25
Smilax, per string	.15	@ .25
Snapdragons	10.00	@ 15.00
Violets	1.00	@ 1.50
Primulas, bunch		.50

Philadelphia.

STOCK IN LARGE SUPPLY.

The past week has been very trying for all concerns, the weather while balmy and spring like has been unseasonable, the thermometers registering over 70° several days in succession, breaking all records of the weather bureau for these dates. This has brought along all kinds of flowers very fast and the market is full of almost everything seen at this season. It has been especially hard on carnations, the stock for the most part being soft with poor keeping qualities. Some of the specials, however, looked very good. Roses were plentiful in all grades, being seen in quantity in all the street stands. American Beauties are in full crop again and while fine are hard to move. Probably the most abundant flower is the sweet pea; the quality is fine in all the grades, but it seems almost impossible to clean them up at 25 cents to $1.00 per hundred and they had to be extra fine to bring the top figure. Snapdragon is plentiful as are calendulas. There are quantities of callas many of them poor and imperfect. Easter lilies particularly Formosum were fine and not much overdone. Bulbous stock was away ahead of the demand, the best that could be obtained for extra fine Emperor daffodils was $4.00 and even less in quantity. Cattleyas, lilacs and lily of the valley all suffered with the rest. The quality was the best, but prices were shaded to large buyers. There was considerable buying both locally and from out of town customers but on account of the quantity of flowers it would be, as one of the wholesalers put it, a hard week on the growers, as for the most part pre-war prices prevailed, yet the stock was produced on a war basis with every item of expense at the top notch. The prevailing price for Easter lily flowers and buds in the pot is 20 cents, which is 20 per cent below last year. Prices of the other lines of stock is much the same as a year ago. Orders are coming in very satisfactorily and most growers anticipate a good cleanup, as their stock was never in better condition.

NOTES.

Frank M. Ross is running true to form in his progressiveness and in his purchase of the commodious store property, 1327 Girard avenue, will soon add the fourth cut flower store to his string. This latest addition is a building 20 by 125 feet which he expects to improve at a cost of $20,000. Mr. Ross owns all his store properties. Each as added has been an improvement over the others and this latest shop is to eclipse them all. The opening will be in early September.

Pennock Bros.' window with its display of all the new and standard cut roses, arranged 25 of a kind in vases, attracted great attention. The name of each variety on a neat card added 100 per cent to the interest in helping the public to call them by name. Paul's crimson climber was the feature the past week; this variety is a splendid pot rose.

Robert Craig, who is wintering in Porto Rico and at the same time working up a three acre palm and dracaena grove and other tropical plants, will on March 18 have passed his 74th milestone. He has taken on a new lease of life, drives a Ford, and hopes to live to see the realization of his tropical plant nursery ideas a success.

Shamrocks at W. K. Harris' have been a great success this season. Over 100,000 6-inch pot plants were grown and all sold. The space as emptied is being utilized to spread out Easter stock. A large stock of multiflorum lilies is very fine.

American Beauty roses in quantity, white lilacs, and special roses, are features of Leo Niessen Co. Sweet peas are also an item. Mr. Niessen is on

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WHOLESALE FLORISTS
Growers of Quality Flowers.
116-118 Seventh Street,
PITTSBURGH, - PA.

the job again after a month's sojourn in Florida.

Charles G. Grakelow expects this Easter to be as profitable as any that has gone before and is making great preparations for a record business.

Edward Reid says the harder the job, the better they like it. Choice roses, carnations and sweet peas were their quantity stocks. K.

Providence, R. I.

ABUNDANT SUPPLY IN ALL LINES.

Trade the past week has been good, and stock very plentiful. Roses are coming in crop, much faster than they can be used, the growers shipping them to Boston almost every day. Sweet peas, daffodils, tulips, paper white narcissi are selling well, and the flowers are of good quality. There has been an overabundance of spring flowers of all kinds on the market the past week. Most of the growers will have all their stock in for the Easter trade, while several of them will be late. Easter and Calla lilies are coming in rapidly and they are excellent, but have small demand at present. Some of the growers have Calla lilies in pots this year and they sell well.

NOTES.

Wm. Hoffman, Pawtucket, has fine Easter stocks, and his cyclamens are perfect.

Al. Macrae has several thousand Giganteum lilies for the Easter trade.

Some fine Formosum lilies are seen at John A. Macrae's store.

Lawrence Hay has his usual fine stock of plants. H. A. T.

Nashville, Tenn.

STOCK IN LARGE SUPPLY.

Prospects were never brighter for a large supply of flowers for Easter. Everything seems to be blooming radiantly. Roses are in plentiful supply. The Columbia variety seems to distance all rivals. Carnations are very fine. All kinds of bulbous stock may be had, and during the quiet Lenten season, are much sought after, sweet peas are arriving in large quantities, as well as lily of the valley and hyacinths. Yellow jonquils are still holding sway and street merchants have no difficulty in disposing of them. Funeral work is abundant, and that has the effect of making some trade which is, on the whole, rather quiet. Easter lilies are coming in in large quantities.

M. C. D.

GUST. RUSCH & CO.
WHOLESALE FLORISTS
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Wholesale Flower Markets

PHILADELPHIA, MAR. 16.	Per 100
Roses, Beauty, special	50.00@ 75.00
" " fancy	20.00@ 35.00
" Mrs. Chas. Russell	15.00@ 35.00
" Killarney	3.00@ 10.00
" Hadley	15.00@ 40.00
" Sunburst	6.00@ 15.00
" Wards	4.00@ 10.00
" Ophelia	3.00@ 15.00
" Columbia	3.00@ 20.00
" Premier	8.00@ 20.00
Adiantum	1.50@ 2.00
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Calendulas	2.00@ 5.00
Carnations	3.00@ 8.00
Cattleyas	.50@ .75
Easter Lilies	15.00@ 20.00
Lily of the Valley	8.00@ 10.00
Smilax	.35
Snapdragons, per doz.	1.50@ 2.50
Mignonette	4.00@ 6.00
Violets	.50@ 1.00
Callas	10.00@ 20.00
Sweet Peas	.25@ 1.50
Freesia	2.00@ 4.00
Golden Spur Daffodils	2.00@ 4.00
Tulips	2.00@ 4.00

PITTSBURGH, MAR. 16.	Per 100
Roses, Beauty, spl., per doz.	9.00
" " fcy., per doz.	7.50
" " ex., per doz.	6.00
" " No. 1, per doz.	4.00
" Killarney	6.00@ 15.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	10.00@ 35.00
" Columbia	8.00@ 30.00
" Ophelia	6.00@ 20.00
" Hilda	6.00@ 15.00
" Premier	10.00@ 35.00
" Madam Butterefly	8.00@ 20.00
Carnations	4.00@ 6.00
Cattleyas, each	1.00
Cypripedium, per doz.	6.00
Easter Lilies	20.00@ 25.00
Ferns, per 1,000	5.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.50
Calendulas	3.00@ 4.00
Sweet Peas	1.00@ 3.00
Narcissus Paper Whites	6.00
" Yellow	10.00
Violets	.75@ 1.00
Baby Primroses	.75@ 1.00
Smilax, per doz. strings	4.00
Jonquils	6.00
Valley	6.00@ 8.00
Pussy Willow	6.00@ 8.00
Tulips	6.00
Freesias	4.00@ 6.00
Heather, per bch.	1.00@ 8.00
Lilies, Calla	15.00@ 20.00

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RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

ST. LOUIS, MAR. 16.	Per 100
Roses, Premier	6.00@ 25.00
" Columbia	6.00@ 15.00
" Ophelia	6.00@ 12.50
" Killarney	2.00@ 6.00
" White Killarney	4.00@ 10.00
" Russell	6.00@ 25.00
" Ward	4.00@ 8.00
" Sunburst	6.00@ 12.50
Calendulas	2.00@ 6.00
Carnations, Laddies	10.00@ 12.50
Ferns, per 1,000	5.00
Valley	6.00
Boxwood, per lb., .35; 50 lbs., per lb.	.25
Narcissus	3.00@ 5.00
Yellow Narcissus	3.00@ 5.00
Mignonette	6.00@ 8.00
Sweet Peas	.50@ 1.00
Smilax, per string	.20
Leucothoe	.75
Galax, green, per 1,000	1.50
" bronze, per 1,000	1.50
Carnations, fancy	3.00@ 6.00
Violets	.45@ .75
Violets	.50@ .75
Freesias	2.00@ 4.00
Callas	8.00@ 15.00
Jonquils	1.00@ 5.00

MILWAUKEE, MAR. 16.	Per 100
Roses, Kill'n'y, W. Kill'n'y.	8.00@ 20.00
" Ward	8.00@ 15.00
" Premier	10.00@ 35.00
" Ophelia	10.00@ 25.00
" Columbia	12.00@ 35.00
" Hoosier Beauty	10.00@ 25.00
Callas, per doz.	3.00@ 4.00
Calendulas	4.00@ 8.00
Carnations	8.00@ 10.00
Daffodils	4.00@ 6.00
Hyacinths	8.00@ 12.00
Lilies	25.00
Orchids, per doz.	12.00
Sweet Peas	1.50@ 4.00
Violets	1.00@ 1.50
Paper Whites	6.00@ 8.00
Freesias	4.00@ 8.00
Tulips	6.00@ 12.00
Wild Smilax, per case	6.00

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Wholesale Dealer in Cut Flowers

New York.

TRADE FAIRLY ACTIVE.

From March 4 to 7 the wholesale markets were quite active and the cheerful optimists thought that a few advertisements in the daily newspapers had done the trick. Being ourselves strongly in favor of it, we will agree that judicious advertising helps the business. But on March 8 there was a slump in the trade which continued until the 12th, which being Saturday, brought a little more activity. The exceptionally mild weather has been bringing in heavy supplies of stock and in some lines it has been impossible to clean up. One noteworthy feature was the crash in gardenias. Three weeks ago they were wholesaling at $12 per dozen; at the present, the best can be bought for $4 per dozen. American Beauty roses that for some time have been running at from $15 to $18 per dozen wholesale are now at $12, which, however, is yet a good price. In tea roses the specials have fared badly. Some ice boxes are constantly filled with roses, and the moving and changing in an effort to save as many as possible reminds one of a "junk-shop" job. In lilies and other bulbous stock there is a heavy supply, and it may be stated that there will be plenty of lilies for Easter. It may to some extent account for the present dullness; that the minds of the people are being fixed on Easter and they are holding off for that occasion. Easter business is also uppermost in the minds of the retailers and they are already pushing plant features, pans of hyacinths and Darwin tulips being noticeable in all the retail stores. As to the plant prospects, it seems that while there will be no great variety, there will be an abundance to supply the demand. Rose plants will loom large and with hydrangeas, a sprinkling of azaleas, cinerarias and other minor features, including the pots and pans of bulbous stock, there is likely to be a good plant trade. It may be that many of the wealthier class now in Florida or other winter resorts, will be home for Easter, which will help business.

March 14.—Continued spring weather is keeping up the supply. No improvemen can be expected for this week.

NOTES.

At a meeting of superintendents and head gardeners of private estates, held at the East Narevido hotel, L. I., on March 9, about 40 estates were represented. The wages to be paid the laborers on the estates for the coming season were discussed. During the war and up to last year, the estates were paying laborers $3.75 to $4.25 per day It was reported at the meeting that estate owners are anxious to provide work for the unemployed, but have been holding back on account of the demands for high wages. Those present at the meeting decided that there was a great amount of work that should be done in the spring and summer months. They agreed that $3.50 per day was a fair wage, both to employers and to the men, and if it is accepted many will be taken on. Representatives of estates located in Woodbury, Syosset, Glen Cove, Oyster Bay, Locust Valley, Sea Cliff, Roslyn, Mineola and Garden City were present.

George Papadakos of the Apollo Flower Shop, Kansas City, Mo., came here March 11 to attend the funeral of his nephew, George Cantos. The young man, who was 19 years old, came to this country six months ago and secured employment with Panos Bros., retailers at 237 Willis avenue. Three weeks ago he was stricken with typhoid and pneumonia fever, and the best medical skill was unavailing.

John Meis, a retired florist and farmer, aged 73, died in the Brooklyn hospital on March 9, following an operation for cancer. In late years he had resided at Riverhead, L. I.

Gilmore Clarke of David Clarke's Sons, who had a week of combat with influenza, has completely recovered and returned to business. A. F. F.

Telephone Watkins 2260
Harry Charles
104 W. 28th St., NEW YORK
VIOLETS
In Quantity For Easter
Peas, Lilies, Carnations, Bulbous Stock.
Shipping Orders Carefully Filled

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

W. L. DOYLE A. E. BOOTH
Doyle & Booth
WHOLESALE FLORISTS
Consignments Solicited
Telephone: Watkins 9408
121 West 28th St, NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
31 and 43 W 18th St., New York

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISSION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

S. H. RUSSIN
Importer and Manufacturer of
Baskets, Novelties and Florists' Supplies
Opposite the New Flower Market
55 West 19th St., NEW YORK
Telephone Watkins 4443.

Geo. J. Polykranas
43 West 18th Street
NEW YORK
Telephone: 2264 Watkins

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins
NEW YORK CITY

CARNATIONS LILIES VIOLETS
For prompt and satisfactory results consign your cut to
SULLIVAN BROS. & CO.
WHOLESALE FLORISTS
112 W. 28th St., Phone Watkins 3439 NEW YORK
NOVELTIES ROSES ALL SEASONABLE FLOWERS

William Mackie
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Carnations and Sweet Peas of Fine Quality.
Telephone: 759 Watkins
Mention the American Florist when writing

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
31 and 43 W. 18th St., NEW YORK
Telephones: Watkins 300 and 301
Mention the American Florist when writing

M. C. FORD
31 and 43 W. 18th St., NEW YORK
Telephones: 3870-3871 Watkins
THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
31 and 43 W. 18th St., New York
Prompt and careful attention to your interests. Consignments Solicited.
Mention the American Florist when writing

J. K. ALLEN
Wholesale Cut Flower Commission Dealer
43 West 18th Street, NEW YORK
Near the main entrance on 18th Street Wholesale Flower Market.
We are in short supply of Roses, Carnations, Valley and Orchids. Would be glad to correspond with small or large growers, same particular attention is given to all. Give me a trial and be convinced.
Established 1887. Telephones Watkins 167 / 3058
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, MAR. 16.

		Per 100
Roses, Beauty	50.00@	75.00
" Mdm. Butterfly	6.00@	25.00
" Pilgrim	6.00@	20.00
" Hadley	8.00@	50.00
" Dunlop	6.00@	25.00
" Dbl. Whit. Killarney	5.00@	20.00
" Columbia	5.00@	20.00
" White Killarney	4.00@	15.00
" Aaron Ward	6.00@	20.00
" Ophelia	5.00@	20.00
" Mrs. Chas. Russell	6.00@	30.00
" Premier	6.00@	25.00
" Sunburst	4.00@	20.00
" Scott Key	10.00@	50.00
Adiantum Croweanum and Hybridum	1.50@	2.00
Asp. Plumosus, per bch	.25@	1.00
Bouvardia, doz.	.40@	.50
Carnation Laddie	8.00@	10.00
Carnations	3.00@	8.00
Cattleyas	25.00@	75.00
Gardenias, per doz.	1.00@	4.00
Lilies, white	10.00@	20.00
L. Rubrum	5.00@	15.00
Lily of the Valley	2.00@	5.00
Lilac, per bch	.50@	2.50
Acacias, cut, per bch	2.50@	3.50
Narcissus, Paper White, doz.	.40@	.50
Narcissus, Majors and Spurs, per doz.	.40@	.50
Callas, per doz.	1.50@	2.50
Smilax, doz. strings	2.00@	2.50
Snapdragons, per doz.	1.00@	2.00
Violets	.25@	.50
Daisies, yellow	1.50@	3.00
Tulips, per doz.	.25@	.50
Tulips, Darwin, per doz.		1.00
Mignonette, per doz.	.50@	1.00
Wallflowers, per doz.	.20@	.25
Buddliea, per dozen	.50@	.75
Freesia, per doz.	.25@	.35
Forget-Me-Nots, pr. dz. bchs		1.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments Solicited.
Mention the American Florist when writing

HERMAN WEISS
121 W. 28th St., NEW YORK
'Mums, Snapdragons, Roses, Carnations, Bouvardias, Pompons and Orchids.
As Well As All Other Flowers in Season.
Member
New York Wholesale Florists' Protective Ass'n.

Telephones Watkins D. J. Pappas, President
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK

PHONE 2335 / 2336 WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK

Traveling Wholesale Florist
INC.
31 and 43 W. 18th St., NEW YORK
Telephone 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

St. Louis, Mo.

MARKET WELL SUPPLIED WITH STOCK.

There is a great quantity of stock of all kinds on the market, however, prices remain good and the demand is excellent. It is predicted that bulbous and spring flowering plants are at least three weeks in advance of the regular season, and that due to this there will be a shortage of lilies for Easter. Spring flowers and carnations are the leaders this week, and are more than plentiful but the demand is great. A limited but select quantity of Laddie carnations are offered by a few establishments for from $10 to $12.50 per 100 wholesale. Among the roses, the Mrs. Chas. A. Russell, Premier, Columbia, Ward, Butterfly and White Killarneys are most abundant and the demand for them is pressing. Roses are coming in heavier this week than last but the market is far from being flooded with them. Lilium Harrisii is plentiful and some excellent Easter pot plants are among the offerings of the retailers. The stock of callas is increasing but the demand is very good. They find their principal use in funeral pieces. A few freesias are coming in, but they are not valuable property. Calendulas are increasing. The demand for jonquils is on the decrease, but the supply remains the same. Exceptional stock is to be had at moderate prices. Narcissi are about gone. Roman hyacinths are few and far between, and consequently bring a good price. Tulips of the common varieties are plentiful, but there are few Darwin and Murillo varieties to be had. The supply of sweet peas is limited and the demand for them is brisk. Green carnations are to be had in limited quantities. Daisies are more plentiful this week and are good sellers. Spanish iris is limited as to quantity, but the quality is exceptional and it sells fast. Violets are not plentiful and only home grown stock is offered. Orchids of the cattleya varieties are plentiful and in great demand for use in corsage bouquets. Cyclamen plants are about gone and cinerarias are on the decrease also. A few primroses are in and are being sold in combination with willows. Pandanus and dracaenas are found in the majority of windows and a few fine pot plants of the fern, Cibotium, are also shown. Several of the retailers are showing some fine pot plants of Deutzia genistas and lilacs. Greens are plentiful. Asparagus plumosa and sprengeri show slight fluctuations in price and ferns remain at $5.00 per 1,000. A limited quantity of fine wild smilax is being offered.

NOTES.

The Florists' Club held their regular meeting March 10, at the offices of the Smith Wholesale Floral Co. L. P. Jenson, of the Missouri Botanical garden, gave a most instructive lantern-slide lecture on "Landscape Gardening." After the lecture, Robert Newcomb, Burlington, Ia., exhibited a new carnation and a new adiantum fern. Both were of exceptional merit. Mr. Newcomb was awarded a certificate of merit for his new creations.

Grimm & Gorly had an unusually attractive St. Patrick's day window. The Irish flag was represented by flowers of green, white and yellow. There were many shamrocks and green sweet peas most artistically arranged against a background of white and lighter colors.

The "Say It With Flowers" bowling league will meet for six more consecutive weeks, and will then hold its annual tournament when prizes amounting to $1,000 will be given away. Each member of the league is expected to receive a prize.

George H. Pring attended the New York Spring Show and the directors' meeting of the National Association

Violets For Easter

DOUBLE BLUES AND WHITES

CALIFORNIA SINGLES, GOV. HERRICK SINGLES

We receive more Double Violets than any other New York Wholesaler.

CAN SHIP IN ANY QUANTITY

Also Carnations, Sweet Peas, Asparagus

And All Seasonable Flowers

DOYLE & BOOTH

121 West 28th Street, Phone, Watkins 9408 **NEW YORK**

ROSES

Tausendschon, Ramblers,
Baby Ramblers, Magna Charta,
$1.00 to $7.50 each.

Tulips, Hyacinths, Daffodils

6-inch, 50c; 8-inch, $1.00; 9-inch, $1.50.

Genistas $1.50 to $2.00. **Daisies** $1.00 to $1.50.

FINE FERNS ALWAYS ON HAND.

HENRY A. WAGNER

575 Midwood Street, BROOKLYN, N. Y.

Take Interborough Subway (from New York) and get off at Sterling or Winthrop St. Stations

LAST CALL FOR

Easter Lilies

We have them good, 2 to 5 blooms, 12 to 20 inches tall, good green foliage, at **25c** per bloom. Just right for Easter. Hurry along your orders with the cash. Will give prompt service.

H. S. BRANDT, York, Pa.

EASTER AN EVENT, BUT NOT WITH

Traendly & Schenck

We Always Have a Large Supply of the

FINEST ROSES

of All the Good Varieties in Demand.

Valley, Sweet Peas, Carnations

and All the Leading Spring Novelties

Traendly & Shenck

436 Sixth Ave., Phones 0797 0798 0799 Watkins **New York City**

EMIL SCHLOSS, Pres. and Treas. MILTON SELINKA, Secretary.

THE RIBBON HOUSE

SCHLOSS BROS., RIBBONS, INC.

31 and 33 East 28th Street, NEW YORK

HEADQUARTERS

For Florists' Ribbons, Chiffons and Novelties

For the Easter Trade

Special American Beauty Roses
Selected Carnations

M. C. FORD, Wholesale Florist
43 W. 18th St., NEW YORK

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

NEW YORK

Phone:
1552-1553 Columbus
Established 1849

Your Easter Orders Will Be Promptly Filled

DAVID CLARKE'S SONS

2139-2141 Broadway, Cor. 75th St.

Members of Florists' Telegraph Delivery.

ORDERS BY TELEGRAPH GIVEN SPECIAL ATTENTION

Mention the American Florist when writing

NEW YORK
924 Madison Ave.
Between 73rd and 74th Sts.
Phone: 9864 Rhinelander

A. ECKRICH

(Successor to Charles E. Grunewald)

FLORIST

Orders from Other Cities Promptly Filled.

Mention the American Florist when writing

New York

ADOLPH MEYER, Florist

1062 Madison Ave., at 80th St.

In the heart of the most exclusive residential section. Telephones, Lenox 2352 and Lenox 7019.

Automobile delivery in New York, New Jersey and Connecticut.
Member of Florists' Telegraph Delivery

Mention the American Florist when writing

BROOKLYN, N. Y.
256 Fulton Street
Bet. Clark and Clinton Sts.
Day and Night Telephone 334 Main

MASUR

FLORIST

Personal attention to orders from other cities.

Mention the American Florist when writing

of Gardeners, of which he is vice-president.

The W. A. Rowe Floral Co., Kirkwood, has been very successful with their spring flowering plants this year.

The St. Louis Wholesale Cut Flower Co. finds a ready market for their orchids and sweet peas.

Unusually good success with their Easter hydrangeas is reported by the Burdet Floral Co.

The Windler Wholesale Floral Co. is cleaning up daily on roses and carnations.

The Fred C. Weber Floral Co. is making a specialty of shrubs this week.

A large business in callas and Easter lilies is reported by C. A. Kuehn.

Sweet peas have been a leader for the week with H. G. Berning.

Street merchants are doing a lively business.

Visitors: Robert Newcomb, Burlington, Iowa; Julius Dillhoff, New York.

R. D. M.

BROOKLYN, N. Y.

Hugo H. Jahn

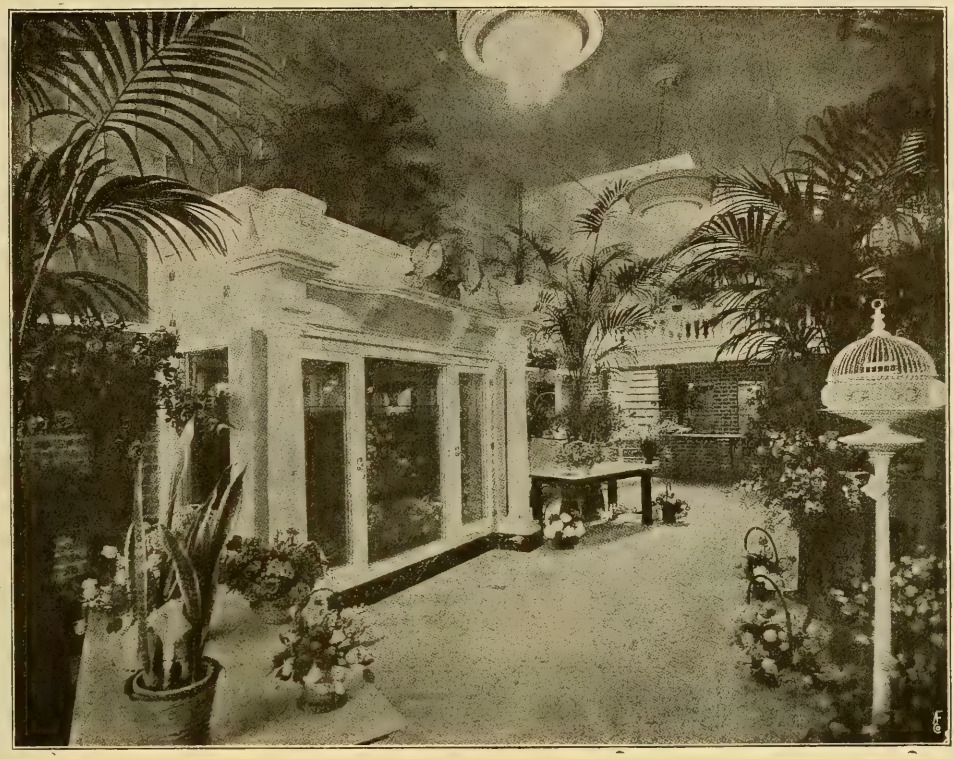
FLORIST

710 Nostrand Avenue, cor. Prospect Place

Phone, 1952 Lafayette

Flowers Delivered Anywhere

PERSONAL ATTENTION.



YOUR CUSTOMERS WILL BE PERFECTLY SATISFIED IF YOU

"Say it with Flowers"

EASTER

THROUGH

SAMUEL MURRAY

FOR

Kansas City and Vicinity

We Give the Florist the Same High Class Service That We Do the Customer

SAMUEL MURRAY, 1017 Grand Ave., Kansas City, Mo.

Send Your Easter Orders To

DARDS

341 Madison Ave.
Opp. Hotel Biltmore
New York

The Leading
Florist for nearly
Half a Century

QUALITY plus SERVICE!

I want your F. T. D. business

In CINCINNATI

To mention Flowers is to think of

Julius Baer

Member of
F. T. D.

138-140 E. Fourth Street, CINCINNATI, O.

Ten minute service to Covington,
Newport, Bellevue and Dayton, Ky.

NEW YORK

Easter Offerings

OF FINE FLOWERS

Are Always Appreciated

Our Flowers Are Particularly Appropriate

for the occasion, being

The Best That the Market Affords

The name "Malandre Brothers" on a box of flowers is guarantee of quality

Orders from Other Cities Receive Our Prompt Attention

Malandre Brothers

2077 Broadway, near 72nd St.,
NEW YORK

Phone: Columbus 6883 **Members of Florists' Telegraph Delivery**

Easter Orders

FOR DELIVERY IN

Chicago and Vicinity

We have the stock and want your business. Our two stores handle a large and complete line of Cut Flowers and Plants, and are located so that deliveries can be made in the shortest possible time.

WE EXCHANGE ORDERS WHENEVER POSSIBLE

CHICAGO — The Homes of Flowers — CHICAGO

Alpha Floral Company

Our Motto: Satisfaction, Quality and Service.

Johnson & Chronis FLORISTS

Northwest Corner Wabash Ave. and Adams St. Members of the F. T. D. Southwest Corner 47th St. and Lake Park Ave.

YONKERS, N. Y.
Cor. Manor House Square

NEW ROCHELLE, N. Y.
542 Main Street

New York Floral Co.

Largest Retail Florists in Westchester County.

Yours EASTER Orders will receive our Prompt Attention

Members of Florists' Telegraph Delivery — Established 1908

Mention the American Florist when writing

NEW YORK

Christatos & Koster
FLORISTS
717 Madison Avenue
Bet. 63rd & 64th Sts.
Phone: 4846 Plaza.
Branch: 918 Park Ave., N. Y.

NEW YORK

Washington Heights Floral Co.
Florists and Decorators
P. VELOTAS
3542 Broadway
Tel. Audubon 4459
Out-of-Town Orders Given Prompt Attention

NEW YORK

PAPPAS BROS.
FLORISTS
2216 Broadway
Bet. 78th and 79th Sts.
Telephone: Schuyler 1069
Branch: 315 West 110th Street
Phone: Cathedral 8041
Careful Attention Given Orders from Other Cities

Send Easter Orders for

Chicago and Suburbs

—TO—

A. LANGE

Chicago's Service Florist

Finest Flowers

Unexcelled Facilities

Exclusive Assortment of Easter Novelties

Telephone, Telegraph and Mail Orders Given prompt Attention.

A. LANGE, *FflorIst*

77-79 E. Madison Street, CHICAGO

Long Distance Telephone, Central 3777 All Departments.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

NEW YORK
1028 Sixth Avenue
Cor. 58th Street
Telephone: 961 Plaza
Twenty-five Years in One Spot

N. CHRISTATOS
FLORIST

For EASTER
Out of Town Orders Will Receive Prompt and Personal Attention.

Mention the American Florist when writing

MIAMI, FLA.

Miami's Largest Florist

The Exotic Gardens
801 12th Street

Prompt Deliveries to All Points in Southern Florida

Member F. T. D.

Mention the American Florist when writing

Rochester, N. Y.

J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N

Rochester ph. 506. Long Dist. Bell ph. 2189
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing

Newark, N. J.

Begerow's
MEMBER FTD

946 BROAD ST.

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND
EUCLID AVENUE
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

BOHANNON FLORAL CO.
75 East Monroe Street, CHICAGO
Member of F. T. D.

Buffalo, N. Y.

S. A. ANDERSON
440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Brooklyn, N. Y.

JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
ELEVEN STORES
Main Store— **Lewis Ave. Cor. Hancock St.**

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

Danker
FLORIST

The Best Service MEMBER FTD

Mention the American Florist when writing

Toronto, Can.
Canada's Best Known and Most Reliable Florist.

Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

Steamers arriving at or leaving any port can be served at a few hours' notice.

(*Members F. T. D.*)

Bees Ltd
Bold Street
LIVERPOOL

(*Members F. T. D.*)

Mention the American Florist when writing

Boston, Mass. MEMBER FTD

Houghton Gorney Flower Shop
UNDER THE PARK STREET CHURCH

Centrally located. Each order receives my personal attention. Best facilities for shipping

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON
1181 E. 71st St.

The Largest Growers of Flowers in the City

Mention the American Florist when writing

Washington, D. C.

Louise Flower Shop
Connecticut Ave. at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders
We have the Best Facilities in the City
Established 1857

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The FLORIST

2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"
Get in touch with
MATTHEWSON'S, SHEBOYGAN, WISCONSIN.
Member of Florists' Telegraph Delivery.

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

C. Frauenfelder FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

J. W. RODGERS

Elks' Building,
4 South Jefferson Street, **Dayton, O**
Telegraph orders for Dayton will receive our immediate and careful attention.

LITTLEFIELD, Florist
WORCESTER, MASS.

Mention the American Florist when writing

Chicago

H. N. BRUNS

3040 West Madison St., Chicago

Telegraph, Telephone and Mail Orders Given Prompt and Careful Attention

Steamship Sailings.

FROM NEW YORK EXCEPT AS NOTED.

March 20.

FROM NEW ORLEANS, Philadelphian, I. M. M. Lines (Liverpool).

March 21.

FROM NORFOLK, Scythian, I. M. M. Lines (Antwerp).

March 22.

Vasari, Cunard-Anchor Line (Liverpool).
Aquitania, Cunard-Anchor Line (Southampton).

March 23.

FROM PHILADELPHIA, Schiedyk, Holland-America Line (Rotterdam).
FROM BALTIMORE, L. Downshire, I. M. M. Lines (Dublin).
FROM BALTIMORE, Vellavia, Cunard-Anchor Line (London).
Pannonia, Cunard-Anchor Line (Gibraltar-Trieste).

March 25.

FROM PHILADELPHIA, Gothland, I. M. M. Lines (Hamburg-Danzig).

March 26.

FROM NEW ORLEANS, Manta, Porto Rico Line (San Juan).
FROM BOSTON, Nitonian, I. M. M. Lines (London-Antwerp).
FROM PHILADELPHIA, West Tacook, I. M. M. Lines (Glasgow).
La Savoie, French Line (Havre).
New Amsterdamm, Holland-America Line (Rotterdam).
Belgic I. M. M. Lines (Liverpool).
Montauk, I. M. M. Lines (London).
Mercian, I. M. M. Lines (Manchester).
Finland, I. M. M. Lines (Antwerp).
Navarino, Cunard-Anchor Line (London).
Columbia, Cunard-Anchor Line (Glasgow).

HENRY Wittbold Co OF EVANSTON Chicago.

30 East Randolph Street
Members of Florists' Telegraph Delivery.

Kansas City, Mo.

The Apollo Flower Shop

4 East 11th Street
We Carry the Largest Stock of Cut Flowers in the City. We Please the People.
Home Phone: Main 3652 Bell Phone: Main 1034

NEWARK, N. J.

Philips Bros.

938 BROAD STREET
Members of Florists' Telegraph Delivery.

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue
Member Florists' Telegraph Delivery

WASHINGTON, D. C.

GEO. H. COOKE

Florist
Connecticut Avenue and L Street

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F.T.D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members of Florists' Telegraph Delivery

Milwaukee, Wis.

FOX'S

Incorporated
437-39-41 Milwaukee Street
Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1581

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

For St. Louis

WIRE

Grimm & Gorly

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Members of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—American Beauty Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Brooklyn, N. Y.—Masur, Florist.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans,La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—Adolph Meyer, 1062 Madison ave.
New York—A. Eckrich, 924 Madison Ave.
New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Christatos & Koster.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—N. Christatos.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Olympia Florist.
New York—Pappas Bros., 2216 Broadway.
New York—G. E. M. Stumpp.
New York—The Boulevard Florist.
New York—Washington Heights Floral Co.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—P. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Savannah, Ga.

JOHN WOLF

The Largest Grower of Cut Flowers in the South

Mention the American Florist when writing

Knoxville, Tenn.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.
Members F. T. D.

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST KC,Mo.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

BUNYARD, NEW YORK, 413 Madison Ave.
Bellevue Avenue, NEWPORT, R.
Summer Season.

Hession
Madison Ave. and 76 St.
NEW YORK
Quality Flowers
BEST IN THE MARKET
AT REASONABLE PRICES
Plant Specialists Phones: Rhinelander 107—420—775
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Mention the American Florist when writing

"SAY IT WITH FLOWERS"
MacSchling Flowers
Schling Service Nothing Better
785 Fifth Avenue
NEW YORK CITY
Member of Florists' Telegraph Delivery.

New York
Telephone Audubon 6618
Established 1906
Olympia Florist
(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY.
Orders from Other Cities filled with promptness

MEMPHIS, TENN.
Memphis Floral Company
MAIN AND UNION
WIRE US

Pittsburgh, Pa.
A.W. Smith Co.
KEENAN BLDG.
Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

Chicago
Congress Flower Shop
CONGRESS HOTEL
520 South Michigan Ave.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS
KOTTMILLER
426 Madison Ave.. NEW YORK

New York
Malandre Brothers
2077 Broadway, near 72nd St.
'Phone, Columbus 6883
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

New York.
Established 1849
David Clarke's Sons
2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus.

New York.
Telephone Lenox 3822
HENRY HART, Inc.
FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

New York
J. G. Papadem Co.
(FORMERLY DRAKOS CO.)
2953 Broadway.
Member of Florists' Telegraph Delivery.

New York
Phone Whitehall 0331
Trinity Court Building
Alexander FLORIST
74 Trinity Place
In the heart of the financial and business district and within 15 minutes of any steamship lines.

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade distcount.
229 WEST THIRD STREET

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.

NEW YORK
The Boulevard Floral Co.
2391 Broadway
Telephone: Schuyler 6375
Members of the Florists' Telegraph Delivery

BROOKLYN, N. Y.
American Beauty Florist
A. GILAS, Prop.
526A Nostrand Avenue
Telephone 5712 Bedford
Choice Fresh Cut Flowers Received Daily For All Occasions
We Telegraph Orders all over the World

New York's Favorite Flower Shop
G. E. M. Stumpp
Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

New York
BROADWAY FLORIST
2094 Broadway, S. E. Cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Salt Lake City, Utah
Evans Floral Co.
261 South State Street
Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.

Oak Park, Ill.
AVENUE STATE BANK BLDG.
WILLIAM PALMER
FLORIST
Member of Florists' Telegraph Delivery.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florist
JOHN BREITMEYER'S SONS
1314 Broadway
PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

Penn, The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around WASHINGTON, D.C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery & Etc
FLORISTS
135 Carondelet St.
ROSES ORCHIDS VIOLETS
NEW ORLEANS
F.T.D.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to
The Dominion Floral Co.
484 St. Catherines St., West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

Mention the American Florist when writing

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

DAYTON, OHIO
W. G. Matthews Co., Inc.
18 West Third Street.
Conservatories in Riverdale.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Staten Island, N. Y. F. T. D.
ALEX. S. GEORGE
(Not Incorporated)
National Florist
FLORAL ARTIST
423-425 Richmond Terrace
(V. M. C.)

Mention the American Florist when writing

Nashville, Chattanooga and Atlanta
THREE STORES
MEMBER Florists' Telegraph Delivery
Joy's

Mention the American Florist when writing

New York
Matthew A. Battista
FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D.
799 Park Avenue
Telephone Rhinelander 3087

Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Members of Florists' Telegraph Delivery.

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Hartford, Conn.

WELCH'S Flower Shop

Also Store at New Britain, Conn.
Established 1885.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.

138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.

The Park Floral Co.

E. E. GILLIS, President.
E. F. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell
FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Michigan — Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

CHICAGO OPPOSITE FIELD'S — DETROIT

Central Floral Co. 132 N. State, CHICAGO 1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros. Finest floral studio in Northwest. Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORIST

930 PROSPECT AVE., Erie Building. CLEVELAND

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Salt Lake City

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass.

First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

WICHITA, Kansas — Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers — Personal Service — Members F. T. D.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

Mention the American Florist when writing

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

Tacoma, Wash.

California Florists

will take care of all telegraph orders.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass., Counsel. Next annual meeting, will be held at St. Louis, June 20-21, 1921.

SEED POTATOES at Chicago are $1.50 per hundred pounds.

CALIFORNIA seed crops look good and the weather continues quite favorable.

FAVORABLE weather in the east and middle west last week gave a considerable spurt to the retail counter trade.

VAUGHAN'S SEED STORE, Chicago and New York, reports mail order business in March well ahead of last year, some days making a record.

PRICE of bags at Chicago, March 16: American, 16-oz., $35.00, per bale, in bale lots or over; Railroads, 16-oz., $30.00; Crown, 12-oz., $23.00.

NEW YORK.—Manager C. W. Scott, of the Yokohama Nursery Co., has returned from the west well pleased with business conditions in his lines.

VISITED CHICAGO: A. J. Brown, of the A. J. Brown Seed Co., Grand Rapids, Mich.; R. Galloway, of the Galloway Bros. Co., Waterloo, Ia.; V. L. Outerbridge, representing Henry & Lee, New York.

LOS ANGELES, CALIF.—John Bodger, senior member of the John Bodger & Sons Co., has arranged to leave for Europe, March 26, by way of New Orleans, Washington and New York. Mrs. Bodger accompanying him.

ERFURT, GERMANY.—Werner Schmidt, sole owner of Haage & Schmidt, died February 11. He succeeded his father, the late Carl Schmidt, only about a year ago, was 39 years old, and leaves a widow and three young sons.

SHORT flower seed items are Aristolochia Sipho, Statice latifolia, Viola odorata, V. Cornuta, Humulus Japonicus and H. Japonicus, fol. var., Primula veris, Phlox decussata and P. Drummondii, nana varieties, Asparagus Sprengeri, striped zinnia, pink verbena and portulaca.

ONION SET growing contracts in the Chicago district are being placed with farmers freely on the south side about 40 cents lower than last year, but the north side contracting has been slow thus far. Recent prices for sets on South Water street were 60 cents to 75 cents for colors and $1.25 for whites.

THE late W. W. Barnard, president and founder of the W. W. Barnard Co., Chicago, whose death is recorded in our obituary columns this week, had a remarkable grasp of the details of his business. Seed growers say he could enumerate his requirements in varying amounts of 10 to 100 bushels of a kind, making a total of many kinds, all from memory, without referring to lists or other memoranda.

D. M. FERRY & Co., of Detroit, Mich., are introducing a new shipping tomato, which they call Gulf State Market, color, deep purplish, shape, round, size, large.

WASHINGTON, D. C.—Chairman Penrose of the senate finance committee, has promised speedy action of tariff and tax revision at the special session of Congress.

The Late W. W. Barnard.
(See Obituary, Page 427.)

French Bulbs.

The weather has been unfavorable to French bulbs and definite information regarding the crop will not be available before the latter part of April.

The French bulbs of all kinds shipped to the United States in 1920 numbered upwards of thirty-six and one-half millions.

Field Seeds.

There was a decided improvement in the demand for clover seed during the week ending March 5. Favorable weather for farm work in many sections reminded farmers to make arrangements for obtaining seed. Seedmen's stocks of most kinds of seed are reported to be smaller than normal but stocks held in the country are estimated to be much larger. Somewhat higher prices are being offered to growers for several of the important kinds and many growers are of the opinion that now is the opportune time to dispose of their surplus seed before it is too late for seedsmen to receive, reclean, and get seeds to their customers in time for planting.

Clovers and Alfalfa.—Red clover prices advanced $1 to $2.50 per 100 pounds in most markets. The demand during the week showed much improvement over that of last week and spot stocks were being reduced materially. A freer movement from growers to seedmen is helping the latter to replenish their stocks. Imports of red clover amounting to over 30,000 pounds were received from Germany.

Alsike quotations were 50 cents to $1 higher in a number of cities. Offerings from the country continue to be rather small, but because of the $2 to $5 premium for alsike clover over red clover, the relative demand for alsike is less than for red clover.

The urgent demand for alfalfa and sweet clover usually comes somewhat later than that for red and alsike clover. Prices were firm for alfalfa and about 50 cents per 100 pounds higher for sweet clover in a few important markets.

Grasses—The prices for grass seeds were supported largely by the increases in clover prices. Redtop showed some independent strength and was quoted firmer and a little higher in a few cities where some difficulty was being encountered in replenishing stocks. About 60,000 pounds were exported to Great Britain and 3,300 to Holland during the week.

Meadow fescue exports, amounting to 55,000 pounds, of which 44,000 were billed to Great Britain and 11,000 to Holland, were reported from New York.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.
Mention the American Florist when writing

The Best Color Chart.
PRICE, $1.00 POSTPAID
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.
Mention the American Florist when writing

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA
Mention the American Florist when writing

Of Interest to Seedsmen

New Arrivals of Flower Seeds

We continually receive consignments of

FRESH FLOWER SEEDS

from the world's best growers, and we are in better shape to fill orders more promptly and complete than it has been possible for several years past.

Send us your orders, and we will see to it that they are handled with dispatch.

CHICAGO **VAUGHAN'S SEED STORE,** NEW YORK

Catalogues Received.

A. Henderson & Co., Chicago, seeds, plants and bulbs; The D. Hill Nursery Co., Dundee, Ill., florists' evergreens; Elmer D. Smith & Co., Adrian, Mich., chrysanthemums; Conard & Jones Co., West Grove, Pa., roses; Jackson & Perkins Co., Newark, N. Y., nursery stock; American Seed & Seedtape Co., Newark, N. J., seeds; Julius Roehrs Co., Rutherford, N. J., seeds and nursery stock; Clarke Bros., Portland, Ore., roses; Joseph Breck & Sons, Boston, Mass., seeds, plants and bulbs; Weeber & Don, New York, seeds, plants and bulbs; Thos. J. Grey Co., Boston, Mass., seeds, plants and bulbs; Isaac F. Tillinghast, Santa Rosa, Calif., seeds, plants and bulbs; Quality Seed Store, Stamford, Conn., seeds, plants and bulbs; Fraser Nursery Co., Huntsville, Ala., nursery stock; J. K. Rugowski Seed Co., Manitowoc, Wis., seeds, plants and bulbs; Charles D. Ball, Holmesburg, Philadelphia, Pa., palms; New Brunswick Nurseries, New Brunswick, N. J., roses; Harlan P. Kelsey, Salem, Mass., nursery stock; William Tricker, Arlington, N. J., water lilies; Emmett Dove, Rockville, Md., dahlias; B. Hammond Tracy, Wenham, Mass., dahlias; Memphis Plant Co., Memphis, Tenn., vegetable plants; Huntsville Wholesale Nurseries, Huntsville, Ala., nursery stock.

Ernst & von Spreckelsen, Hamburg, Germany, seeds; DeGraaff Bros., Ltd., Noordwijk, Holland, bulbs; H. Prins, Lisse, Holland, bulbs.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky bluegrass, redtop and red clover at principal points of distribution, March 5, 1921, as given by the Government Market Reporter of March 12, 1921:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$7.00	$26.00	$13.50	$20.00
Baltimore	7.15	26.00	13.50	20.00
Richmond	8.00	28.00	15.00	18.00
Buffalo	7.00	26.75	14.00	20.50
Toledo	6.10	27.50	15.00	20.50
Louisville	7.50	26.50	15.00	23.00
Chicago	6.30	25.25	13.00	20.00
Minneapolis	6.25	26.50	14.00	19.50
St. Louis	6.50	27.00	13.50	20.50
Kansas City	7.00	27.00	14.00	19.00
Denver	7.25	28.00	15.00	21.50
Salt Lake	6.50	28.50	15.00	17.50
Seattle	8.50	30.00	18.00	19.00
Average for the United States same date, 1920	$14.45	$30.45	$20.75	$57.65

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1000 seeds	$ 4.00	10,000 seeds	$36.00
5000 seeds	19.00	25,000 seeds	85.00

ASPARAGUS SPRENGERI SEED

1000 seeds	$1.50	10,000 seeds	$12.50
5000 seeds	6.75	25,000 seeds	28.75

ASTER, QUEEN OF THE MARKET

	Tr. Pkt.	Oz.		Tr. pkt.	Oz.
Blush Pink	$0.25	$1.00	Rose Pink	$0.25	$1.00
Crimson	.25	1.00	White	.25	1.00
Dark Blue	.25	1.00	Mixed	.20	.75
Light Blue	.25	1.00			

ASTER, EARLY ROYAL BRANCHING

	Tr. Pkt.	Oz.
Lavender	$0.40	$2.25
Purple	.40	2.25
Rose Pink	.40	2.25
Shell Pink	.40	2.25
White	.40	2.25
Mixed	.40	2.00

ASTER, CREGO

White	$0.40	$2.00
Shell Pink	.40	2.00
Rose Pink	.40	2.00
Purple	.40	2.00
Lavender	.40	2.00
Mixed	.30	1.50

ASTER, MICHELL'S IMPROVED SEMPLE'S BRANCING

White	$0.30	$1.50
Shell Pink	.30	1.50
Rose Pink	.30	1.50
Lavender	.30	1.50
Purple	.30	1.50
Crimson	.30	1.50
Mixed	.30	1.25

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List—It's Free.

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Mention the American Florist when writing

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KELWAY'S
choice strains of Florists' Flowers are unsurpassed and we can point to over 300 Exhibition Awards gained in all parts of the world.
Prices always available—spot or growing crops.
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PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
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An experience of half a century in producing high grade
GARDEN SEEDS
at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.
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Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
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GIGANTEUM from Chicago. Denver, Toronto and New York. **HARDY VARIETIES** and **FORMOSUM** from New York.

For Immediate Shipment.

T. R. BEGONIA Bulbs; **BAMBOO STAKES**, green and natural; **RAFFIA**, natural and colored; **VALLEY PIPS**, Dutch and German type; **Rosa Multiflora JAPONICA** Seeds and Stocks.

For Fall Shipment, 1921.

FRENCH BULBS. DUTCH BULBS, LILY BULBS, VALLEY PIPS, MANETTI STOCKS, PALM SEEDS.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

Vanderschoot's Dutch Bulbs

If you are interested in Top Quality of

Hyacinths, Tulips, Narcissus, Crocus, Etc.

for delivery in August next, please ask for our quotations.

WHOLESALE TRADE GROWERS. Established in 1830.

R. A. VANDERSCHOOT, Hillegom, Holland

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Wholesale Bulb Growers and Importers

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HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Sound Bulbs of Highest Vitality

From W. J. ELDERING & SON, Ltd., Overveen, Holland

We do not crowd our bulbs into marketable size at the expense of vitality and firmness. Our bulbs are absolutely full aged, solid, well matured and free from disease.

Write for prices to the home address, **OVERVEEN, HOLLAND,** or to **Room 309, White Hall Building, - - - NEW YORK CITY**

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Grown for the Wholesale Seed Trade

HAVEN SEED CO.

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WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

Mention the American Florist when writing

New Colors in Gladiolus

Are you acquainted with my Gladiolus Primulinus varieties? Nothing is more elegant and beautiful than my Gladiolus Primulinus, with their artistically arranged flowers and their oriental colors. And nothing is more bright and brilliant than my Gladiolus Chautauqua Red.

Catalogue, including Iris and Peonies, free on request.

The Chautauqua Flower Fields
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BEMUS POINT, NEW YORK

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Dutch and French Bulbs

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470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

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For an extra fine stock of

Lilies, Hydrangeas, Roses, Genistas

and other plants for Easter, See

WM. K. HARRIS

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DUTCH BULBS

Standard Bulb Company

BENTON HARBOR, MICH.

Ask prices.

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CYCLAMEN

We must have room and offer for one week.
2,500 2¼ in. **Cyclamen,** at $10.00 per 100; $90.00 per 1000.
3,000 3 in. **Cyclamen,** at $20.00 and $25.00 per 100.
1,000 4 in. **Cyclamen,** at $40.00 per 100.
Ask for our prices of **Easter Greeting Pelargoniums** and **Ferns.**

GEO. A. KUHL, Wholesale Grower **PEKIN, ILL.**

SPECIALTY

Easter Potted Plants

To Trade Only.

A. L. MILLER, Jamaica, N. Y.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. E. Cashman, Owatonna, Minn., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June, 1921.

PORTLAND, ORE.—New roses, produced by government experts, will be christened at the time of the Rose Festival, to be held here in 1922.

THE multiplication of homes, in Florida, with elaborate landscape decorations, has been the cause of great increase in southern nurseries, many so far beginners only.

WASHINGTON, IA.—Profit in new apple orchards is seen by D. E. Lewis, manager of the Central States Orchard Co., who states that there has been a decrease in orchard acreage in the United States in the past five years, and a slump in European production.

Winter-Flowering Witch Hazels.

The flowers of these interesting plants have never been more beautiful and abundant then this year. The flowers of Hamamelis vernalis, the species from southern Missouri, usually open late in December and in January, and those of the Japanese and Chinese species, are usually fully open in January and February. In the size of the flowers and in the length and brilliancy of the bright yellow petals, Hamamelis mollis, a native of western China, is the handsomest of the witch hazels. The pale green foliage of this shapely shrub is also attractive. It is very hardy and grows rapidly, and might well find a place in any garden or city plot in public view during the winter months. This witch hazel is one of the most valuable and interesting shrubs brought in recent years to the United States.—Arnold Arboretum Bulletin.

Young's Good Letter.

J. A. Young, of Young's Seed and Plant House, Aurora, Ill., in sending out his new catalogue, mails separately to customers and prospective buyers, the following good letter:

"Dear Friend:

"I send you my seed and plant book. I am proud of this book for two reasons:

"First—It is a good book and well printed. The type is clear and all statements made are positively true.

"Second—The prices are made just as low as I can possibly make them and at the same time give you honest goods.

"The grape vines listed on page 17, at $10.35 for 100, are only one of the many splendid bargains. In fact, the whole book is full of bargains. Compare my prices with any seed and nursery house.

"Will you do me a favor? I want not a few thousand but many thousand satisfied customers. Please put down on the back of your order a few names of people who ought to buy seeds or plants.

"Remember that I can look pleasant and say thank you for an order for a dime as well as for the big orders. I get both of them. I want customers and many of them.

"I thank you for paying attention to my advertisement and hope you will read my book and get others to read it. At least your order will be thankfully received and filled as honestly as anyone can put up an order.

Very truly yours, Youngs Seed & Plant House."

FERNS

Good clean stock, all pot grown, shipped without pots. **Bostons, Scottii, Cordetta,** 4-in., $3.60 per doz.; $25.00 per 100; 5-in., $5.40 per doz.; $40.00 per 100. **Cyrtomium Rochfordianum, Holly Ferns,** 3-in., $1.50 per doz., $8.00 per 100; 4-in., $3.00 per doz., $25.00 per 100.

R. Vincent, Jr. & Sons Co.
WHITE MARSH, MD.

WANTED

Prices on Rose Plants in 5,000 Lots

of Tausendschon, Roserie, Baby Rambler, Baby Tausendschon, Crimson Rambler, Excelsa, Dorothy Perkins, Magna Charta,

In Rooted Cuttings, 2¼-inch pots, one year old, field-grown.

HENRY A. WAGNER
575 Midwood Street,
BROOKLYN, NEW YORK.

Peach Trees

Fine Trees. Standard Varieties.
50,000 Trees, Straight and Well Rooted
W. T. MITCHELL & SON, Beverly, Ohio

2-yr. Ibolium Privet.

Ibolium Privet

The New HARDY HEDGE
Resembles California. HARDY AS IBOTA.
Dormant Summer Cuttings, $15.00 per 100
All larger grades sold.

Box-Barberry

Summer Frame Cuttings, $25.00 per 1000
For Lining Out,
10 samples postpaid for 50c.
Hard Wood Cuttings for Greenhouse Bench Propagation, $7.50 per 1000. READY NOW.

SURPLUS
Am. Hemlock, Pin Oak, Gingko, Red Maple Japan Iris.

ELM CITY NURSERY CO.,
Woodmont Nurseries, Inc.
NEW HAVEN, CONN.
Buy Box-Barberry and Ibolium Privet of the Introducers.

Hill's Choice Stock

STOCK FOR LINING OUT
Ornamental Evergreens and Deciduous Tree and shrub seedlings, Rooted Cuttings, Grafts, etc., in large assortment of rare, choice and standard varieties for lining out. Annual output, 2,000,000 plants.

LANDSCAPE EVERGREENS
New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

THE D. HILL NURSERY CO., Inc., Box 404, **Dundee, Ill.**
EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

Mention the American Florist when writing

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CONTAINS SPECIAL PRICES ON

Strawberries	Fruit Trees
Raspberries	Deciduous Trees
Blackberries	Evergreen Trees
Currants	Hardy Perennials
Gooseberries	Hardy Roses
Garden Roses	Hardy Vines

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VAUGHAN'S ASTERS

OSTRICH FEATHER

This is the finest type of Aster for all purposes, especially for market cut flowers. The graceful long petals are thickly produced.

Crimson, Light Blue, Lavender Pink, Rose, Soft Pink, Dark Blue, Pink, White, Silvery Lilac, Terra Cotta, Trade Pkt. 35c.

		Trade pkt.	Oz.
Any of above, except where noted	¼ oz., **40c.**	**$0.25**	**$1.40**
Mixed, all colors	¼ oz., **35c.**	**.25**	**1.20**

QUEEN OF THE MARKET

The Standard Early Flowering Type

White, Crimson, Lavender, Pink, Purple, Dark Blue, Scarlet, Flesh, Light Blue

Any of above	lb., **$12.00**; ¼ oz., **30c.**	**.15**	**1.00**
Mixed, all colors	lb., **10.00**; ¼ oz., **25c.**	**.10**	**.80**

GIANT BRANCHING

White, Lavender, Rose Pink, Crimson, Purple, Deep Violet, Peach Blossom, Azure Blue, Daybreak

Any of above	lb., **$12.00**; ¼ oz., **30c.**	**.15**	**1.00**
Mixed, all colors	lb., **10.00**; ¼ oz., **25c.**	**.10**	**.80**

CREGO

This flower is giant in size, many blossoms six inches across. The petals are nearly double the length of the older varieties and are twisted and curled into a very fluffy effect.

White, Crimson, Dark Pink, Lavender, Purple, Shell Pink, Dark Blue.

Any of the above	¼ oz., **40c.**	**.25**	**1.50**
Mixed, all colors	¼ oz., **40c.**	**.25**	**1.40**

THE ROYAL—Early-Flowering Branching

This type fills a gap between the Queen of the Market and the Late-Flowering Branching Asters. Sown early inside, and planted out with Queen of the Market, it follows that variety very closely.

White, Shell Pink, Rose Pink, Lavender, Purple

Any of the above	¼ oz., **40c.**	**.25**	**1.40**
Mixed, all colors	¼ oz., **40c.**	**.25**	**1.40**

THE KING

The habit is similar to the Giant Branching, vigorous in growth, long stiff stems. In form the flower is entirely distinct from any other variety; petals somewhat resemble the quilled varieties, but are much larger and broader, those in the center being curled and incurved, completely covering the crown. In shape and size the bloom is round, full and very large.

Rose. Pink. Violet. White. Crimson. Lavender.

Any of the above	¼ oz., **40c.**	**.25**	**1.40**
Mixed, all colors	¼ oz., **35c.**	**.25**	**1.20**

OTHER AMERICAN ASTERS

Heart of France. Heart of France opens red as the purest ruby, deepens with age and retains its remarkable color to the very end. The petals appear strikingly changeable, showing now a glow and sheen quite unique, now a soft warm velvety texture .... ¼ oz., **55c.** — **.35** — **2.00**

OTHER AMERICAN ASTERS—Continued

	Trade pkt.	Oz.
Peerless Pink. The flowers are enormous, globular in shape, many five inches across, of a most delightful and pleasing rich shell pink. First flowers appear about the middle of August, but the plant is at its zenith about four weeks later	**$0.25**	**$1.80**
Sensation. Dark rich garnet or ox-blood red which glistens in the sunshine like a live coal. The plants are of the free branching habit, about 18 inches high, the double flowers averaging about 3 inches in diameter are borne freely on stems about 12 inches long ... ¼ oz., **45c.**	**.25**	**1.60**
Mammoth Non-Lateral Branching White. 2 ft. This is without doubt the largest Aster on the market. Many of the flowers will measure four inches in diameter. The plants grow about two feet high with a low branching habit, and the flowers which are borne on non-lateral stems are full, with petals curled and incurved, making the flowers appear like a cross between an Ostrich Feather and a Giant Branching .. ¼ oz., **55c.**	**.35**	**2.00**
Mammoth Non-Lateral Branching Blue. 2 ft. A medium shade of blue ... ¼ oz., **55c.**	**.35**	**2.00**
American Beauty. Rose Pink. 2½ ft. Is similar in type of flower and growth to the Late Branching Asters, but differs in that all the large blossoms are produced on much longer and heavier stems. The flowers are fully double to the last and are a most lovely shade of bright carmine-rose, almost identical with the World-Famous American Beauty Rose. Each plant forms a perfect bush ... ¼ oz., **50c.**	**.25**	**1.80**
American Beauty. Lavender ... ¼ oz., **65c.**	**.35**	**2.40**
American Beauty. September Pink ... ¼ oz., **65c.**	**.35**	**2.40**

ASTERS IN MIXTURES

Vaughan's Florists' Mixture ... ¼ oz., **45c.**	**.25**	**1.60**
White Tall Varieties. Mixed ... ¼ oz., **45c.**	**.25**	**1.60**
Vaughan's Excelsior Mixture, Tall Asters. This is a mixture of the most beautiful, striking and distinct colors of the tall growing Asters, selected from the cream of the Giant Comet, Ostrich Plume, Branching and other desirable sorts, includes many kinds separately purchased for this mixture ... ¼ oz., **50c.**	**.25**	**1.80**

BALL'S WHITE ASTER

The seed of this splendid Giant Aster of the Late Branching Type—the product of twelve years' selection to develop the ideal of a perfectly double flower, of flawless color—is offered in 1921 for the first time.

It has been grown and the seed carefully selected every season since. In 1918, three-quarters of an acre netted $2,320. An exceptionally good market helped, but this variety has always sold for 50 per cent. more than ordinary White Asters.

The flowering season comes between the Royal and Late Branching types, filling in between the early and late glut of flowers. It grows to a medium height with full, distinctively centered blossoms, ideally formed for long distance shipping. The seed of this Aster is about two-thirds the size of ordinary varieties. It is sold in ¼-ounce packets, containing about 4000 seeds at **$3.00 per trade packet.**

We are the introducers of this new Aster, jointly with the originator, Mr. Geo. J. Ball.

FOR OTHER FLOWER SEEDS SEE OUR "BOOK FOR FLORISTS."

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

VIBURNUM PLICATUM

Also **Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.**

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO. WEST GROVE PENN'A.

Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Own Root Roses

All the Standard Forcing Roses.
All the Choice Ramblers.
All the Best Bedding Roses.

Send for list.

ROBERTS ROSE CO.

3480 South Emerson St., DENVER, COLO

Don't Buy Until You See Our Easter Prices

EASTER LILIES

3 to 20 bulbs per plant, 25c per bud and bloom.

ROSES

Dwarf Ramblers	$1.00 to $ 3.00 each
Tsusendschon Ramblers	3.00 to 15.00 each
Hybrids	1.00 to 5.00 each

FRENCH HYDRANGEAS

$1.00 to $5.00 each.

BULBS

Darwin Tulips	$1.00 to $2.50 each
Early Tulips	.75 to 1.50 each
Hyacinths, pink	.75 to 1.25 each

PALMS, FERNS, ETC.

WM. W. EDGAR COMPANY

"The House of Service." Tel. Belmont 600 WAVERLEY, MASS.

CARNATIONS

F. Dorner & Sons Co.

Lafayette, Ind.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

4,000 2¼-inch

Dunlop Roses

Fine. Ready to shift to make room, $100.00 per 1000.

L. B. Coddington, Murray Hill, N. J.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Doolev, Cook County, Ill , Vice-President; S. W. Severance, Loui-ville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

FOUR inches of rain fell in south Florida on March 11, doing much damage to tomato and pepper crops on low undyked land without pumps.

J. W. B. DAVIS, the greenhouse vegetable specialist of Aurora, Ill., who started his business at Glendale, Calif., last year, by building two houses 36 by 300 feet, is adding the third house, 53 by 700 feet. All three houses have been supplied by the John C. Moniger Co., Chicago.

Prices of Indoor Fruits and Vegetables.

CHICAGO, March 15.—Cucumbers, 2-dozen box, $4.50-$5.75; leaf lettuce, per box, 32½ to 35 cents.

NEW YORK, March 11.—Cucumbers per dozen, 75 cents to $2.75; mushrooms, $1.00 to $2.25 per three-pound basket; tomatoes, per pound, 15 to 50 cents; radishes, per 100 bunches, $3.00 to $7.00.

Vegetable Growers' Ass'n. of America.

ALBANY WANTS NEXT MEETING.

Efforts are being made to have the Vegetable Growers' Association of America hold its convention in Albany, N. Y., in November. At a recent meeting, held in the rooms of the Albany Chamber of Commerce, there were present officers of the vegetable growers' association of Albany, Rensselaer and Schenectady counties, farm bureau agents of this section and representatives of the Chamber of Commerce to discuss plans. Officers of the Chamber of Commerce will meet later with Colonel Charles E. Walsh of the New York National Guard to ask the use of the state armory on Washington avenue. The large drill shed in the armory could be used for exhibits and special features and rooms in the armory would be available for meetings. The Chamber of Commerce rooms could be used for convention headquarters. The gathering would bring to Albany between 600 and 1,000 delegates. R. D.

Vegetable Plants.

We have found that whenever industrial depression exists like at present, vegetable plants are good property. Many who are temporarily out of work, through sheer loneliness, take to some form of gardening, while others think this pursuit a form of economy. In regard to the latter we have our own views, which may not harmonize with those who are enthusiastic on this subject. However, we have never moralized on this subject. We proceed from this viewpoint that as long as there is a demand somebody is going to try to supply it. This applies to vegetable plants.

Some gardeners object to furnishing the city dweller with plants, claiming this helps to glut markets. This view if of course, a narrow one and needs no attention. We have practiced production of plants for years and have found it profitable. It gives us something to do on rainy days and the money is much surer than some of our market crops. In recent years we have sold most of our tomato plants in berry baskets—one dozen in each basket. That way they are easily handled and most satisfactory to the purchaser. Another form is the larger flat to hold 100 plants. We make them by ripping apple boxes into four flats. We buy these boxes in large quantities at five cents each and thus have a cheap yet uniform box for the purpose. When so little soil is used, care must be taken to have it rich and mellow, or the plants will not come up to size. We find a little sulphate ammonia in water, say three per gallon, will finish off these plants in fine shape. Among varieties to plant we try to reduce to the lowest limit.

Below is what we grow: Tomato—Bonny Best, Ponderosa, Stone; Cabbage—Copenhagen Market, Enkhepizen, Wakefield; Peppers—Ruby King, Ohio Crimson, Golden Queen, Cayenne; Celery—Easy bleaching, Giant Pascal; Head lettuce—Big Bottom, May King; Leaf lettuce—Grand Rapids, Simpson; Sweet potato—Yellow Jersey; Egg plant—Black Beauty; Cauliflower—Snowball, and Melon—Tip Top.

We find an increasing demand for melon plants in pots.

MARKETMAN.

50,000 Dracaena Indivisa

From 2 inch pots, ready for 3 or 4 inch pots, at $4.00 per 100. From 2 inch pots, good strong average sized plants at $3.00 per 100.

GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud. Good short jointed plants from 2 inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y

Abundance of Stock

Size		100	1000
2¼-in.	**Ageratums,** light or dark	$ 2.75	$25.00
2 -in.	**Coleus,** red or yellow	2.75	25.00
3 -in.	**Cyclamens,** 8 varieties	15.00	....
2¼-in.	**Fuchias,** 12 varieties	3.00	27.50
2¼-in.	**Heliotropes,** light or dark	3.00	27.50
2½-in.	**Marguerites,** fine plants	3.50	30.00
2½-in.	**Stocks,** Alice or Nice	2.75	25.00
2¼-in.	**Vincas,** variegata	5.00	45.00
3½-in.	**Vincas,** variegata	13.00	125.00

Liberal Extras. Correspondence Solicited.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

Ageratum Fraseri

We feel confident in offering **Ageratum "Fraseri"** to our customers that we are offering what will be one of the most valuable acquisitions to the bedding plant line in recent years, that it is a blue, a decided blue, that would be continually in bloom. In our trial grounds last summer **"Fraseri"** attracted more attention than any other bedding plant. It only grew about 8 to 10 inches high and was covered the entire season with what can easily be classed as immense trusses of flowers, as many of them were over 2¼ inches across, while the individual flower would be ⅞ of an inch in diameter. The plant spreads about 12 to 15 inches across. It can easily be used with Alternantheras as a border plant.

Being an early bloomer and dwarf, compact grower, it makes an excellent pot plant.

2-inch, $1.00 per doz ; $ 6.00 per 100.
3-inch, 1.50 per doz.; 10 00 per 100.

R. Vincent, Jr. & Sons Co.
White Marsh, Md.

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request.

Kentfield, Marin Co., Calif.

Early Cabbage, Beet, Lettuce, Cauliflower and Sweet Potato Plants

Delivered Prepaid—1000, $3.50; 5,000, $15.00; 10,000, $28.00.
Strong, well-rooted. Safe delivery guaranteed or money refunded. Cash.

Commercial Plant Growers Co , Box 109, New Bohemia, Va.

SEASONABLE STOCK

Ready for Delivery

	Per 100
Asparagus Sprengeri, 2¼-in.	$ 5.00
Flowering Begonias, wonderful young stock—	
Argentea Guttata, Otto Hacker, Pride of New Castle	10.00
Gloire de Chatelaine	6.00
Metallica and Mrs. M. A. Patten	8.00
Begonia Metallica, heavy 5-in., $4.00 per dozen	30.00
Cyperus Alternifolius, 2½-in.	8.00
Fern Dish Ferns, 2½-in. grand stock, Pteris Adiantoides, Cretica Alba Lineata, Magnifica, Wimsettii and Wilsoni	5.00
Cyrtomium Rochfordianum	7.00
Boston Ferns, 8-in., heavy, $1.50 each; 10-in. specimens, $3.50 each.	
Palms, Kentia Belmoreana, 2½-in. stock, $12.00 per 100; $100.00 per 1,000; 3-in. pots	20.00

The Storrs & Harrison Co., Painesville, Ohio

Ready Reference Section

15 CENTS, NET, PER LINE

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii. A large stock of one and two year in all grades. Two year transplanted are heavy for grades. Some three year with heavy tops and roots. Light stocks for lining out very cheap. CHAS. BLACK, Hightstown, N. J.

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $10.00 per 1,000.

ROMAN J. IRWIN
43 West 18th St. New York

Asparagus Sprengeri, 2¼-in., $4.00; 4-in., $10.00 per 100. EDGAR EASTERDAY, Nokomis, Ill.

Asparagus plumosus, 2-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

BARBERRY.

Box-Barberry, well-rooted summer cuttings $25.00 per 1,000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BEGONIAS.

Begonia Chatelaine, 2¼-in., $7.00 per 100; $65.00 per 1,000. Patten (new dark pink Chatelaine), 2¼-in., $8.00 per 100.

Pride of New Castle, 2¼-in., $14.00 per 100.

Ask for price list of Canna Roots and Gladioli Bulbs.

ROMAN J. IRWIN
43 West 18th St. New York

BEGONIA CHATELAINE
Well-Rooted Cuttings.
$20.00 per 1,000.
PETER REINBERG,
Wholesale Florist
30 East Randolph St. Chicago.

Begonia Chatelaine, pink and red, 3½-in., $15.00 per 100. THE FLORAL NURSERY CO., Box 92, R. 1, Decatur, Ill.

Begonias, Metallica, Otto Hacker and Pres. Carnot, $10 per 100. The Storrs & Harrison Co., Painesville, O.

BOXWOOD.

300,000 Boxwood edging. Suffruticosa, 5 to 6 and 6 to 7-in. Strong bushy plants. Old boxwood hedges. Write for prices. Specialty: moving boxwood hedges and trees without disturbing the roots. ROBERT H. RENDER, Chestnut Hill, Philadelphia, Pa.

BULBS.

Bulbs, Gladiolus. All bulbs are first-class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs, Gladioli and Rubrum Lilies. For varieties, prices and sizes see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

R. A. VAN DER SCHOOT
Hillegom, Holland
Extensive own culture of bulbs and plants. Prices on application.

CANNAS.

Cannas. Large-flowering. Fine 2 or 3 eye, plump, dormant roots, true to name. For varieties and prices, see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

CARNATIONS.

Ready Now!
New Varieties:

	100	1000
Harvester, Splendid white and a free bloomer	15.00	120.00
Edna, wonderful red and sure to please	15.00	120.00

Send for Complete Description.

PINK	100	1000
Laddie	$12.00	$ 90.00
Ruth Baur	10.00	80.00
Enchantress Supreme	5.00	45.00
Morning Glow	7.00	65.00
Mrs. C. W. Ward	5.00	35.00
Alice	4.00	35.00
Pink Enchantress	5.00	35.00
Rose-pink Enchantress	4.00	35.00
Miss Theo	5.00	45.00
Rosalia	6.00	50.00
Cottage Maid	5.00	45.00
Rosette	4.00	35.00
RED	100	1000
Ethel Fisher	$10.00	$ 90.00
Nebraska	5.00	45.00
Belle Washburn	5.00	45.00
Aviator	5.00	35.00
Herald	5.00	40.00
Beacon	5.00	40.00
Thenanthos	4.00	35.00
WHITE	100	1000
White Benora	$ 7.00	$ 65.00
Crystal White	5.00	45.00
White Enchantress	4.00	35.00
White Wonder	5.00	45.00
Matchless	4.00	35.00
White Perfection	4.50	40.00

Send Your Order To-Day. Get the Best that Money will Buy.
M. C. GUNTERBERG,
Wholesale Florist
8 East Randolph St., Chicago, Ill.

ROOTED CARNATION CUTTINGS

	100	1000
Aviator	$4.00	$35.00
Enchantress	4.00	35.00
White Enchantress	4.00	35.00
R. P. Enchantress	4.00	35.00
C. W. Ward	4.00	35.00
Alice	4.00	35.00
Thenanthos	4.00	35.00

PETER REINBERG
Wholesale Florist
30 East Randolph St., Chicago

ROOTED CARNATION CUTTINGS
Recognized as the leading quality by growers everywhere. Place your order with us and get the best.

	100	1000
Enchantress	$4.00	$35.00
White Enchantress	4.00	35.00
Matchless	4.00	35.00
Mrs. C. W. Ward	4.00	35.00
Rosette	4.00	35.00

WIETOR BROS.
Wholesale Florists.
30 E. Randolph St. Chicago.

CARNATIONS, STRONG ROOTED CUTTINGS

	100	1000
Enchantress Supreme	$5.00	$45.00
C. W. Ward	5.00	45.00
White Enchantress	4.50	40.00
Aviator	4.50	40.00
Matchless	4.00	35.00

CHAS. N. MILLER & BRO.
Morton Grove. Illinois.

CARNATIONS
Choice Rooted Cuttings
$5.00 per 100; $40.00 per 1,000.
Our cuttings are all made from flowering side shoots.
BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago.

CARNATIONS.

CARNATIONS — NOW READY
STRONG ROOTED CUTTINGS

Mrs. C. W. Ward	$5.00	$45.00
Enchantress Supreme	5.00	45.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Matchless	4.00	35.00
Pink Enchantress	4.00	35.00

J. A. BUDLONG CO.
184 North Wabash Ave., Chicago, Ill.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

ROOTED CHRYSANTHEMUM CUTTINGS
Now Ready

	100	1000
White Chadwick	$5.00	
Golden Chadwick	5.00	
Seidewitz	3.00	$25.00
Nagoya	3.00	25.00
Dr. Enguehard	3.00	25.00
Buckbee	3.00	25.00
Early Rose	3.00	25.00
Pompons		
Buckingham		20.00
Golden Wedding		20.00
Godfrey		20.00
Yellow Baby		20.00
Golden Climax		20.00
Lillian Dotty		20.00

Ready
Elegant new Pompon Hamilton Lewis, $5.00 per 100. Recognized as one of the best in Chicago wholesale cut flower market.
PETER REINBERG,
Wholesale Florist.
30 East Randolph St., Chicago, Ill.

CHRYSANTHEMUMS, ROOTED CUTTINGS.
Clean, healthy stock free from midge.
Standard Varieties.
Golden Glow, Early Frost, Charles Razer, Seidewitz and all other standard varieties. $3.50 per 100; $30.00 per 1,000.
Pompons—Hardy Early Flowering, Single varieties, Anemones, $3.50 per 100; $30.00 per 1,000.
Choice Commercial Varieties.

White Chadwick	White Turner
Pink Chadwick	Yellow Turner
Yellow Chadwick	White Mistletoe
Bronze Chadwick	Golden Mistletoe
Sun Glow	December Gem
Glen View	Odessa

Wells' Late Pink
Price on all above, $5.00 per 100; $45.00 per 1,000.
White Seidewitz, $6.00 per 100.
Hamburg Late White, $5.00 per 100; $35.00 per 1000. Pink Turner, $8.00 per 100. Ask for Price List of Carnation Cuttings.
ROMAN J. IRWIN
43 West 18th St., New York

CHRYSANTHEMUM PLANTS
In 2-inch pots.
Our celebrated early white pompons are ready to ship anywhere. This variety commences to bloom October 1, and will continue three months, producing quantities of double white pompons, which are fine for either cut flowers or potted plants.
$ 6.00 per 100
50.00 per 1000
BASSETT & WASHBURN
178 N. Wabash Ave. Chicago.

Chrysanthemums, Hamburg Late Pink. One of the best pinks for commercial purposes. Rooted cuttings, $8.00 per 100; $75.00 per 1000. 2-in. stock, $9.00 per 100; $85.00 per 1000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CHRYSANTHEMUMS.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIAS.

Cinerarias. Columbian Mixture and Stellata. In bloom. Just the thing for Easter. 4-inch. 20c each; 5-inch. 40c each. Cash with order. MATTHEWSON'S. Sheboygan, Wis.

CINNAMON VINES.

Most beautiful and fragrant of all climbers. Easily handled, quickly sold. Good "money-makers" every day for florists. Now is your time. Particulars and colored plate free. Address largest grower in the world. A. T. COOK, Seedsman, Hyde Park, N. Y.

COLEUS.

COLEUS ROOTED CUTTINGS.
$1.50 per 100; $14.00 per 1,000, by express. If postpaid, special delivery and insured, at customer's risk, add 15c per 100; 75c per 1,000. Golden Bedder, Verschaffeltii, Queen Victoria, Firebrand, Beckwith Gem, Trailing Queen and others.
American Beauty and Brilliancy, $2.50 per 100; $20.00 per 1,000.
Ask for Price List on All Bedding Plants.
ROMAN J. IRWIN
43 West 18th St., New York

Coleus. Best bedding kinds, 2-inch pots. $3.00 per hundred. Cash. JOSEPH BANCROFT & SONS, Cedar Falls, Iowa.

Coleus, Trailing Queen, rooted cuttings, $2.00 per 100. Cash, please. MRS. I. T. REID, Goodwell, Okla.

CYCLAMEN.

Cyclamen. The kind you have been looking for. Strong, well grown named varieties in separate colors in the following:

From 2½-in. pots............$12.00
From 3 -in. pots............ 20.00
From 4 -in. pots............ 40.00
From 5 -in. pots............ 75.00

Write for discounts on large orders.
We pay special attention to boxing and packing and the using of paper pots should insure safe arrival at destination. The stopping of express cars at our plant enables us to make direct shipments without unnecessary rough handling, which will be appreciated by our customers. Plants are moving fast and we advise ordering at once.
J. W. DAVIS COMPANY
Terre Haute, Indiana

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias. Trade list of 340 fine florists' cut flower sorts at very low figures. 100, our choice assortment, labeled to name, $5.50. Cash. INDIANA DAHLIA FARMS, New Albany, Ind.

Dahlias. Best cut flower varieties; get our list before placing your order. LYNDHURST FARM INC., R. F. D. No. 2, Hammonton, N. J.

DAISIES.

DAISIES. Single White, 2¼-inch, $6.00 per 100; $50.00 per 1000. Boston Yellow, 2¼-inch, $8.00 per 100.
Ask for Price List on Ferns, Cyclamen Seedlings, Etc.
ROMAN J. IRWIN
43 West 18th St., New York

DRACAENAS.

DRACAENA INDIVISA. Extra fine well-rooted, 5-inch pots, bushy and ready for a shift, $40.00 per 100; 3½-inch pots, $17.00 per 100; 2¼-inch pots, $5.00 per 100, $45.00 per 1,000.
ROMAN J. IRWIN,
43 West 18th St., New York.

Dracaena Indivisa. 2-in., ready for 3 or 4-in., $4 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

FERN RUNNERS, $15.00 per 1000. FOLLOWING VARIETIES: Boston, Roosevelt, Teddy Jr., Whitmanii, Whitmanii Comp. and Verona.
2¼-inch of above, also Scottii, $6.00 per 100, $50.00 per 1000. New Macawii, 2¼-inch, $10.00 per 100, $95.00 per 1000. Larger sizes ask for prices.
Bostons, 3-inch pots, $15.00 per 100; 3½-inch pots, $24.00 per 100; 4-inch pots, $26.00 per 100.
ROMAN J. IRWIN
43 W. 18th St., New York.

Ferns. Boston, Roosevelt and Harrisii. 2¼-in., $7.00 per 100; $65.00 per 1,000. Macawii, 2¼-in., $12.00 per 100; $100.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Ferns. Table and fern dish. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Ferns. 6-in., $1.00; 8-in., $1.50 and $2.00 each. Birds-nest, 5-in., $1.50; 6-in., $2.50 each. Wm. K. Harris, 55th and Springfield Ave., West Philadelphia, Pa.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

Ferns. Pot grown and in good shape. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Boston Ferns, good strong bushy stock, 5-in., at 50c. Add 5 per cent for packing. DAVIS FLORAL CO., Davenport, Ia.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns. Ill. descriptive list mailed. L. MOSBÆK, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums, Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8. Lancaster, Pa.

Geraniums. Double varieties, mixed, 3½-inch, $10.00 per 100. THE FLORAL NURSERY CO., Box 92, R. 1, Decatur, Ill.

GLADIOLUS.

Gladioli, under ½-in., $2.40 per 1000; over ½-in., $3.60 per 1000; ¾-in. and up, $5.00 per 1000. Sulphur Queen, Independence, Ida Van, Halley, Klondike, Brenchleyensis and good mixed. Cash. F. O. B. J. J. HATZ, Mizpah, N. J.

GLADIOLI.

GLADIOLI
Jack London, Anna Eberius, Thomas T. Kent, Mrs. H. E. Bothin. The four greatest and most perfect gladioli in existence. They have won the greatest admiration wherever shown and will soon be grown by the million. Our new catalog showing some of our varieties in natural colors and describing many of our other new creations is free on request. Write for it today.
RICHARD DIENER CO., INC.
Kentfield, California.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns. 3032-42 W. Madison St., Chicago.

NARCISSI.

Cut Flowers. Narcissus: King Alfred. Sulphur Phoenix, Barri Conspicuus, Sir Watkins, Emperor, Empress and other kinds. Write for prices. TAIT BROS. CO., Brunswick, Ga.

MYRTLE.

MYRTLE, HARDY CREPE VARIETY for covering graves, etc., $7.00 per 100; $60.00 per 1,000.
ROMAN J. IRWIN,
43 West 18th St. New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

PANSIES.

Pansies. Steele's Mastodon, cold-frame grown, fall transplanted, beginning to bloom, $2.00 per 100; $17.00 per 1,000. 500 at 1,000 rate. Express. EDGAR EASTERDAY, Nokomis, Ill.

Giant flowering and Giant Trimardeau pansy seedlings. Superb selection of mixed colors and gigantic blossoms, $4.00 per 1000; $17.50 per 5000, prepaid. Price list on request. HILLCREST GARDENS, Albert Lea, Minn.

Pansies. Vaughan Parks Bedding, nice transplanted greenhouse grown plants, $15.00 per 1000. THE FLORAL NURSERY CO., Box 92, R. 1, Decatur, Ill.

PHLOX.

Phlox Luffruticosa Miss Lingard. Strong 3-inch pot plants, $1.50 per doz; $10.00 per 100; $90.00 per 1,000. Henry A. Dreer, 714-16 Chestnut St., Philadelphia, Pa.

POINSETTIAS.

50,000 California field-grown poinsettia stock plants weighing on an average of two-thirds of a pound each, and which should produce 25 cuttings in one season. True Red Variety plants and Early Variety plants, famous for holding their foliage. $18.00, $25.00 and $30.00 per 100. PAUL ECKE, 1226 Hayworth Ave., Los Angeles, Calif.

PETUNIAS.

PETUNIAS.
Dieners' Ruffled Monsters, single. The largest and most beautiful ruffled varieties of Petunias in existence. Ruffled monster seed in separate colors, pink, red, variegated, white, red with black center, pale lilac, and all colors mixed.
The following somewhat smaller than the Ruffled Monsters, colors, flesh pink frilled, (Pearl of Kentfield), purple or blue, and white frilled (dwarf). Price, per package, 50c. Catalogues will be sent free on request. Write for it today.
Mr. W. I. Ferguson, Smiths Falls, Ontario, under date of Dec. 2nd, 1919, writes us the following in regard to our petunias:
"Last year I purchased petunia seed from you. I think every seed germinated and the blooms were the finest ever seen in this part of Canada. Only about 8% of the plants could be classed as common. I want more of the same quality each year."
Mr. Rudolph Nagel, Lancaster, Pa., under date of Dec. 14th, 1919, writes us:
"I had, last year, just a few of your petunias, but I am sure I could have sold thousands of them. They surely came up to your claim and way ahead of my expectation."
RICHARD DIENER CO., INC.,
Kentfield, California.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

PRIMULAS.

PRIMULA OBCONICA GRANDIFLORA. White, pink and rose colors; large flowered, in full bloom, fine plants, 2¼-in. pots, just the thing for early spring sales, $4.50 per 100; $40.00 per 1,000.
THE GOOD & REESE COMPANY,
Springfield, Ohio.
Dept. A. Our catalog sent upon request.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5 in. at 50c; 6-in. at 75c; Malacoides, 2¼-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIMULAS. Sim's Hybrid Yellow Polyanthus, strong divisions, $7.00 per 100.
ROMAN J. IRWIN
43 W. 18th St., New York.

PRIVET.

Privet. Ibolium privet, hardy hybrid; cross between California and Ibota privet. 2 years, 2-3 ft., $2.50 each; 1 year, 1-2 ft., $1.00 each; summer frame cuttings, 50c each. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

ROSES.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Russell Bench Plants........	$16.00	$150.00
Milady Bench Plants........	15.00	140.00
Killarney Bench Plants......	12.00	115.00
Ophelia Bench Plants........	12.00	115.00
Sunburst Bench Plants......	12.00	115.00
American Beauty	20.00	190.00

M. C. GUNTERBERG.
Wholesale Florist
8 East Randolph St. Chicago, Ill.

ROSE STOCK.
Exceptionally Fine 2¼-inch Stock.

	100	1000
Premier	$16.00	$150.00
Columbia	10.00	90.00
K. Brilliant	9.00	80.00
W. Killarney	9.00	80.00
Ophelia	9.00	80.00

PETER REINBERG
Wholesale Florist
30 East Randolph St., Chicago.

ROSE PLANTS.

	100	1000
3500 Pink Killarney, 3-in....	9.00	80.00
11000 Ophelia, 3-in..........	9.00	80.00
9000 Richmond, 2½-in.......	7.00	60.00

WIETOR BROS.,
Wholesale Florists.
30 E. Randolph St., Chicago.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

Roses. Ophelia, 2-in., $10.00 per 100; $90.00 per 1,000. Columbia, 2-in., $15.00 per 100; $125.00 per 1,000. Cecile Brunner, 2-in., $10.00 per 100; $90.00 per 1,000. THE PARK FLORAL COMPANY, 1643 Broadway, Denver, Colo.

RUSSELL BENCH PLANTS.
Good stock $15.00 per 100. No order for less than 100 shipped.
BASSETT & WASHBURN.
Wholesale Florists
178 North Wabash Ave. Chicago.

SAGE.

Sage. From seed. Nice 2½-inch, $3.00 per 100. THE FLORAL NURSERY CO., Box 92, R. 1, Decatur, Ill.

SALVIAS.

Salvia. Clara Bedman, 2½-inch, $3.00 per 100. THE FLORAL NURSERY CO., Box 92, R. 1, Decatur, Ill.

SEEDS.

DAHLIA SEED.
This seed is raised from the most up-to-date dahlias in existence. No place in the world have dahlias been brought up to such perfection as they have been around San Francisco. This mixture contains all colors and types of peony, cactus and decorative varieties. The seed we sent out in previous years was highly praised by all who raised dahlias from it; but this seed is far superior to what we have sent out in previous years. The seedlings will commence to flower two months after sowing and almost a month earlier than plants raised from blubs. Price, $0.50 per package.
RICHARD DIENER CO., INC.
Kentfield Marin County, Calif.

SEEDS.

THE DIENER TOMATO
Increase your tomato yield one hundred per cent by raising the new DIENER TOMATO. 30-40 tons of ripe fruit to the acre.
This tomato was raised last year all over the United States and Canada with the greatest satisfaction.
As smooth as an apple and of a magnificent dark red color. Single tomatoes weigh up to 3 lbs. each. The flesh is more solid than that of any other tomato. The fruit contains very little seed and is solidly filled out. This tomato is free of the acid taste, and for dehydrating catsup and canning is the best tomato in existence today.
The DIENER TOMATO is blight-resisting as well as drought-resisting. It will not crack from the rain and will not rot while lying on the ground in wet weather. This tomato will grow in almost any kind of soil and it commences to ripen the first part of August.
It is the greatest novelty in the tomato line, and it will soon crowd out the present varieties from the market by its far superior qualities.
Price of the DIENER TOMATO SEED: Sample pkg., 25c; one-quarter of an acre pkg., 50c; one acre pkg., $1.50.
RICHARD DIENER CO., INC.
Kentfield Marin Co., Calif.

GARDEN SEED BARGAIN. Good money for florists. Big dollar box of earliest and best vegetable and flower seeds; 40 varieties; big packets; just what every planter must have, 25c, 6 boxes, $1.00; 100, $12.50 prepaid. A. T. COOK, Seedsman, Hyde Park, N. Y.

DRACAENA INDIVISA, the true Cordyline Australis narrow leaved variety, fresh seeds that will make quick-growing, profitable plants for you. 5,000 seeds, $1.00; pound, $3.00 postpaid. SEVIN-VINCENT CO., San Francisco, Calif.

Seeds. Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

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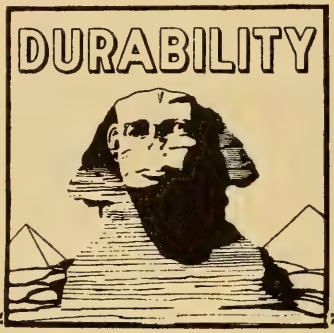

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Vol. LVI. **CHICAGO AND NEW YORK, MARCH 26, 1921.** **No. 1712**

THE AMERICAN FLORIST

ESTABLISHED 1885

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Grand Central Palace, March 14-20.

Gotham's Greatest Success.

In a show of the magnitude and variety of this one, the perspective improved as one became more familiar with its attractive features. The groups of flowering and foliage plants and the landscape details, were a never failing source of interest to the crowds of visitors throughout the week. In addition to the plant features mentioned in our issue of March 19, the collections and specimens of cinerarias, cyclamens, chorizemas, hydrangeas, schizanthus, primulas in variety, genistas, lilacs, marguerites, and other flowers were all noteworthy. Regardless of the rulings of the Federal Horticultural Board, no offence being intended, there were creditable specimens of Azalea Indica and others plants now barred from importation. If this show was a forecast, there is every reason to believe, that quarantine or not the orchid will be with us for years to come. The bulbous plants largely from private estates, such as freesias, hyacinths, lilies, narcissi and tulips, were all that could be wished for. Excellent stocks of Easter lilies were also exhibited by commercial growers. In this survey of the opening of the Spring Show a tribute may be appropriately paid to the owners of private estates and their gardeners for having accomplished so much to make it a success. Wealthy men and women are doing a great service when they place the products of their gardens and conservatories where they can be seen by the people. One was strikingly reminded of this on the morning after the opening, when a young lady, probably a teacher, guided through the show a little company of children, every one of them in some way crippled or deformed.

The entries on Tuesday, March 15, were cut roses by commercial and private growers and table decorations of roses by the latter. After viewing the exhibits by commercial men of Premier, Hadley, Columbia, Ophelia, and other varieties, one need not be surprised at the passing of the American Beauty rose, for the handsome debutantes have made a great impression. The private growers came out strongest in their plants and plant arrangements, and their cut roses and table decorations were very creditable. The display of cut roses in 300 square feet, on Thursday, were added attractions. F. R. Pierson, Scarboro, N. Y., received the first prize for the following varieties: Francis Scott Key, Premier, Columbia and Ophelia. His other offerings were fine. As accessories, the various types of ferns that he has made famous were used. The Cromwell Gardens, Conn., A. N. Pierson, Inc., contained fine stock, which was well arranged with large cibotiums supplementary and took second prize. This firm's commercial exhibit of cut roses and rose plants was throughout the week a never failing object of interest to the visitors. More cut roses, carnations and sweet peas were staged on Friday, March 18. First prize winners in roses among the commercial growers were F. R. Pierson, L. B. Coddington, Murray Hill, N. J.; A. N. Pierson, Inc., Duckham-Pierson Co., Madison, N. J.; Traendly & Schenck, New York (Rowayton Greenhouses), and Wm. W. Vert, Madison, N. J. The second prize winners also had fine displays.

Carnations.

Carnations by commercial and private growers and more table decorations by the latter, were the chief entries on Wednesday. Some have thought that the carnation was in decadence, but if the size of the bloom and length of stem are leading factors it is more than holding its own. Laddie has already been noted a fine car-

nation, but one commercial grower exhibited a vase of 100, taking first prize, that would have astonished the pioneers in carnation growing. Among private growers, a good collection of leading varieties was shown. Of the commercial growers, S. J. Goddard, Framingham, Mass., exhibited 100 Laddies that for size of bloom and length of stem, were probably superior to any exhibit of the kind that has yet been staged. Strout's Inc., Biddeford, Me., exhibited 100 of a yellow variety that looks promising. The same firm displayed a new bright pink, and another with a pink heart, shading to pure white on the edges of the petals. The Springfield Flower Co., Springfield, N. J., showed a creditable vase of their new production, "Hope Henshaw," (non-competitive), a handsome flower. M. Matheron, Baldwin, N. Y., had a splendid exhibit of Mrs. C. W. Ward. The displays of carnations covering 150 square feet, on Thursday were of good stock and finely staged, Henry Hession, Flatbush, Brooklyn, N. Y., taking first prize. This display was staged on ferns, placed in the form of a cone, the cap of which was a large cibotium. The varieties were Welcome, light pink, and Harvard red. The flowers were good and the staging very effective. The Springfield Flower Co., second prize winners had a number of vases of the leading varieties of carnations, all good stock. In addition to other special awards, W. B. Thompson, Yonkers, N. Y., received a gold medal for a specimen plant of the Dracaena Victoria, 15 feet high. Mrs. Charles M. Schwab, Loretto, Pa. (H. Ireland, gardener), was the recipient of a gold medal for a collection of vegetables, and J. B. Duke, Somerville, N. J., a gold medal for a specimen plant of Odontioda Brewii and President Harding.

Sweet Peas.

The private growers made excellent displays in sweet peas. The number of commercial growers exhibiting was much smaller than last year, and had it not been for the splendid display of 50 varieties in 100 square feet, by the W. Atlee Burpee Co., Philadelphia, Pa., the commercial section would have presented a rather lonesome appearance. In addition to the first prize on this exhibit and a certificate of merit for a new salmon pink named Mrs. Warren G. Harding, this firm was awarded a gold medal for its commercial exhibit and certificates of merit for White Star, Cheerful, Fire Flame, Silver Blue and Burpee's Orange. The other commercial exhibitors were John M. Cook, Tarrytown, N. Y., and H. Mamitsch, Rockville Centre, N. Y. The only entries on March 17 were table decorations of orchids by private growers. In this connection it may be stated that while the orchid displays of the Julius Roehrs Co., the Joseph Manda Co., Lager & Hurrell, Summit, N. J., and James B. Duke were well staged and attractive. There was not the wealth of bloom that has sometimes been seen. This was largely due to the best cattleyas being off crop this season. But there were fine features in cymbidiums and oncidiums. To recapitulate, the show was a great success. The weather was all that could be desired, the attendance exceeded that of any previous show, the attractions of the tea room and the excellent vocal and instrumental music were alone worth the price of admission. If President Payne of the Exposition Company, Superintendent Herrington of the Show, Secretary, John Young and Charles H. Totty who attended to the details of the awards, did not work themselves into nervous prostration, they were constantly on the job.

The Closing Day.

After a steady attendance throughout the day the flower show closed at 10:30 p. m., March 20. Doubtless on account of June, instead of March weather that took the people to the country and the parks, the crowd was not as great as on the previous days, but there was a good attendance. Just before the closing hour, President Payne of the Exposition Company, stated that while all details could not then be given, it was in every way the most successful Spring Show that had ever been held in the Grand Central palace.

Notes of the Show.

The exhibit of the City Garden Club, which might be called "before and after," was instructive as well as amusing. One side showed a neat back yard, the other a collection of old fruit cans, bottles and other rubbish. Circulars were distributed reading in part as follows: "Plant Trees in Backyard—Plant Japanese Maple, Magnolia, North Carolina Poplar, Catalpa Bungii, Weeping Beech, Weeping Mulberry, Ailanthus. Do you know that trees eat up poisonous gases and give out pure oxygen?"

The activities of the ladies of the different garden clubs were noteworthy. In the competition with vases and baskets of flowers, March 16, awards were as follows: Garden Club of Greenwich, Conn., silver cup; of Easthampton, N. Y., silver medal, and of Rumson, N. J., Hartford, Conn., Wilmington, Del., and Summit, N. J., honorable mention.

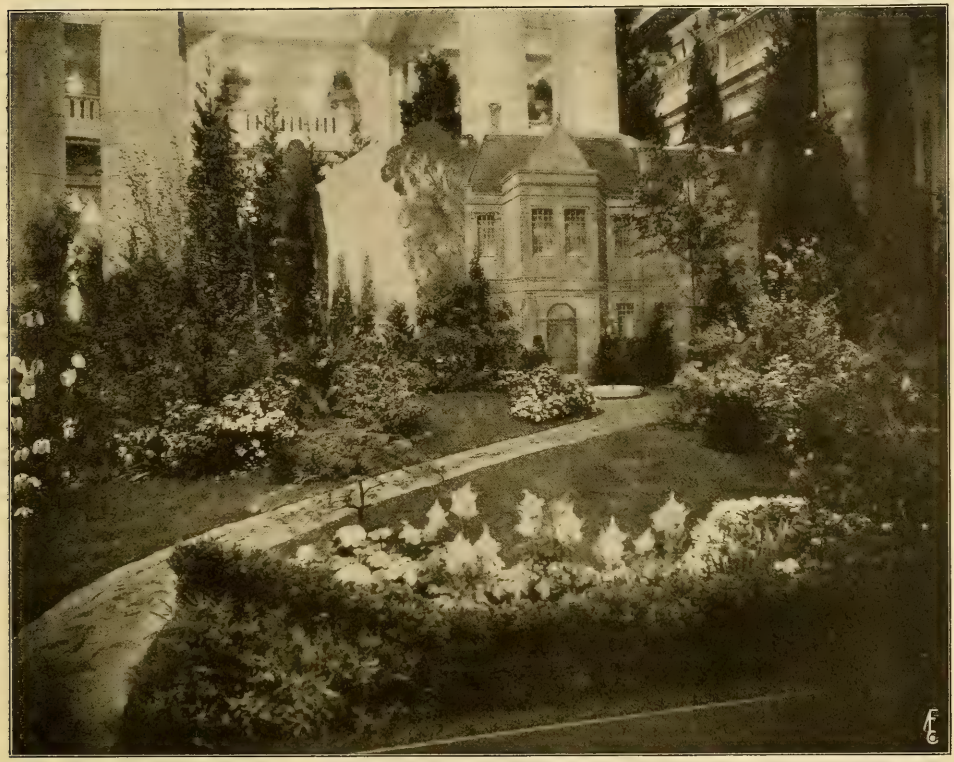
The Julius Roehrs Co.'s garden and greenhouse was finely arranged to enable the people to get a close-up view. A winding walk led through the garden and into the greenhouse, the exit being on the same aisle as the entrance, and there was always a steady stream of sightseers passing through.

On the mezzanine floor was an ingeniously arranged garden, two by five feet, containing wild plants collected this winter and also mosses and lichens, arranged and exhibited by B. T. Fairchild, Greenwich, Conn., who was awarded the Max Schling gold medal for this display.

The R. & J. Farquhar Co., Boston, Mass., in their commercial section, made a good display of specimen azaleas and Lilium regale (the regal lily). Commercial exhibitors interviewed, expressed satisfaction with the extent of their business.

The ribbon men, so necessary to the retail trade, made attractive displays,

EASTER PLANT BASKET.
Hydrangeas, Yellow Callas and Heather.



NEW YORK SPRING SHOW.

Garden Exhibit of the F. R. Pierson Co., Tarrytown, N. Y.

noteworthy being those of the Schloss Bros., Ribbons, Inc., and the Kervan Co., both of New York, the latter having good decorations of their florists' ferns.

With due credit to the commercial men who made such fine contributions to the exhibits and did so much to make the show a success, we must confess that there is a tendency to turn these shows from exhibitions into fairs.

In the booth of the American Dahlia Society, Secretary Vick and several young lady assistants were busy handing a gay little handbill that offered "three fine dahlia bulbs for $1," to new members of the Society.

Regardless of what wholesalers, retailers or the general public may think of Premier, Hadley, Columbia and Francis Scott Key as commercial propositions, they are unquestionably the best exhibition roses.

An interesting plant that like some others was not so placed as to show to advantage, was an Andromedia floribunda, exhibited by Mrs. F. N. Lewis, Pelham Manor, N. Y. (Jas. Lecune, gardener).

We do not like to praise a man too much for fear he will get proud, but speaking of John Canning, gardener to Adolph Lewisohn, Ardsley, N. Y., it is only necessary to read the awards.

In their commercial section, Bobbink & Atkins, Rutherford, N. J., made fine displays of the roses Tausendschon, Dorothy Perkins and Paul's Scarlet Climber, and the Azalea Yodogawa.

In these quarantine days large and well flowered azaleas are worthy of note. Two fine specimens were exhibited by Richard Hughes, gardener to J. A. Macdonald, Flushing, N. Y.

The Charles H. Totty Co., Madison, N. J., made a fine display of cut and pot roses and other plants and having a staff of handsome and clever young attendants, did a good business.

Exceptionally fine among many other exhibits, were the Premier roses of the Joseph H. Hill Co., Richmond, Ind., first prize winners in the cut rose competition of March 15.

One party who looked at both the Jos. H. Hill Co. exhibit of roses and S. J. Goddard's Laddie carnations said: "Roses and carnations are getting to be too big."

A large and finely flowered plant of erica by Mrs. F. E. Lewis, Ridgefield, Conn. (G. W. Smith, gardener), took a first prize, and was really worthy of a gold medal.

Kroeschell Bros. Co., Chicago, represented by Fred Lautenschlager, had space, where photographs, and literature on boilers and greenhouses were distributed.

We would have been pleased to have noticed more exhibits of rambler roses by commercial growers, who were busy no doubt with Easter preparations.

The National Association of Gardeners had a large booth, furnished with plenty of easy chairs, making a fine resting place for members.

David Burpee, Philadelphia, Pa., a visitor at the exhibition, stated that business in their seed store was better than any previous spring.

One of the attractive commercial exhibits was that of the W. Atlee Burpee Co., where George Kerr had new features in sweet peas.

The Max Schling silver medal was awarded the Short Hills, N. Y., Garden Club for its "bird bath and planting arrangement."

Edward Gillett, Southwick, Mass., who had a display garden of exclusively native plants, was awarded a gold medal.

The booth of the Horticultural Society of New York, was a restful oasis, particularly for the ladies.

Additional Exhibitors.

Cohen & Hiller, New York, florists' ribbons.

Warren E. Cox, New York, lustre ware, lamps and cut flowers.

Melrosine, New York, insecticides.

Woman's National Farm and Garden Association, New York, food products and handiwork.

The Visitors.

C. Louis Alling, West Haven, Conn.
G. X. Amerhyn, New Haven, Conn.
J. F. Ammann, Edwardsville, Ill.
Ernest Ashley, Allentown, Pa.
Geo. Asmus, Chicago.
Mark Aitken, Springfield, Mass.
F. C. Bauer, Baltimore, Md.
W. Bauer, Baltimore, Md.
A. F. J. Baur, Indianapolis, Ind.
Charles Boyles, Boston, Mass.
R. Brainard, Thompsonville, Conn.
Phil. Breitmeyer, Detroit, Mich.
F. C. W. Brown, Cleveland, O.
David Burpee, Philadelphia, Pa.
Robert Cameron, Ipswich, Mass.
R. E. Carey, South Hadley, Mass.
J. N. Champion, New Haven, Conn.
A. Christensen, Boston, Mass.
Wm. H. Colby, Boston, Mass.
H. E. Cook, Plattsburg, N. Y.
A. Dallas, Waterbury, Conn.
F. A. Danker, Albany, N. Y.
D. W. Davis, Berwick, Pa.
Henry Eberhart, Schenectady, N. Y.
J. G. Eisele, Philadelphia, Pa.
Ed. J. Fancourt, Philadelphia, Pa.
Chas. Feast, Baltimore, Md.
A. Farenwald, Roslyn, Pa.
J. K. M. L. Farquhar, Boston, Mass.
Edgar Frank, Boston, Mass.
David Fraser, Pittsburgh, Pa.
James Glass, Baltimore, Md.
S. J. Goddard, Framingham, Mass.
Fred Goldring, Slingerlands, N. Y.
Robt. Graham, Jr., Baltimore, Md.
Adolph Gude, Washington, D. C.
Wm. F. Gude, Washington, D. C.
Carl Hagenburger, W. Mentor, O.
Rene Hanson, Troy, N. Y.
B. Hammond, Beacon, N. Y.
C. E. Hart, Rochester, N. Y.
John Hay, Philadelphia, Pa.
J. W. Heacock, Wyncote, Pa.
J. H. Hearn, Allentown, Pa.
Fred Heeremans, Lenox, Mass.
Geo. Hess, Washington, D. C.
W. D. Howard, Milford, Mass.
Allen Jenkins, Worcester, Mass.
Edward Jenkins, Lenox, Mass.
C. B. Johnston, Boston, Mass.
R. W. Johnson, Baltimore, Md.
J. J. Karins, Philadelphia, Pa.
Geo. Kerr, Philadelphia, Pa.
Wm. Kleinheinz, Ogontz, Pa.
J. D. Knickman, Northport, N. Y.
Herman Knoble, Cleveland, O.
E. N. Kroninger, Allentown, Pa.
Fred Lautenschlager, Chicago.
W. G. Lehr, Baltimore, Md.
A. J. Loveless, Boston, Mass.
T. Malbranc, Johnstown, Pa.
Fred Mitchell, Philadelphia, Pa.
Geo. Morrison, Baltimore, Md.
Walter Mott, Schenectady, N. Y.
W. R. Nicholson, Framingham, Mass.
F. E. Palmer, Brookline, Mass.
L. K. Peacock, Berlin, N. J.
Henry Penn, Boston, Mass.
S. S. Pennock, Philadelphia, Pa.
C. G. Perkins, Newark, N. Y.
C. W. Perkins, Newark, N. Y.
Carl Peterson, Hartford, Conn.
E. Allan Peirce, Waltham, Mass.
Robt. Pyle, West Grove, Pa.
Wm. J. Rathgeber, New Haven, Ct
Carl Reck, Bridgeport, Conn.
John N. Rider, Baltimore, Md.
Thomas Roland, Nahant, Mass.
John A. Ruppert, Philadelphia, Pa.
F. Sanborn, Boston, Mass.
Fred. W. Sanborn, Boston, Mass.
E. W. Sick, Canandaigua, N. Y.
Wm. Sim, Cliftondale, Mass.
H. J. Sinclair, Holyoke, Mass.
Wm. C. Stickel, Boston, Mass.
Geo. L. Stillman, Westerly, R. I.
Robert Stroh, Philadelphia, Pa.
Ed Tracey, Albany, N. Y.
Miss Tracey, Albany, N. Y.
R. Vincent, Jr., White Marsh, Md.
C. W. Wagner, Baltimore, Md.
R. E. Wayne, Baltimore, Md.
Patrick Welch, Boston, Mass.
John C. Wister, Philadelphia, Pa.
R. S. Wyckoff, Onconta, Pa.

The Ladies.

Mrs. R. Brainard, Thompsonville, Ct.
Miss Marg. Graham, Baltimore, Md.
Mrs. Mary Johnston, Baltimore, Md.
Miss Palmer, Brookline, Mass.
Mrs. E. W. Sick, Canandaigua, N. Y.
Mrs. Ella G. Wilson, Cleveland, O.

Awards.

Cut Roses—Private Growers.

Eighteen Columbia—H. Cole, Madison, N. J., (W. R. Fowkes, Gr.), 1st; A. Lewisohn, Ardsley, N. Y., (John Canning, Gr.), 2nd.

Eighteen Mrs. Charles Russell—Mrs. W. D. Guthrie, Locust Valley, N. Y., (J. A. Winstock, Gr), 1st.

Eighteen White Killarney—Mrs. W. D. Guthrie, 1st; H. Cole, 2nd.

Eighteen Premier—H. Cole, 1st.

Eighteen Sunburst—Mrs. W. D. Guthrie, 1st; J. E. Widener, Ogontz, Pa., (W. Kleinheinz, Gr.), 2nd.

Eighteen Mrs. Aaron Ward—Countess Mildred Hohnstein, Edge Hill, Pa., (E. J. McCormick, Gr.), 1st.

Eighteen Ophelia—H. Cole, 1st; A. Lewisohn, 2nd.

Eighteen any red—J. E. Widener, 1st; A. Lewisohn, 2nd.

Twenty-five or more varieties to be shown in one vase—J. E. Widener, 1st; A. Lewisohn, 2nd.

Roses in Pots and Tubs.

Collection of roses in variety, covering 100 square feet arranged for effect—A. Lewisohn, 1st; W. B. Thompson, Yonkers, N. Y., 2nd.

Roses, six ramblers, any variety—A. Lewisohn, 1st.

Cut Roses—Commercial Growers.

Fifty Mrs. Frank W. Dunlop—J. Heacock Co., Wyncote, Pa., 1st; L. B. Coddington, Murray Hill, N. J., 2nd.

Fifty Pilgrim—A. N. Pierson Inc., Cromwell, Conn., 1st; J. Heacock Co., 2nd.

One hundred American Beauty—Noe & Ruzicka, Madison, N. J., 1st; Gude Bros. Co., Washington, D. C., 2nd.

One hundred Columbia—The Florex Gardens, North Wales, Pa., 1st; L. B. Coddington, 2nd.

One hundred Francis Scott Key—F. R. Pierson, Tarrytown, N. Y., 1st; L. B. Coddington, 2nd.

One hundred Hadley — Duckham-Pierson Co., Madison, N. J., 1st; J. Heacock Co., 2nd.

One hundred Hoosier Beauty—F. R. Pierson Co., Scarboro, N. Y., 1st.

One hundred Mrs. Charles Russell—F. R. Pierson, 1st.

One hundred Ophelia—Florex Gardens, 1st; Duckham-Pierson Co., 2nd.

One hundred Premier—Jos. Hill Co., Richmond, Ind., 1st; Duckham-Pierson Co., 2nd.

One hundred White Killarney—A. N. Pierson, Inc., 1st; Florex Gardens, 2nd.

Fifty Crusader—J. Heacock Co., 1st; Traendly & Schenck, New York, 2nd.

Fifty Mrs. Aaron Ward—Traendly & Schenck 1st; A. N. Pierson, Inc., 2nd.

Fifty Sunburst—W. W. Vert, Madison, N. J., 1st.

Twenty-five undisseminated varieties, red. Silver medal—Noe & Ruzicka, 1st.

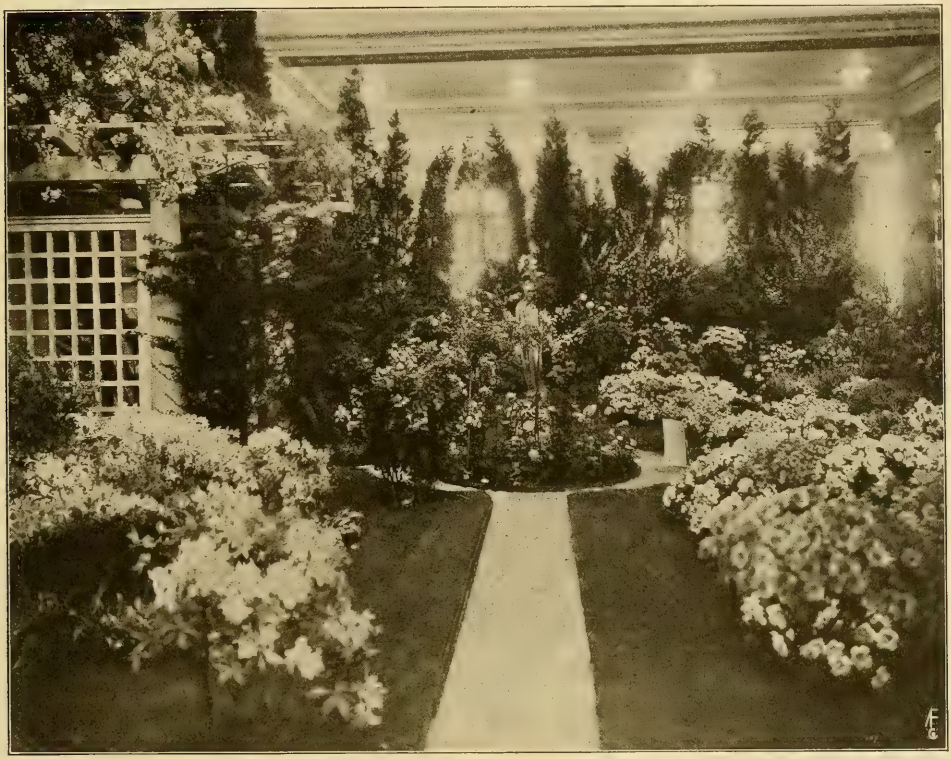
Twenty-five any undisseminated variety, white. Silver medal—F. R. Pierson Co., 1st.

One hundred Columbia—L. B. Coddington, 1st; A. N. Pierson, Inc., 2nd.

One hundred Mrs. Chas. Russell—F. R. Pierson, 1st.

One hundred Ophelia or any of its sports —A. N. Pierson, Inc., 1st; Duckham-Pierson Co., 2nd.

EASTER PLANT BASKET.
Heather, Azalea, Primula, Ferns and Foliage Plants with Plaid Ribbons



NEW YORK SPRING SHOW.

Garden Exhibit of Bobbink & Atkins, Rutherford, N. J.

One hundred Premier — Duckham-Pierson Co., 1st; A. N. Pierson, Inc., 2nd.

One hundred any red variety—L. B. Coddington, 1st; Duckham-Pierson Co., 2nd.

Fifty Crusader—Traendly & Schenck, 1st; A. N. Pierson, Inc., 2nd.

Fifty Mrs. Aaron Ward—Traendly & Schenck, 1st; A. N. Pierson, 2nd.

Display Cut Roses—Commercial Growers.

Display of cut roses, covering 300 square feet, and containing not less than 500 nor more than 1,000 blooms. Decorative green of any kind, including plants, permitted. Quality of bloom, artistic arrangement, and general effect to be considered in making award.—F. R. Pierson, 1st; A. N. Pierson, Inc., 2nd.

Carnations—Private Growers.

Twenty-five white—Mrs. A. Schlate, Saugatuck, Conn., 1st; Mrs. W. D. Guthrie, 2nd.

Twenty-five light pink—Countess Mildred Hohnstein, 1st; Mrs. W. D. Guthrie, 2nd.

Twenty-five dark pink—H. Cole, 1st; Mrs. Payne Whitney, 2nd.

Twenty-five red or scarlet, to include all shades generally classed in those colors—W. B. Thompson, 1st; Maj. L. L. Dunham, Madison, N. J., 2nd.

Twenty-five crimson, to include all shades known as crimson or maroon—R. Mallory, Portchester, N. Y., 1st; Mrs. E. Holbrook, Stamford, Conn., 2nd.

Twenty-five white variegated—G. C. Mason, Tuxedo Park, N. Y., (D. McGregor, Gr.), 1st; Mrs. F. E. Lewis, Ridgefield, Conn., (J. W. Smith, Gr.), 2nd.

Twenty-five yellow or yellow variegated—Mrs. Payne Whitney, 1st.

Twelve Laddie—Countess Mildred Hohnstein, 1st; G. C. Mason, 2nd.

Vase of carnations not to exceed 150 blooms. One or more varieties may be used. Decorative green of any kind, ribbon and any other accessories permitted. Quality of bloom, artistic arrangement and general effect to be considered in making award—Mrs. P. Chubb, Glen Cove, N. Y., 1st; Mrs. W. D. Guthrie, 2nd; Mrs. F. E. Lewis, 3rd.

Carnations—Commercial Growers.

One hundred white—Springfield Flower Co., Springfield, N. J., 1st; F. B. Abrams, Blue Point, N. Y., 2nd.

One hundred light pink — Springfield Flower Co., 1st; M. Matheron, Hempstead, N. Y., 2nd.

One hundred dark pink—M. Matheron, 1st; Springfield Flower Co., 2nd.

One hundred red or scarlet, to cover all shades generally included in those colors—Springfield Flower Co., 1st; Le Cluse & Le Cluse, Blue Point, N. Y., 2nd.

One hundred crimson, to include all shades known as crimson or maroon—Strouts, Inc., Biddeford, Me., 1st.

One hundred white variegated—Strouts,, Inc., 1st.

One hundred yellow or yellow variegated —Strouts, Inc., 1st.

One hundred Laddie—S. J. Goddard, Framingham, Mass., 1st; Springfield Fl. Co., 2nd.

Fifty any new variety not in commerce. Silver medal—Strouts, Inc., 1st.

Display of carnations, covering 150 square feet of space and containing not less than 1,000 nor more than 1,500 blooms. Decorative green of any kind, including plants, permitted. Quality of bloom, artistic arrangement, and general effect to be considered in making award—H. Hession, Brooklyn, 1st; Springfield Flower Co., 2nd.

Miscellaneous Cut Flowers—Private Growers.

Callas, 12 flowers, white—C. W. McAlpin, Morristown, N. J., (Wm. Brown, Gr.) 1st; Westbrook Gardens, Oakdale, N. Y. (C. W. Knight, Gr), 2nd.

Flowering shrubs, 12 sprays, one or more varieties—P. Haupt, Jr., 1st; Mrs. Payne Whitney, 2nd.

Freesias, 25 sprays, white—Mrs. Percy Chubb, 1st; B. H. Borden, Rumson, N. Y. (Wm. Turner, Gr.), 2nd.

Freesias, 25 sprays, colored—Mrs. Eugene Meyer, Jr., 1st; Mrs. Payne Whitney, 2nd.

Lilac, 12 sprays—D. Guggenheim, Port Washington, N. Y., 1st; Mrs. A. De Lamar, 2nd.

Lilies, 12 spikes—Sterling Postley, 1st; Mrs. H. I. Pratt, 2nd.

Mignonette, 12 spikes—Mrs. Wm. Guthrie, 1st; Mrs. Percy Chubb, 2nd.

Stocks, 12 spikes, one or more varieties—Mrs. W. D. Guthrie, 1st; A. Lewisohn, 2nd.

Tulips, 25 flowers, single—B. H. Borden, 1st; Mrs. H. R. Pratt, 2nd.

Tulips, 50 flowers, single—B. H. Borden, 1st; S. Postley, 2nd.

Violets, 200 blooms, single or double—P. Chubb, 1st; Miss Ida E. Bliss, Great Neck, N. Y. (Robt. Hope, Gr.), 2nd.

Vase cut flowers, not otherwise provided for—W. R. Cross, Morristown, N. J. (A. Sailer, Gr.), 1st; Mrs. H. I. Pratt, 2nd.

Wallflower, 12 spikes, any color—Mrs. W. D. Guthrie, 1st.

Mignonette, Vert's Mammotti. Silver medal, special—W. W. Vert, 1st.

Plants in Flower—Private Growers.

Acacia, three plants, one or more varieties —Mrs. F. A. Constable, Mamoroneck, N. Y. (J. Stewart, Gr.), 1st.

Acacia, specimen, any variety—Mrs. F. E. Lewis, 1st; Mrs. F. A. Constable, 2nd.

Amaryllis, 12 plants—D. Guggenheim, 1st; Mrs. F. A. Constable, 2nd.

Azalea, specimen, any color, not less than three feet in diameter—J. A. Macdonald, Flushing, N. Y. (R. Hughes, Gr.), 1st; W. B. Thompson, Yonkers, N. Y. (Andrew Strahan, Gr.), 2nd.

Azalea, three plants, any color—J. A. Macdonald, 1st.

Cineraria, hybrid, six plants—Mrs. W. D. Guthrie, 1st; W. B. Thompson, 2nd.

Cineraria stellata, six plants—W. B. Thompson, 1st; Mrs. W. D. Guthrie, 2nd; A. Lewisohn, 3rd.

Cyclamen, 25 plants, arranged for effect, decorative plants permitted—Mrs. F. A. Constable, 1st; A. Lewisohn, 2nd.

Cyclamen, six plants—Mrs. F. A. Constable, 1st; Mrs. Payne Whitney, 2nd.

Chorizema, specimen—Mrs. F. E. Lewis, 1st.

Cytisus, specimen, any variety—A. Lewisohn, 1st.

Erica, specimen, any variety—Mrs. F. E. Lewis, 1st; P. Hauck, Jr., East Orange, N. J. (M. Schneider, Gr.), 2nd.

Fuchsia, one standard specimen — Mrs. Payne Whitney, 1st.

Geranium, one standard specimen—Mrs. F. E. Lewis, 1st.

Heliotrope, three standard specimens—A. Lewisohn, 1st.

Heliotrope, one standard specimen—Mrs. Payne Whitney, 1st; A. Lewisohn, 2nd.

Hydrangea, three plants, not less than eight-inch pots—A. Lewisohn, 1st.

Hydrangea, specimen, not less than eight-inch pot—A. Lewisohn, 1st.

Imantophylum, specimen—Mrs. F. A. Constable, 1st; Mrs. G. D. Pratt, Glen Cove, N. Y. (J. F. Johnston, Gr.), 2nd.

Lilac, six plants—A Lewisohn, 1st.

Marguerite, specimen—A. Lewisohn, 1st; Mrs. Payne Whitney, 2nd.

Primula malacoides, 12 plants—Mrs. W. D. Guthrie, 1st; A. Lewisohn, 2nd.

Primula obconica, 12 plants—Mrs. Payne Whitney, 1st; R. Pulitzer, Manhasset, N. Y. (Herbert Collins, Gr.), 2nd.

Primulas, six plants in variety—Mrs. W. D. Guthrie, 1st; R. Pulitzer, 2nd.

Rhododendron, specimen—W. B. Thompson, 1st; A. Lewisohn, 2nd.

Schizanthus, three plants—A. Lewisohn, 1st; W. B. Thompson, 2nd.

Schizanthus, specimen—A. Lewisohn, 1st; W. B. Thompson, 2nd.

Spiraea or astilbe—A. Lewisohn, 1st.

Wistaria, specimen—Miss A. DeLamar, 1st; Mrs. F. H. Allen, Pelham Manor, N. Y., 2nd.

Flowering plants, covering 500 square feet, arranged for effect (orchids excluded), suitable accessories permitted—A. Lewisohn, 1st; Mrs. Payne Whitney, 2nd.

Palms and Foliage Plants—Private Growers.

Areca lutescens, specimen—Mrs. F. A. Constable, 1st; W. B. Thompson, 2nd.

Bay trees, two plant specimens—W. B. Thompson, 1st.

Dracaena, three plants—S. Postley, 1st.

Kentia Forsteriana, specimen, single or bushy—D. Guggenheim, 1st; A. Lewisohn, 2nd.

Kentia Belmoreana, specimen, single or bushy—Mrs. F. A. Constable, 1st; W. B. Thompson, 2nd.

Phoenix Roebelenii, specimen—A. Lewisohn, 1st; S. Postley, 2nd.

Palm, other than above, specimen, single or bushy—Mrs. H. O. Havemeyer, Stamford, Conn. (W. Morrow, Gr.), 1st.

Any specimen foliage plant, not less than 10-inch pot or tub—W. B. Thompson, 1st; D. Guggenheim, 2nd.

Group of foliage plants, with orchids permitted, collection covering 200 square feet, arranged for effect—W. B. Thompson, 1st; A. Lewisohn, 2nd.

Ferns—Private Growers.

Asparagus, specimen, any variety—A. Lewisohn, 1st; J. A. MacDonald, 2nd.

Adiantum Farleyense, or Farleyense type, specimen—Mrs. H. McK. Twombly, Convent Station, N. J. (R. E. Tyson, Gr.), 1st; J. B. Duke, Somerville, N. J. (A. E. Miles, Gr.), 2nd.

Adiantum, any other variety, specimen—A. Lewisohn, 1st; Mrs. W. D. Guthrie, 2nd.

Cibotium Schiedei, specimen—Mrs. G. D. Pratt, 1st; D. Guggenheim, 2nd.

Stag's horn fern, specimen—D. Guggenheim, 1st; Mrs. F. E. Lewis, 2nd.

Ferns, any other variety, not otherwise specified—Mrs. H. O. Havemeyer, 1st; A. Lewisohn, 2nd.

Bulbous Plants—Private Growers.

Freesias, 12 pots or pans—Mrs. Harold Pratt, 1st; Mrs. Payne Whitney, 2nd.

Hyacinths, white, three 10-inch pots or pans—J. A. Macdonald, 1st; Mrs. Payne Whitney, 2nd.

Hyacinths, light blue, three 10-inch pots or pans—Mrs. Percy Chubb, 1st; B. H. Borden, 2nd.

Hyacinths, dark blue or purple, three 10-inch pots or pans—Mrs. H. I. Pratt, 1st; J. A. Macdonald, 2nd.

Lilies, 12 pots, any varieties—Mrs. O. Dearborn, Rye, N. Y. (J. Tough, Supt.), 1st; Mrs. H. I. Pratt, 2nd.

Lily of the valley, three 10-inch pots or pans—Mrs. Payne Whitney, 1st.

Narcissus, six varieties, six two-inch pots or pans—D. Guggenheim, 1st; Mrs. Payne Whitney, 2nd.

Tulips, single early, six distinct varieties, six 10-inch pots or pans—Mrs. Payne Whitney, 1st; B. H. Borden, 2nd.

Tulips, double, in variety, six 10-inch pots or pans—Mrs. Payne Whitney, 1st.

Tulips, May flowering, distinct varieties, 12, 10-inch pots or pans—D. Guggenheim, 1st; Mrs. Payne Whitney, 2nd.

Zandberger Bros., Special Prizes Private.

Tulips, Darwin, Prince of the Netherlands, 10-inch pot or pan—J. A. Macdonald, 1st; Mrs. Harold I. Pratt, 2nd.

Tulips, Breeder, Cardinal Manning, 10-inch pot or pan—J. A. Macdonald, 1st.

Hyacinth, distinct varieties in eight-inch pots or pans, one flowering spike to the bulb—J. A. Macdonald, 1st; Mrs. Harold I. Pratt, 2nd.

Orchid Plants—Private Growers

Twelve plants in variety—A. N. Cooley, Pittsfield, Mass. (O. Lyons, Gr.), 1st.

Six plants in variety, decorative plants permitted—A. N. Cooley, 1st.

Orchids, in variety, three plants—Mrs. Paul Moore, Convent, N. J. (J. T. Sisley, Gr.), 1st.

Specimen plant, any variety—Miss M. T. Cockeroft, Saugatuck, Conn., 1st; Mrs. Paul Moore, 2nd.

Collection of cut orchids covering 50 square feet—A. N. Cooley, 1st.

Special Classes—Private Growers

Group of plants in variety, covering 100 square feet (decorative plants permitted), arranged for effect—J. B. Duke, 1st.

Collection of hybrids, 25 plants—J. B. Duke, 1st.

Table Decorations—Private Growers.

Tables and accessories to be furnished by flower show management. Table to be set for eight, roses the only flower to be used—Mrs. H. McK. Twombly, 1st; Mrs. Payne Whitney, 2nd; Mrs. Ridley Watts, 3rd; Mrs. Percy hubb, honorable mention

Dinner table decoration. Carnations the only flower to be used in this decoration—T. Aitchison, Mamaroneck, N. Y., 1st; Mrs. Ridley Watts, 2nd; Mrs. Payne Whitney, 3rd.

Miscellaneous flowers other than those permitted in the other classes for table decorations—T. Aitchison, 1st; W. R. Cross, 2nd; Mrs. Ridley Watts, 3rd; Mrs. Payne Whitney, honorable mention.

Sweet Peas exclusively. Other foliage than sweet peas may be used—Mrs. Ridley Watts 1st; Mrs. H. McK. Twombly, 2nd.

Orchids the only flower to be used in this decoration—Mrs. Payne Whitney, 1st; John Mitchell, New York, 2nd.

Garden Club of America Prize.

Open to member clubs of the Garden Club of America. Bird bath with planting arrangement at base not to exceed seven feet by seven feet—Somerset, N. Y., Garden Club, 1st; Short Hills, N. J., Garden Club, 2nd; Philipstown, N. Y., Garden Club, 3rd; Bedford, N. Y., Garden Club, Garden Club of Allegheny, Pa., and the Easthampton, L. I., Garden Club highly commended.

Sweet Peas—Private Growers.

Display of sweet peas, covering 25 square feet. Quality of blooms, artistic arrangement and general effect to be considered in making award—Mrs. H. McK. Twombly, 1st; Mrs. Moses Taylor, 2nd.

Collection of six varieties, 25 sprays of each—W. R. Cross, 1st; Mrs. Payne Whitney, 2nd.

One hundred sprays, one or more varieties, arranged for effect—Mrs. W. R. Cross, 1st; Mrs. F. Freelinghuysen, Elberon, N. J., 2nd

Sweet Peas—Commercial Growers.

One hundred sprays bi-color—John Cook, Tarrytown, N. Y., 1st.

One hundred sprays white—John Cook, 1st.

One hundred sprays light lavender—John Cook, 1st.

One hundred sprays pink or salmon—John Cook, 1st; S. Mamitsch, Rockville, Centre, L. I., 2nd.

Display of sweet peas covering 100 square feet, arranged for effect—W. Atlee Burpee Co., Philadelphia, Pa., 1st.

The Tree.

What do we plant when we plant the tree?
We plant the ship, which will cross the sea.
We plant the mast to carry the sails;
We plant the planks to withstand the gales—
The keel, the keelson and beam and knee:
We plant the ship when we plant the tree.

What do we plant when we plant the tree?
We plant the house for you and me.
We plant the rafters, the shingles, the floors,
We plant the studding, the laths, the doors,
The beam and siding, all parts that be:
We plant the house when we plant the tree.

What do we plant when we plant the tree?
A thousand things that we daily see:
We plant the spire that out-towers the crag,
We plant the staff for our country's flag,
We plant the shade, from the hot sun free:
We plant all these when we plant the tree.
—Henry Abbey, in The Outlook.

Club Meetings Next Week.

Albany, N. Y., April 2, 8 p. m.—Albany Florists' Club at 611 Broadway. Wm. McGinn, secretary, Albany.

Buffalo, N. Y., March 29, 8:30 p. m.—Buffalo Florists' Club at General Electric building. Wm. Legg, secretary, 899 W. Delavan avenue, Buffalo.

Lake Forest, Ill., April 1, 8 p. m.—North Short Horticultural Society at City hall. J. R. Clarke, secretary, Lake Forest.

San Francisco, Calif., April 2, 8 p. m.—Pacific Coast Horticultural Society at 240 Golden Gate avenue. John R. Walsh, secretary, 417 Montgomery street, San Francisco.

Seattle, Wash., 2 p. m.—Florists' and Gardeners' Union, No. 16,667 at I. O. C. T. hall. E. Popp, secretary, Fort Seilacoom, Wash.

Tacoma, Wash., April 1, 8 p. m.—Tacoma Florists' Association at Maccabees' hall, 1116 Broadway. J. L. Simpson, secretary, Tacoma.

Wilmington, Del., March 28, 8 p. m.—Wilmington Florists' Club at members' place of business Roy G. Brinton, 800 W. Ninth street, Wilmington, Del.

ORDER FOR BULBS.

THIS MEMORANDUM OF AGREEMENT, made in duplicate this..... day of....., 192 ....., witnesseth that..... ..... representing ..... of ..... Holland, seller, hereby agrees to sell, and..... of.....hereby agrees to purchase the bulbs described below, subject to the following conditions:

1. These stipulations, terms and conditions shall be and at once become binding upon the parties hereto, irrespective of any and all terms and conditions submitted by the seller, which are in conflict herewith.

2. All goods are purchased f. o. b. shipboard, Rotterdam or Amsterdam, Holland, plus actual cost of containers and marine insurance on shipment.

3. All bulbs are purchased for the purpose of forcing in flower earlier than at their natural time for blooming, when not forced. It is therefore understood and agreed between the parties hereto that all bulbs are sold for the flower they produce, and further, that the purchaser will not be required to pay for any tulips or narcissus bulbs that fail to produce standard flowers under normal forcing conditions.

4. The seller hereby agrees that all goods shipped in excess of this order, or goods of the same variety, but smaller in size than ordered, are not necessarily a part hereof, but may be rejected by the recipient at his option. In event such goods are tentatively accepted and are planted, the question of fixing the price on such goods shall be left entirely to recipient and such goods shall not be subject to list price as quoted.

5. Purchaser must notify shipper in writing within reasonable time of any known defects in goods received.

6. All bulbs used to fill this order are guaranteed to be free from disease and decay.

(Sixteen blank lines follow.)

7. This order not valid unless signed by both parties or their representatives.

Seller .....
Purchaser .....

ORDER BLANK ADOPTED BY THE CHICAGO BULB FORCERS' ASSOCIATION.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

This is the period when lost motion greatly retards and when all that has been done to further the work in the way of preparedness counts to a great degree. So much, very much more, can be done when all the little details have been planned and provided for weeks ahead; then everything works out to a nicety and the perfected machine takes up and carries the load all through the early and later rush days of the week, to a grand and final finish Easter morning.

It is of the greatest importance that the store should be kept up to its utmost efficiency all the time, particularly in the heavy shopping periods when customers are constantly coming and going and the stocks are being depleted and gaps left here and there, while the floor is littered with plants that need setting up again. It should be the business of some one to keep straightening up the stock, putting back plants not selected and keep the stock in its best presentable condition. Customers are very quick to say, "The best is all gone—we are too late."

A little rearranging and spreading will fill up the gaps and the stock will soon present a full and complete appearance. It is always well to keep in reserve, some of the plants that are selling well, as frequently orders are taken to be picked out later and there is trouble when it is found there are none available.

The auxiliary annex is a great help at this time as extra stock can be stored there, and all plants sold can be immediately taken there for delivery. It is a great matter to get all selected or sold plants out of sight as soon as possible as there is certain to be nothing else just as good in the eyes of the next customer. Keeping stock of a kind together so as to make solid color effects, all pinks, blues, whites, and lilies in blocks, gives each plant a much more attractive appearance, and the decorative effect is much more positive than when there is a general mixture. Customers are waited on in half the time, as all of this or that is right before them and there is no tedious going up and down the store taking up valuable time.

TOUCHING UP MISSHAPEN PLANTS.

There should be a good supply of material to add too and give an artistic finish to a misshapen or imperfect plant. Pussy willows, laurel sprays, a slender bow of chiffon or a pot cover or mat, all of which with but a few minutes work, will put many a plant forward that was scarcely being noticed.

It is important that there be a system about meal times, particularly at supper, which should be over early, so the night work may be well progressed before all get weary. Avoid late night jobs. The large stores now send their employees to a hotel for four to five hours' sleep the last rush days. They are worth twice as much the next morning.

Try to keep all stocks moving; if a certain line sells too fast, do not see it, when the new customers come in, but be particular to call their attention to the things that need pushing. At least half the time they will act on your suggestion. It is not good policy to cheapen prices towards the end, for quite frequently last minute customers will happen along who want the best in the shop and are quite willing to pay good prices, in fact they judge the articles by the amounts asked for them. Many apparent over stocks have disappeared in the late Saturday afternoon rush at regular prices to people who were glad at the late hour to find such a good assortment to select from.

It is a good time to acknowledge acts of courtesy received through the year, by sending out specimens, plants or plant baskets of the stock on hand on Sunday morning. They will be received in good time and in their missionary work bring good results. These values can be charged to publicity of which this is one of the best forms.

There can be considerable saving in expensive cut flower boxes by using large sheets of white paper in which Easter lilies, callas and other long stemmed stock can be wrapped in a cornucopia of the paper, with their flowers exposed. When nicely arranged and tied at the stems with a tape in which is placed a small knot of flowers, such as a bunch of pansies, etc., the whole presents an artistic finish that attracts attention, and is even more acceptible than the box.

The best care should be taken of any left overs in plants to see that they are all gathered together and made as presentable as possible, as frequently there is a demand on Monday from late buyers to send to friends who had been overlooked.

Too much attention cannot be paid to the telephone, which should be answered immediately, and kept clear of all calls except those essential to the business. Florist Telegraph Delivery Association orders are important; many out of town deliveries will come your way if this service is kept to the front at this busy period.

EASTER LILIES (FORMOSA) AT LINCOLN PARK, CHICAGO.
Anna May and Katherine Frances, Daughters of Head Gardener O'Carroll in the Foreground.

European Floral Conditions.

Extracts from a paper by Sidney Bayersdorfer, of H. Bayersdorfer & Co., Philadelphia, Pa., read at the seventh annual convention of the Tennessee State Florists' Association, Memphis.

"The first thing that struck me on my arrival in London, as I was going to the Savoy hotel, was a florist shop. I looked in and found them selling hothouse fruit, and baskets made up of both fruit and flowers. Going about London, I found the same thing everywhere. Almost all the good florists are handling fine fruits with their flowers. The following day, I made a trip to the wholesale market. Many of the flowers in London come from the south of France. England has not progressed in the last few years in its floral business, as has this country, although its shops are very beautiful.

"From England, I went to Holland, where there are fairly modern flower shops, and they are using many baskets. Of course, Holland has beautiful flowers.

"My impression of the first flower shop visited in Germany was wonderful. The windows were full of flowers, one being filled with wreaths

for funerals. It is quite a custom in Europe to show the funeral wreaths in the shops. They always have natural designs in stock. In Europe, however, the wreaths are not made on wire frames, but on sticks or hoops, and wound around to make either a crescent wreath, which is very graceful, or the entire wreath. Most funeral wreaths average from three to seven feet in diameter. They do not make the fancy thing we have in this country; their main thing is wreaths. Europe caters to funeral designs in preference to any other type of work.

"To get back to the first flower shop I saw in Germany. The window was filled with fine draperies, beads of amber and other fine texture. I went into this establishment and met the proprietor, who told me that during the entire war they did a wonderful business. His sales increased three times over what they were prior to the war, the reason being that the people had lots of money, especially the working class, and not being able to spend it on food, as there was none to be had, spent it on flowers.

"I went along "Unter den Linden," and there I saw the flower shops carrying fine antiques. The proprietors claim that the people are anxious to spend money, so they carry this line in connection with the florist stock, and when they send antiques, fine china, etc., they decorate them with flowers.

"The flower shop in Germany has improved considerably since I was there prior to the war. They have all the material and the flowers to make up most beautiful work, yet have not the artistic arrangement the florists of the United States have. I showed them all of our ideas; some took them and some did not. I told them about the baskets used for funerals in this country. Some laughed; others took it seriously, and are going to try it. This I told to the florists in France and all the other countries I visited.

"An interesting thing about Germany is that you find flowers in every home, poor or rich. They have window boxes in the smallest alleys. I have gone into some of the houses of the poor working class and found plants and cut flowers around. This was encouraged during the entire war. During the war they encouraged giving birth to children, and the florists always had some novelties to send to the newborn boy member of the family. In the case of a girl, it is not considered important. One of these novelties I picked up, read: 'Another soldier for Hindenburg.'

"While the Germans were not restricted in flower growing, they were very much handicapped during the war in obtaining ribbon or any kind of silk or cotton. I found some ribbon that was made of paper and you could hardly tell it from that manufactured from the silkworm.

"Most of the German shops employ women as designers, as this class of labor is very cheap. Few florists have ice boxes, and these are not modern.

"Many flowers are seen at railroad stations. It is customary to present men and women, arriving and departing, with a gift of flowers.

"In France, the beaded wreath is much used. All florists carry large stocks of these, made from glass beads in various colors.

"Summing up conditions in Europe, as a whole, I would say that, although the floral business originated in Europe, today the United States is far ahead in this line of trade. This is a result of the American florists combining to help one another through the Society of American Florists and the Florists' Telegraph Delivery Association. In Europe, every florist is a competitor of his neighbor."

Bulb Mite.

In a recent publication of the Connecticut Agricultural Experiment station (Bulletin No. 225), the author, Dr. Philip Garman, states that during 1919 the inspection of over a million bulbs in that state brought to light the significant fact that nearly all shipments contained the bulb mite, R. hyacinthi Banks. In many shipments, only a few infested bulbs were found, but in others, as high as 15 to 20 per cent were apparently destroyed. Shipments were, however, frequently delayed in transit, according to reports, a state of affairs doubtless responsible for the poor condition of many bulbs when they arrived at their destination. Rotten bulbs, too, are not always the result of mite infestation alone, there being several other causes of rot and disease—but the almost universal presence of the mites in decayed bulbs has led to the present study of life history, habits and control of the pest. A. F. Woods, of the United States Department of Agriculture, Washington, D. C., claims that the Bermuda lily disease, caused in part by mite infestation, results in a yearly loss of 20 to 60 per cent of the entire crop where the plants are forced. Destruction of bulbs has also been noted by many other American and European workers. The injurious effects of the species in Connecticut were first described in the report of the state entomologist for 1915, when 3,000 Easter lilies were destroyed. Since then, no specific case in which extensive damage was done has been reported to that office, but there is doubtless a small per cent of loss each year, which should be prevented by proper inspection, care and treatment of the mite-infested bulbs.

Narcissus, hyacinth, tulip, crocus and Easter lily bulbs are infested by the bulb mite. In the laboratory, it has been reared on onions and potatoes, and it is probably capable of subsisting on almost any tuber or bulb. Its common occurrence in narcissus and lily bulbs may be due to the fact that these bulbs offer least resistance to attack, since the scales are loose and the mites find it easy to penetrate to the interior. Tulips are least injured, owing to their outer skin and tight-fitting scales, which have no place for the mites to enter. Hyacinths seem to be less easy to penetrate than narcissi, while onions, artificially infested with mites, were not injured unless they were partly rotten or bruised in the beginning. That the mites are able to feed on healthy tissue seems evident, both from numerous references to this particular ability by various writers, and from the experiences of those connected with that office in the case of the Bermuda onions already mentioned. A small number of tests have been conducted by Dr. Garman, in which mites entered and fed on growing narcissus bulbs. In these tests, rotten bulbs containing mites were placed in pots of soil just below the healthy ones and the mites readily left the rotten and entered the healthy bulbs. E. J. Welsford, in his "Investigation of Bulb Rot of Narcissi," claims that the rot of narcissus bulbs is transmitted by the minute worm or nematode, T. dispaci Kuhn, and not at all by the mite, Rhizoglyphus echinopus. This worm, however, has not been found in many of the rotten bulbs examined, while in few cases have mites been absent from diseased examples. Mr. Welsford admits that the bulb mite does a great deal of damage, but he does not consider it equal in importance to the nematode as a carrier of disease.

Morpholigical studies show that the mite has no tracheal system and cannot be killed, theoretically, by ordinary fumigants. H. E. Ewing, of the Oregon agricultural experiment station, demonstrated that 4.1 ounces of potassium cyanide per 5,470 cubic feet, or one ounce per 133 cubic feet of air space, was insufficient to kill the bulb mite. Fumigation at the New Haven laboratory with carbon disulphide in an air-tight container, one ounce to 100 cubic feet, required 48 hours to obtain a good kill. Mites on the interior of the bulbs were not destroyed, even with this length of exposure. P. Sorauer, an entomologist of Germany, recommends for use against the mite, R. echinopus, the use of a 48-hour carbon disulphide fumigation or immersion in tobacco extract. Forty per cent nicotine sulphate 1-400, with the addition of soap, killed only 7.1 per cent in tests conducted at this station. Fir tree oil was considerably more efficient, killing from 60 to 90 per cent in some instances, while in bulbs soaked in water heated to 55 degrees, Centigrade, nearly all

DAISY (BELLIS) PAN FOR EASTER.

were killed. A. F. Woods treated bulbs with mercuric chloride, 1-1,000 and 1-2,000, formalin 1-1,000 and 1-2,000, without success. A good kill was obtained by Dr. Garman with formalin heated to 50 degrees, Centigrade (122 degrees Fahrenheit), the bulbs being left for a period of 10 minutes. Nicotine sulphate 1-400, heated to 50 degrees Centigrade, and nicotine oleate heated to 50 degrees were also very successful acaricides. In all cases, careful observations were made on the hypopus because of its greater resistance, and the mites were examined daily for three days after treatment to be sure of results.

A few tests were conducted with narcissus bulbs in order to be sure that no injury results from the more successful treatments. Ten narcissus bulbs were first heated to 59 to 65 degrees Centigrade, in hot water, and left for a period of 30 minutes. Two bulbs were retained as checks. All treated bulbs were killed, but the checks remained healthy and grew. Shortly after, two narcissus bulbs were treated with hot water at a temperature of 50 degrees Centigrade for 10 minutes. These bulbs had fresh roots about one inch in length. Two bulbs were retained as checks. All bulbs grew, but the untreated ones were seen to be in better condition at time of blooming, and on removing from the pots, the original of the treated were found to be dead and a new lot in their place. Fifty degrees, Centigrade, is therefore non-injurious to narcissus, if the bulbs are without fresh roots and the period of immersion is not great. Paper White narcissi were used in these tests and none of the bulbs had any fresh roots. Some of the treated bulbs grew better and were more vigorous than the checks. All bulbs grew and the plants were approximately the same height at the conclusion of the test.

CONCLUSIONS.

In summing up his experiments on the bulb mite, the following conclusions were arrived at by Dr. Garman:

First—The bulb mite is capable of injuring healthy growing bulbs. Second—It is spread from place to place chiefly by means of the hypopus, which clings to small flies emerging from the decayed bulbs. Third—The life cycle may be completed in less than a month (nine to 29 days), or may be extended to a month and a half if the hypopial stage develops or if adverse conditions prevail. Fourth—One of the most satisfactory means of killing the mites were found to be that of dipping the bulbs in nicotine sulphate 1-400, or nicotine oleate, heated to 50 degrees, Centigrade. Hot water at the same temperature also destroys a good percentage. Fifth—The authority commonly given for the scientific name should be changed to Banks and the name should read Rhizoglyphus hyacinthi Banks.

BOSTON, MASS.—Arrangements for the big rose show in Horticultural hall, April 6-10, indicate a big success in this event.

BROOKLINE, MASS.—W. N. Craig, who has been ill for several weeks, has had a relapse and is again confined to his home.

CRAWFORDSVILLE, IND.—The range and retail establishment of the McDonald Floral Co. have been purchased by A. P. Morris and C. W. Jack, owners of the Morris & Jack Lettuce Farm, who will continue the business.

Kaolin Dust for Aphis.

The walnut aphis, the insect that destroys the foliage of the walnut groves of California, can testify to the narcotic effect of nicotine. Because the insect feeds upon the under side of the leaves it is very hard to control with ordinary spray applications, but two per cent, by weight, of nicotine sulphate at 40 per cent strength mixed with kaolin to give the poison bulk will go wherever the insect goes. The nicotine is applied to the foliage in the form of dust which premeates to every crevice and leaf fold. A single touch of the mixture is sufficient to make the aphis let go all holds and come tumbling to earth.

Nicotine sulphate dust has been so effective against the walnut aphis that the Bureau of Entomology, United States Department of Agriculture, decided to test it on truck crop insects. Recommendations based on the results of these tests are to be found in Department Circular 154. While a two per cent nicotine sulphate was sufficient to kill the walnut aphis, it was soon apparent that for other species a stronger proportion must be mixed with the kaolin. The melon aphis required about five per cent of the poison, but with that amount the results were entirely satisfactory. The most satisfactory type of machine for applying the dust was found to be a hand-operated bellows duster. With such a machine one man can cover two acres of full-grown melon plants in a day, using about 50 pounds of the mixture. The nicotine sulphate-kaolin mixture costs about 12 cents a pound in the five per cent strength. The cabbage aphis succumbed to a six per cent mixture. The pea aphis, onion thrips and western cucumber beetles were all susceptible to the dust in various strengths. The proper proportions and methods of application are given in the circular.

The development of this poison puts a very effective weapon in the hands of the truck grower, specialists of the department say. Dust can be applied more easily and quickly than spray, and larger areas can be treated in a given time. Its killing efficiency is always equal and usually excels that of spray. It costs less than spray and power dusters are cheaper than power sprayers. In dust from the poison can be combined with arsenate of lead or sulphur and applied dry for insects and fungous diseases.

Nicotine dust will lose its strength if it is not kept in air-tight packages. It is sometimes disagreable to the operator, particularly if the latter is inexperienced. It cannot be combined with Bordeaux mixture except when the latter is dry. In action, the nicotine sulphate is similar to nicotine and sulphate spray but much more rapid. When used as recomended by the Department of Agriculture, the dust has proved superior to spray in controlling certain insect pests.

Miller's New Range.

A. L. Miller, president of the Society of American Florists during the year 1920, has just placed an order for six greenhouses, each house being 20 feet-four inches wide by 150 feet long. These houses will be built at Jamaica, L. I., where Mr. Miller already has an extensive range of greenhouses. Each house will be five feet-seven inches from the ground to the eave line. The ridges will be 12 feet in the clear. The type of construction of the superstructure will be Lord & Burnham Co.'s, Irvington, N. Y., standard steel frame. Heretofore, Mr. Miller has built his greenhouses of pipe frame construction, but has come to the conclusion that the increase in cost of the steel frame over the pipe frame, is so slight that one is warranted in taking the steel rafter construction, which is far more durable. The houses will be furnished with cypress plant benches, supported by pipe post legs, and will be glazed with double thick glass 16 by 24 inches. Continuous ventilating sash on each side of the ridges, operated by Lord & Burnham Co.'s standard ventilating machinery, will furnish the necessary ventilation. Concrete walls four inches thick will be built around the sides of the houses, extending about two feet-four inches above grade. This takes the place of the usual double boarding, and will last indefinitely. The sides above the concrete wall will be constructed of glass. The houses will be heated throughout by hot water, circulated through two-inch steel pipes. A new Lord & Burnham Co. sectional cast iron boiler will be added to the already extensive heating plant. The contract for the range has been awarded to the above named concern. This firm has built all of Mr. Miller's greenhouses.

It is gratifying to note the steady and healthy growth of Mr. Miller's business at Jamaica. Starting with a few houses, he has gradually added to them, and today he has one of the largest, if not the largest, range of greenhouses devoted exclusively to the growing of plants. A constantly increasing number of visitors, both purchasers and members of the trade, testify as to Mr. Miller's reputation and fame as a plant grower. A visit to his establishment is well worth while, especially now, before Easter, and at Christmas time.

That Mr. Miller should place an order at this time, when so many of the trade are holding back, pessimistic as to the future, shows that he is still as optimistic as ever about the future of the plant business. Mr. Miller states that he has never yet been able to grow enough plants to fill his orders, that his business increases faster than he can build, and thinks that any florist who does not, or is afraid to go forward, will surely go backward.

The Late Arthur Bauscher.

Arthur Bauscher, president of the Bauscher Bros., Floral Co., Freeport, Ill., died March 17, at the Rockford hospital. He killed himself over a love affair with Miss Helen Wilson, whom he also shot, and who died shortly afterward. Mr. Bauscher was in business with his three brothers, and had the misfortune of losing his wife 18 months ago. At that time Miss Wilson was Mrs. Clarance Widholm, wife of an automobile salesman of Rockford. Dissension broke out in the family, and six months ago she filed action for divorce. Miss Wilson went to Freeport where she obtained employment at the Bauscher greenhouses. Mr. Bauscher fell in love with her and the two were often seen together. She received her divorce decree some weeks ago, and Mr. Bauscher at once proposed, but to no avail. Miss Wilson stated that she loved her former husband, and was on her way to see him in Rockford when the tragedy occurred.

Mr. Bauscher was a Mason, and is survived by two children, a boy and a girl.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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THE exceptionally bright and moderate weather favors the early Easter.

DUTCH BULB exports to the United States aggregate 40,000 to 50,000 cases annually.

JOHN SEDEN, the well-known plant hybridizer, died at Worthing, Eng., February 24.

THE statement that Leesburg, Fla., is producing most cut plumosus is, no doubt, untrue.

FLORISTS who are in the market for fertilizers should ask their dealer now for latest prices.

SWEET PEAS like an open soil, the roots of healthy plants having been traced down four feet.

Say It With Flowers in Japan.

The Yokohama Nursery Co., of Yokohama and Tokio, Japan, is advertising "Say It With Flowers" in its floral business. H. Suzuki, the head of the firm, says the slogan cannot be translated into Japanese and is therefore used in the original English wording.

Easter.

Easter, the most important floral holiday of the year, is just around the corner; be prepared to welcome the event with the greatest stock and most efficient service of your career.

The usual large crop of Easter weddings is now looming up. The progressive florist with a fine assortment of flowers, the latest novelties in artistic arrangement of bridal bouquets, and other accessory features at this time, will be sure to profit by such display.

The floral supply dealers are certainly keeping up with the procession. Their offerings of variety in plant baskets, hampers, pot coverings and other novelties for Easter, exceed in beauty and usefulness that of any previous season. Business is reported phenomenal.

Immediately the rush is over make a record of the Easter business, its successes and failures. The time to plan for next year is right now, when experiences are fresh in your mind.

Plan for a quick filling of the benches emptied at Easter. Such space must be pulling every week in the year for the best results.

The National Rose Show.

The 1921 National Rose Show to be held in Boston, Mass., April 6-10, in Horticultural hall, under the auspices of the American Rose Society and the Massachusetts Horticultural Society now promises to be one of the best exhibitions ever staged. Officials of the two organizations, after discussing plans recently, report that there is a great interest in the show on the part of rose distributors, rose breeders, rose amateurs, and that already there has been evidenced a fine support and plans for a heavy entry. Thousands of dollars are offered as prizes; also some very valuable medals by both societies, and by interested growers. In connection with the rose show there will be held lectures upon rose culture at 3:30 each afternoon of the exposition, and the Massachusetts Horticultural Society will stage its annual spring exhibition of orchids and spring blooming plants. This exhibition of orchids is the talk of the trade all over the country. President Albert C. Burrage, of the Massachusetts Horticultural Society, is doing much to encourage interest in orchids, not only in New England, but elsewhere.

All interested in exhibiting should write for the premium list, addressing the secretary of the Massachusetts Horticultural Society, Horticultural hall, Boston, Mass.

New Orleans Protest.

Conditions in a certain city of the south have been such that a storm of protest has arisen among the retail florists. Complaints are heard on all sides that some of the wholesale dealers of Chicago are supporting these so-called unfair competitors by supplying them with stock and supplies to carry on their business. Of course, the wholesaler has a perfect right to sell his goods to anyone who has the money to pay them, but the retailers, who are in business the whole year round, and are steady buyers from the Chicago market (even during the dull summer months) should deserve more consideration than those who come here and squat on the sidewalk, or others who have no place of business whatever, and solicit orders for floral work of every description, including weddings, receptions, teas, etc. They carry no regular stock on hand, they have no high rent or taxes to pay, no expensive working force; in fact, they have practically no overhead expense, to which the legitimate retailers are subject. How can the latter compete against such odds?

With stock so scarce and at such high prices (wholesale) the margin of profit for the retailer is so small that he can just about "break even," with nothing left to carry him through the dull summer months. It would be well for some of the wholesalers to think this matter over, if they would not kill "the goose that lays the golden eggs."

The department and 10-cent stores are selling young rose stock cheaper than the florists can buy them. We think the Springfield people should give the florists the preference. The express wagons were peddling carnations the other day; they were refused by the street peddlers. The landscape gardeners are complaining about the superintendent of one of the parks, doing jobbing work, using the park as his place of business. The gardeners say they cannot meet obligations with unjust competitors. This kind of business should be stopped, or let them fall in line and pay taxes and labor, and be put exactly on the same footing as they. Let the gardeners have a square deal.

C. L. OBY, Sec'y,
New Orleans Horticultural Society.

Leaves Debts Unpaid.

ED. AMERICAN FLORIST:

Will you kindly give these few lines space in THE AMERICAN FLORIST, as it may be of some protection to our brother florists. About three weeks' ago a certain German applied at the Metaire Ridge Nursery Co., New Orleans, La., for work. He gave a hard luck story, and the writer promised to give him something to do until he could straighten out his finances. The German asked for money several times before he had completed his first week of labor, and at the end of that time was paid $18, with which he made a few necessary purchases.

The following week he borrowed money from most of the men and women on the place, and when Saturday came, he was paid in full, and promised to settle all accounts the following week. He never came back, and was last seen making his way toward Texas and California. If any florists in those states meet this party, the writer hopes they will be on their guard. He left without paying for his room or board, and swindled a Chinaman who operated a restaurant, out of some meals, charging the same up to the Metaire Ridge Nursery Co. The party in question is a German who was interned during the war. He is well built, weighs about 180 pounds, has red hair which he wears long, and speaks very good English. He told that he had formerly been employed by Max Schling, New York, Gude Bros., Washington, D. C., and had worked in Charleston, S. C., and Laurel, Miss.

Louisiana— HARRY PAPWORTH.

Southern Home.

A southern farm house without a cluster of crepe myrtles to glorify and a pecan to dignify the front yard, a scuppernong vine fruiting in the back yard, a watermelon patch to gladden the summer and a sweet potato patch to furnish juicy sweetness for every meal in winter—well, such a home simply is not southern.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Wanted—Party with $5,000 or more, to enlarge a growing store and greenhouse in the best part of Chicago. Money secured by property. Address
Key 552, care American Florist.

Situation Wanted—As gardener; 18 years' experience in flowers, fruits, vegetable, greenhouse and landscape work. Age 39 years; married; good references. Address
Reginald Armsden
59 A Street, Echota, Niagara Falls, N. Y.

Situation Wanted

Young man expert designer and salesman desires position in high class flower shop in Chicago. Address
Key 541, care American Florist.

Situation Wanted

Expert salesman
and designer.

Key 540, care American Florist.

Help Wanted

Industrious man as foreman and grower of carnations, chrysanthemums, sweet peas, cyclamens and general line of bedding stock. Good permanent position to one who can produce results. Send references and salary expected in first letter. Address
Key 528, Care American Florist.

HELP WANTED

Industrious man as foreman and grower of carnations, 'mums, sweet peas, cyclamen and general line of bedding stock. Good permanent position to one who can produce results. Send references and salary expected in first letter. Address
Key 548, care American Florist.

Help Wanted

Experienced saleslady
and designer.

MANGEL, Florist
17 East Monroe Street, CHICAGO

Help Wanted

Experienced Nurseryman, one thoroughly familiar with both retail and wholesale trade, filling orders, checking and shipping, must be accurate, wide awake, good salesman thoroughly familiar with all varieties of stock and capable of handling men.

THE ELIZABETH NURSERY CO.
ELIZABETH, NEW JERSEY

HELP WANTED

PLANTSMAN

We want a first-class store salesman who understands perennials, bedding plants, trees, shrubbery and greenhouse stock, one who is familiar with requirements and conditions in the locality of Philadelphia, must be able to submit reference, good opportunity for the right man. Write

MR. RICHTER,
Care MICHELL'S SEED HOUSE
518 Market Street, PHILADELPHIA, PA.

FOR SALE

Flower and fruit farm; 12 acres; eight-room house; large barn; 8,000 clumps of peonies. On St. Joseph river and Lincoln highway. For particulars address

Alva Cathcart, Bristol, Ind.

FOR SALE.

140 roof bars, 13 ft. 8 in. long, 1½c per foot; 230 ft. purlins, 2c per foot; 2 ventilating machines, $7.00 each; 100 hangers for ventilating pipe, 10c each; 100 rods cables for same, 10c each; 40 purlin clamps; 75 pair galvanized hinges, 15c; 3,000 ft. 1¼-in. pipe; some 1-in. pipe; 1¼-in. globe valves; 2½-in. flower pots. We have some glass, 16 x 24, 16 x 22, 16 x 20, 16 x 18, 16 x 16, 16 x 12, 16 x 10, 14 x 20, 12 x 16 and 10 x 12, all double strength. This material is first-class.

E. HUSTON & CO., Sistersville, W. Va

For Sale

SECOND-HAND PIPE

All sizes from ¾ inch to 10 inch, A-1 condition, good collars and threads. Also lot of 14 inch pipe suitable for culverts. Write Dept. F.

MAX ZEIGLER & BROS., Muncie, Indiana

FOR SALE

Glass: 16x24, 16x20, 16x22, per box..	$5 50
16x16, 14x16, per box	4.50
12x16, 10x16, per box	4 00
1¼ in. wrought iron pipe, per foot..	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each	2.50
Rafters or sash bars, per foot	.02
Shafting (heavy), per foot	.10
Shafting (light), per foot	.06
Ventilating arms, each	.25
Ventilating hangers, each	.10
Garland iron gutters, per foot	.40
	Per 1000
5000 6 ft. wire stakes	$15.00
11,000 5½ ft. wire stakes	12.50
1200 5 ft. wire stakes	12.50
3000 4 ft. wire stakes	10.00

PETER REINBERG
30 East Randolph Street, CHICAGO

FOR SALE

Second-hand sheeting, 200 yards or more, 5 cents per yard. Exceptionally good for shading.

Bassett & Washburn
178 North Wabash Avenue, Chicago

Forced Sale

Exceptionally fine greenhouse property in Evanston, Illinois, must be sold by order of court to close litigation. Located on corner, 172 x 251 feet; greenhouses cover over 30,000 square feet and are equipped with concrete benches. There is also a 7-room heated dwelling on the premises and necessary sheds, etc. Property worth double what you can buy it for now.

Frederick H. Brammer
138 North La Salle Street
CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Help Wanted

EXPERIENCED PROPAGATOR for ornamental nursery stock and perennials. Energetic man with sound knowledge of grafting and budding on a large scale. Write giving particulars as to where experience gained, etc., to

The Sheridan Nurseries, 34 North St., Toronto, Canada

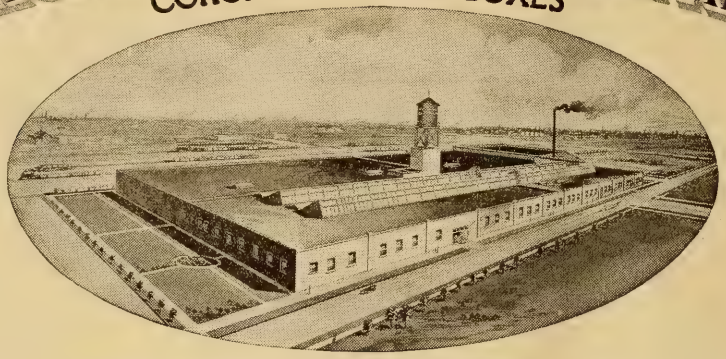
Home-Grown Stock

Greatly Increased Demand

If you have any to offer, or are likely to have any soon, **advertise in these columns now.**

AMERICAN FLORIST CO.
440 South Dearborn Street, CHICAGO

CHICAGO CARTON COMPANY
CORONA FLOWER BOXES



Representatives:
M. E. CHAPIN
516 Fifth Avenue
New York City

T. A. DIXON CO.
1526 Blake St.
Denver, Colorado

T. S. FINCH
601 Elm St.
Dallas, Texas

Home Office
and Factory
4433 Ogden Ave.
CHICAGO
Telephone
Lawndale 906

For Violets and Corsages

Size		Per 100
7 x 4 x 4	2-inch Top	$ 5.00
10 x 6 x 5½	2-inch Top	6.00
12 x 8 x 5½	2-inch Top	7.65
14 x 10 x 8	2-inch Top	12.60

For Cut Flowers

18 x 5 x 3	2-inch Top	$ 6.10
20 x 4 x 3	2-inch Top	6.05
21 x 5 x 3	2-inch Top	7.25
24 x 5 x 3½	2-inch Top	7.70
24 x 8 x 4	2-inch Top	10.80
28 x 8 x 4	2-inch Top	12.10
28 x 8 x 5	2-inch Top	13.05
30 x 5 x 3½	2-inch Top	9.25
36 x 8 x 5	**2-inch Top**	**16.20**

The sizes given here are carried in stock, in the popular MIST-GRAY and GREEN colors.

5% DISCOUNT
CASH WITH ORDER

The prices quoted herewith are f. o. b. Chicago.

When printing is wanted there will be a charge of $9.00 per color for printing 500, $12.00 per color for printing 1000.

Border printing and embossing will be charged for as time work in accordance with the amount of work involved.

Mention the American Florist when writing

For Sprays, Designs and Cut Flowers

Size		Per 100
16 x 16 x 8	Telescope....	$29.25
20 x 20 x 8	Telescope....	38.95
21 x 5 x 3	Telescope....	7.25
24 x 5 x 3½	Telescope....	8.90
24 x 24 x 10	Telescope....	55.75
30 x 10 x 5	Telescope....	22.00
30 x 12 x 6	Telescope....	30.25
32 x 32 x 8	Telescope....	63.75
36 x 10 x 5	Telescope....	25.20
36 x 12 x 6	Telescope....	36.35
36 x 14 x 8	Telescope....	46.55

San Francisco.

BUSINESS FAIRLY ACTIVE.

Business was fairly good all week, funeral work in particular being heavy. There is a marked increase in the supply of many seasonable flowers, with the possible exception of roses. This flower still continues in short supply with prices remaining very firm. Wholesalers predict a much larger cut by Easter as the weather is now very favorable to the coming crop. American Beauty roses have increased lagely in the daily arrivals and the crop may now be said to be at its best—an average of $5.00 per dozen is being paid the growers for this stock. Columbia of the finest quality noted this season is arriving and cleans up readily at fancy figures. Mrs. Chas. A. Russell continues in short supply with a constant demand. Premier is scarce. Ophelia is increasing gradually in the daily arrivals with no change in prices. There seems to be enough of Hadley and Hoosier Beauty to meet all requirements. Cecil Brunner is practically out of the market at present. The first cut of grown sweet peas came in during the week and found a ready market. The colors, however, are not decided enough and it will be some time before they are at their best. We are now at the height of the daffodil season, and while the offerings are all that could be desired, it is a case of naming your own price. The supply is so great that the market is totally unable to absorb the greater part of it. On every corner in the downtown district may be seen boys and men with great baskets of this flower offering them for whatever they will bring. Iris is improving in quality and is being featured in basket work. There is also a great over-supply of violets. Carnations are coming in large quantities. This has caused a drop in price on all varieties with the exception of Laddie which still retains its old price of $1.50 per dozen wholesale. There is plenty of Dutch hyacinths coming into the market and just at this time it does not seem to move very rapidly. The same is true of tulips and other bulbous offerings. Freesias are getting scarce and good stock sells quickly. There are still some yellow freesias to be had. Callas are a drug on the market. Cattleyas are again a scarce article with a brisk demand. Lily of the valley continues in fairly good supply and brings good prices. There is still a scarcity of good snapdragons. Ferns and asparagus are now equal to all requirements as are all green stocks. Many Easter plants are already arriving. Azaleas may now be had in all colors and no finer plants could be asked for than those now on display. There is also a good assortment of rhododendrons in various sizes to select from. Rambler roses are another addition to the list of flowering plants. Ericas and cinerarias are plentiful. From present indications there is going to be a bounteous supply of flowering stock for Easter. Lilium Giganteum also promises to be in ample supply. The call for foliage plants continues active with nephrolepis leading.

THE GLADIOLUS

Is more satisfactory and lasting than many higher priced flowers. I am now shipping **FINE GLADIOLUS SPIKES** to florists all over the **Continent.** Satisfactory condition on arrival guaranteed. Same level price to all florists, postage added. Order a trial box of 50 or 100 by wire at my expense.

GEO. J. BACKUS, Gladiolus Grower, Stuart, Florida

NOTES.

Daniel MacRorie, of the MacRorie-McLaren Co., says the spring plant trade this year is much ahead of past seasons. His greenhouses are filled with Easter stock. Rhododendrons, principally Pink Pearl, are coming along nicely. The firm is very busy with landscape work also.

The Art Floral Co. has received an order for the decorations on board the new liner "Golden Gate", which sails for the Orient next week. Joseph Bungard of this firm will be in charge of the work which calls for a large amount of stock.

B. M. Joseph, in charge of the Easter advertising campaign of the Retail Florists' Association, reports that a substantial sum has been collected to advertise "Say It With Flowers," for the Easter trade.

A special meeting of the Retail Florists' Association was held on March 17. Important matters pertaining to the new wholesale flower market were brought to the attention of the members.

The State Floral Society held its regular monthly meeting, March 10. Miss Alice Eastland, the noted California botanist, gave an interesting lecture to the members on "Spring Flowers."

JAMES T. LYNCH.

Spring Bulbs

For your Counter Sales or Outdoor Planting.

DWARF PEARL TUBEROSE.

TUBEROSES

Well Cured; Free From Rot.

	100	1000
Dwarf Excelsior Pearl, 2nd size, 3-4 in	$2.75	$25.00
Dwarf Excelsior Pearl, 1st size, 4-6 in	4.00	35.00
Variegated Leaved, single	3.75	32.50
Albino, early single white	3.75	32.50
Armstrong's Ever-Bl'm'g	3.75	32.50
Mexican	3.00	25.00

CALADIUMS

The kind with real sound center shoots.

	100	1000
5- 7 inch	$ 4.50	$ 40.00
7- 9 inch	7.50	70.00
9-11 inch	14.00	125.00

GLADIOLUS

Grown on our own farms from our own Planting Stocks. Machine Graded; True to Name.

	1000
America, First	$27.00
America, Medium	22.00
Pink Beauty	55.00
Halley, Medium	35.00
Mrs. F. King, First	25.00
Mrs. F. King, Medium	20.00
Mrs. F. Pendleton, First	50.00
Mrs. F. Pendleton, Medium	45.00
Niagara, First	45.00
Niagara, Medium	40.00
Mad Monneret, First	30.00
Schwaben, First	60.00
Schwaben, Medium	55.00
Peace, First	45.00
Florist Mixed, First	25.00
Rainbow Mixed, First	40.00
Standard Mixed, First	22.00
Standard Mixed, Medium	19.00

CANNA ROOTS

King Humbert.....per 100, $ 5.00; per 1000, $45.00
Yellow Humbert.....per 100, 5.50; per 1000, 50.00
President.....per 100, 15.00

And a Full Line of Standard Kinds.

WHITE BULBLETS

(GLADIOLUS)

	1000
America, ½-¾ inch	$ 5.50
America, ½ inch and under	4.50
Mrs. F. Pendleton, ½ inch and under	10.00
Mrs. F. King, ½ inch and under	4.50
Panama, ½ inch and under	6.50

OUR SPRING BOOK "FOR FLORISTS" NOW READY.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Columbus, O.

PRICES SLIGHTLY HIGHER.

Prospects for Easter trade are very promising. Judging from the way people have been buying there should be a good demand for the staples such as roses, carnations, violets, Easter lilies and sweet peas. The supply of flowers is as large as usual and the quality is generally excellent. Prices for Easter in roses and carnations will be slightly higher than usual. On other varieties of flowers the same prices will prevail as have been recorded for the past month. Demand has been very good at all of the stores. One of the features has been the good demand for corsages as there have been many social events. Weddings are now more numerous and will increase during the spring. There has been considerable funeral work also. Plants are selling well with the main varieties, Easter lilies, hydrangeas, hyacinths, etc., leading. Easter lily plants sell from $2.50 to $15.

At the meeting of the Flower Growers' and Dealers' Association, which was formed last week, the following members were enrolled: Carl H. Jagst, Franklin Park Floral Co.; S. F. Stephens, S. F. Stephens & Son; G. A. Ackerman, G. A. Ackerman Floral Co.; Albert M. Mills, Indianola Floral Co.; Herman W. Kropp, Cottage Rose Gardens; I. D. Siebert and G. H. Woodrow, of the Fifth Avenue Floral Co.; H. H. Munk and Ralph Munk of the Munk Floral Co.; Frank Townsend, Rolph Zetlitz Co.; Ernest Helm, F. A. Brigel, C. W. Hubber, W. J. Brunst, T. J. Ludwig and Edward D. Ludwig of the T. J. Ludwig Floral Co. It was decided to hold the next meeting at the offices of the T. J. Ludwig Floral Co., April 6. At that time the constitution and by-laws will be ready for consideration and permanent officers will be elected. Edward D. Ludwig is acting as temporary secretary of the association. J. W. L.

Rochester, N. Y.

STOCK IN ABUNDANT SUPPLY.

Trade has been rather quiet preceding Easter and there has been an abundant supply of all kinds of cut flowers, but no outlet for the stock. Roses of all kinds are excellent but there is an oversupply. Calendulas, Paper White narcissi, cut primulas, hyacinths, callas, tulips, etc., are all abundant and the price is low. Carnations are very poor in quality and in weak stems, but acacia and Scotch heather sprays are finding favor with the flower buyers, even though they are expensive. There are fine primulas, genistas, tulips, daffodils, and a few azaleas in the market. Everything looks bright for a big Easter trade.

NOTES.

On Friday, March 11, the Florists' Association held a carnation and sweet pea exhibit at the Osborne house, which contained many of the new and better varieties. David J. Scott, wholesale grower, Corfu, N. Y., gave a talk on "The Growing of Cut Flowers and How to Get Best Results." Max Schling, New York, was announced as a speaker for the next meeting of the association.

An immense green harp, holding green carnations, was a feature of the central figure of the St. Patrick's day display at J. B. Keller Sons.

The Rochester Floral Co. had a fine display for St. Patrick's day, of green carnations.

James Vicks' Sons are making a specialty of fancy plant baskets for Easter.

W. L. Keller has returned from Denver, Colo., and reports a fine trip.

Hart & Vicks report that their seed trade is very fine.

CHESTER.

The American Florist Company's Directory of Florists, Nurserymen and Seedsmen of the United States and Canada.

(Copyrighted and Title Trade-Mark Registered.)

Directory Revision

We are revising our **Trade Directory** of the **Florists, Nurserymen, Seedsmen,** etc., of the United States and Canada, and as there have been many changes in firm names and considerable extension of the area under glass, nursery grounds, etc., you would greatly oblige by supplying the following information with reference to your business:

In all cases state (1) Name of firm or proprietor, with the officers of corporations; (2) Name of manager; (3) Address, giving street and number or rural route; (4) City or town; (5) State; (6) When business was established; and (7) Whom present owner succeeded.

If Florists, state whether (1) Grower; (2) Retail, having store only, (3) Wholesale; or (4) Commission. If a grower state acreage of ground operated and give number of square feet of glass.

To ascertain the number of feet under glass in a given house, multiply the length (145 feet) by the width (12 feet) and you have in that house 1,740 feet under glass, thus,

12x145 feet 145
12
1,740

If Nurserymen, state whether (1) Wholesale; (2) Retail; (3) Acreage of ground operated, and area under glass as in the case of florists above.

If Seedsmen, state whether (1) Dealer: (2) Grower; (3) What your specialties are; (4) If a grower, state acreage operated and area under glass, as in the case of florists above.

Inclose your printed letterhead or business card with above details of the business.

Please send the names and addresses of new firms in your vicinity.

Horticultural Supply Concerns

We also list all lines of **Horticultural Supply Concerns,** such as manufacturers of **Greenhouse Building Materials, Boilers, Ventilators, Glass, Insecticides, Pots, Labels, Seed Bags, Fertilizers, Wire Designs, Tinfoil, Vases, Machinery, Implements, Sprayers, Seed Cases, Flower Pots, Florists' Boxes, Ribbons, Etc.** The specialties are also listed under these heads in the case of advertisers.

Advertising Rates:

Including Copy of New Edition.

Page (3⅛ x 6½ inches)	$30.00
Half page (3½ x 3¼ inches)	20.00
One-fourth page (3½ x 1⅝ inches)	12.00

The price of the Book is $5.00 Per Copy, Postpaid.

SEND YOUR ADVERTISEMENT NOW.

AMERICAN FLORIST COMPANY,

Directory Department. **440 S. Dearborn Street, CHICAGO.**

Phlox Suffruticosa Miss Lingard

This is the early flowering hardy white Phlox which is so useful for cutting, coming into flower late in May or early in June and continuing to bloom throughout the season.

We offer strong 3 inch pot plants, **$1.50 per dozen; $10.00 per 100; $90.00 per 1000.**

Oriental Poppies

There has been a great scarcity of this showy popular perennial, which has prompted us to make early fall propagations and we are now in position to supply a thrifty lot of good plants from 3 inch pots of the following choice varieties:

Mrs. Perry. Beautiful salmon-rose.

Oriflamme. Large georgeous orange-scarlet.

Perry's White. Pure satiny white, with crimson-maroon blotch at base of each petal.

Price: thrifty 3 inch pots, **$1.50 per dozen; $10.00 per 100.**

HENRY A. DREER

714-16 Chestnut Street,
PHILADELPHIA, - PA.

The above prices are intended for the trade only.

Early-Flowering Hardy Phlox Miss Lingard.

LARGE-FLOWERING CANNAS

Fine 2 or 3 eye, plump, dormant roots, true to name

	Doz.	100	1000
AUSTRIA. Lemon chrome, spotted red, green foliage, 5 feet	$0.60	$3.75	$32.50
A. BOUVIER. Rich velvety red, green foliage, 6 feet	.60	3.75	32.50
BEAUTE POITEVINE. Crimson, green foliage, 4 feet	.65	4.00	35.00
CHAS. HENDERSON. Deep crimson, green foliage, 4½ feet	.60	3.75	32.50
CRIMSON BEDDER. Intense crimson, green foliage, 3½ feet	.65	4.00	35.00
DAVID HARUM. Red, dark bronze foliage, 3½ feet	.65	4.00	35.00
DUKE OF MARLBOROUGH. Crimson maroon, green foliage, 4 feet	.65	4.00	35.00
EGANDALE. Currant red, bronze foliage, 4 feet	.65	4 00	35.00
FIREBIRD. Scarlet red, green foliage, 4 feet	1.25	9.00	80.00
FLORENCE VAUGHAN. Yellow spotted red, green foliage, 5 feet	.60	3.75	32.50
GLADIATOR. Deep yellow, dotted red, green foliage, 4½ feet	.65	4.00	35.00
GLADIOFLORA. Crimson with irregular edge of gold	.65	4.00	35.00
KING HUMBERT. Scarlet, bronze foliage, 4½ feet	.85	5.50	50.00
LOUISIANA. Bright scarlet, green foliage, 7 feet	.60	3.75	32.50
METEOR. Scarlet, green foliage, 4½ feet	$0.75	$5.00	$45.00
MONT BLANC. Almost white, green foliage, 3½ feet	.70	4.50	40.00
MME. CROZY. Scarlet with orange yellow border, green foliage, 3 feet	.65	4.00	35.00
PENNSYLVANIA. Vermilion scarlet, green foliage, 5 feet	.60	3.75	32.50
PILLAR OF FIRE. Brilliant red, green foliage, 6 feet	.65	4.00	35.00
PANAMA. Rich orange, red bordered with a broad edge of golden yellow, green foliage, 5 feet	.65	4.00	35.00
QUEEN CHARLOTTE. Rich pomegranate, red bordered with golden yellow, green foliage, 3½ feet	.65	4.00	35.00
RICHARD WALLACE. Light yellow, green foliage, 4½ feet	.60	3.75	32.50
SOUV. D'A. CROZY. Crimson, with gold band, green foliage, 4 feet	.65	4.00	35.00
THE PRESIDENT. The best canna of recent introduction, immense trusses of large red flowers	3.00	20.00	.....
WINTZER'S COLOSSAL. Bright scarlet, green foliage, 5 feet	.85	5.50	50.00
WYOMING. Orange chrome, bronze foliage, 6½ feet	.65	4.00	35.00

A. HENDERSON & CO., 166 N. Wabash Ave., CHICAGO, ILL.

BIG CROP OF ROSES

We grow our own Roses especially for the Shipping Trade. Give us a Trial Order.

Buy Direct from the Grower

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST—Subject to Market Changes

In Effect March 28.

RUSSELL Per 100

Fancy Long	$20.00 to $25.00
Good Length	16.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

COLUMBIA

Fancy Long	$20.00 to $25.00
Good Length	16.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

PREMIER

Fancy Long	$20.00 to $25.00
Good Length	16.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

HOOSIER BEAUTY Per 100

Long	$20.00
Medium	$10.00 to 16.00
Short	6.00 to 8.00

OPHELIA

Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	5.00 to 6.00

SUNBURST

Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	5.00 to 6.00

WHITE KILLARNEY

Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	5.00 to 6.00

ASSORTED ROSES

—OUR SELECTION—

Good short and medium, including some **Russell, Columbia and Premier.** In lots of 200 or more. $8.00 per 100.

Fancy Ferns, per 1,000	$4.50 to $5.00
Adiantum, per 100	1.50
Sprengerl, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per 100	4.00

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

EARLY EASTER DEMAND IS BRISK.

Business was very good last week when a large quantity of stock that had accumulated was disposed of at fair prices, considering the dull period that has existed for sometime. The out-of-town demand was good and the city call for stock was exceptionally heavy. The retailers in general were well pleased with business and the wholesalers have no complaint tc make. The early demand for stock for Easter is very encouraging, and if the weather is any at all favorable the market should clean up completely in all lines. Blooming plants are reported to be scarce and all the dealers are completely sold up in this vicinity. Cut lilies are in strong demand and fancy stock is commanding high prices. Many of the wholesalers are anticipating a complete cleanup in this item, while some are looking for a great scarcity before the week is over. Callas are having a good call and are none too plentiful. American Beauty roses are in good supply, and in good demand. Columbia, Russell and Premier are in strong demand and there is a brisk call for Milady, Sunburst, Ophelia, Butterfly, Mrs. Ward, Montrose, Victor, Golden Rule, Double White Killarney and all the other varieties grown for this market. Cecile Brunner and Nesbit are cleaning up fast each day. Colored freesia are in good supply and are moving nicely right along. Carnations are plentiful, but are moving well at this writing, and should be completely disposed of before the rush is over. Violets are in strong demand and so are sweet peas. Lily of the valley, orchids and gardenias are in good supply, but are moving nicely. Daisies, jonquils, tulips, Darwin tulips, calendulas, mignonette, pansies, choice lupines, Narcissus poeticus and snapdragons are included in the offerings and are all having a good call. Southern jonquils are arriving in large quantities and are in strong demand. Greens are in good supply but are selling well. The retailers are making a strong bid for the Easter business by making large displays of stock and advertising, either direct or through the daily papers.

NOTES.

Wietor Bros. report business as good with a cleanup in stock each day. The early outlook for a brisk Easter business is very encouraging at this establishment and a complete disposal in stock is expected with favorable weather.

Do not take any fake or imitation thread, claimed to be the Meyer silkaline, or smilax threads. Be sure the name Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from and you will notice that our threads run full two ounces of thread to the spool. Be sure and get the Meyer thread.

Mention the American Florist when writing

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Excellent Roses

SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red GOOD CROP

Including the finest Mrs. C. W. Ward on this market, bar none

JONQUILS, TULIPS, DARWINS, DAFFODILS, LUPINES, VALLEY, FREESIA.

White and Blue Daisies, Calendulas, Violets, Lilies, Larkspur, Pansies, Forget-Me-Nots, Sweet Peas, Stocks and all other seasonable Cut Flowers.

Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

The Alpha Floral Co. reports a great improvement in trade and is well pleased with the amount of business done last week. This firm, in conjunction with Johnson & Chronic used daily papers with good results last week. The total sales March 19 were exceptionally brisk.

A. L. Vaughan & Co. are receiving heavy shipments of southern jonquils which are in strong demand and cleaning up fast each day. Business is exceptionally good at this establishment and everything points to a heavy Easter trade.

Mangel, the Palmer house florist, was well pleased with business last week when the total sales were surprisingly heavy. Several large funeral orders were executed and the demand for stock for Palm Sunday was brisk.

The Bohannon Floral Co. had a big week ending March 19 when only a couple of bunches of roses were left when the store closed for the day. Special sales were conducted all week with surprisingly good results.

Corsage Shields

	Per doz.
Lace Shields (all colors)	$2.25
Invisible Shields (green only)	2.25
Colonial Shields (green only)	1.25
Celluloid Shields (per 100, $5.00)	.75

Corsage Pins

4½ Inches Long.
(With glass heads, any color.)

Per gross	$1.50
5 gross or more, at	1.40

Get Our Complete List of Other Items. It's free.

GEO. H. ANGERMUELLER CO.
Wholesale Florists, 1324 Pine St., ST. LOUIS, MO.

A. Lange is confident that the Easter business will be as heavy as ever and is laying his plans accordingly. The sales last week were large and the stage is all set for the big Easter rush.

George Manos, the Union depot florist, was called to Williamsport, Pa., last week to attend the funeral of a niece.

Zech & Mann report a heavy demand for stock for Easter with a strong call for lilies. Fancy sweet peas are arriving in quantity at this establishment and are moving fast.

Sphagnum Moss Vaughan's Seed Store Chicago & New York Single Bales or Carlots

Heavy Supply for Easter

ROSES & CARNATIONS

Exceptionally fine stock in all the leading commercial varieties at the right prices. You give your customers the best stock obtainable when you fill their orders with our cut flowers.

WIETOR BROS., 30 East Randolph St., L. D. Phone Randolph 2081. **Chicago**

The funeral, March 19, of the late Dr. Gunsaulus of the Armour Institute of Technology, and many years pastor of Central Church, brought out one of the largest displays of choice floral tributes ever seen in this city.

The Chicago Flower Growers' Association is confident that it will dispose of its supply of stock for Easter without any great difficulty, basing their claim on the many orders already booked.

The J. A. Budlong Co. reports business as brisk with a heavy out-of-town demand for stocks for Easter. Some fine lilies are to be seen at this establishment.

The E. C. Amling Co. is handling a large quantity of fancy colored freesias, which are seen prominently featured in some of the leading window displays.

Peter Reinberg's cut of roses will be quickly disposed of according to Herbert Hansen, who reports orders arriving in every mail.

Chief Gardener O'Carroll, of Lincoln Park has a fine lot of lilies and other bulbous plants just right for the big Easter show.

Bassett & Washburn are experiencing a big demand for stock for Easter, especially roses, which are in good crop with them.

Wolf's Flower Shop on East Monroe street reports business as good with the sales last week very satisfactory.

M. Poletsos had a special window display for St. Patrick's day that attracted much favorable attention.

The Grossberg-Tyler-Finnerman Co. received a large importation of waxed orange blossoms this week.

Robert Newcomb has returned from a western business trip and called on the trade here this week.

H. B. Kennicott, of Kennicott Bros. Co., will leave for Florida after Easter on a business trip.

Guy French of the American Bulb Co. has returned from a western business trip.

Butch Richter of the George Reinberg force is the proud father of a baby girl.

A. F. Longren is back from a business trip in Iowa.

Commercial Flower Growers Ass'n.

The Commercial Flower Growers' Association held its regular monthly meeting at the Hotel Randolph, Thursday evening, March 17. Henry Wehrmann read a very interesting paper on "Sweet Peas" and the rest of the evening was devoted to the discussion of advertising relative to the Allied Florists' Association. Those present were well pleased with the results of the assessment plan the past year, but the general opinion was that the retailers as a body were not giving it the support they should. The following had exhibits:

Hans Jepsen, Maywood.—A fine display of Zvolanek's sweet peas and General Pershing freesias.

Henry Wehrmann, Maywood.—A fine collection of sweet peas.

George Ball, Glen Ellyn.—Sweet peas of splendid quality. Awarded a certificate of merit for variety Annette.

G. Swenson, Elmhurst.—Exceptionally well-grown sweet peas.

Ernest Weiss, Maywood.—Splendidly grown sweet peas.

A. E. Hunt & Co., Evanston.—Lupines and white, yellow and blue daisies.

Henry Neve, Des Plaines.—Asparagus sprengeri.

George Ball, William Duntemann and A. E. Hunt acted as judges.

SAFETY

FOUNDED BY FLINT KENNICOTT 1st

GLOWING PROMISES to induce the buying of cut flowers and their delivery are two different things.

THE STORY of selling satisfactory stock and its safe delivery becomes an old one with us after 40 years of wholesale cut flower service—the primary principle upon which we built this business.

"TO BUY CUT FLOWERS
is as SAFE as the GROWING."
—"CERTAINLY"—

KENNICOTT BROS. CO.
174 N. Wabash Avenue
CHICAGO
"Principal location in the market."

Glass by the Million
Production by the Thousands

St. Louis, Mo.

DEMAND FOR STOCK GENERALLY GOOD.

There is a great supply of all kinds of stock on the market. The demand is good, however, and prices have been conducive to a large trade. Funeral work has comprised about 75 per cent of the trade this week. All bulbous stock is going rapidly and there will be a shortage of lilies for Easter, it is predicted. Prospects are bright for a big retail trade during Easter. The florists of this city are making up some very fancy baskets of violets, bulbous plants, and lilies in an endeavor to attract the Easter trade. Roses of the colored varieties are plentiful but the market is short on whites. The Russell, Premier, Butterfly, Ward, Ophelia and Killarney are leaders and bring good money. Carnations are more than plentiful and may be had at all prices. There is a very limited quantity of Laddie carnations among the offerings and these bring very fancy prices. Jonquils are of the finest grade and are to be had everywhere. The demand, however, is surprisingly good. Narcissi of the common types are entirely gone and a few Poeticus narcissi are beginning to come in. There are never any left over, for the demand for them is great. Lilium Harrisii is seen at every florists, and the demand is excellent.

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

You Get the Best Stock in the Chicago Market at the prices quoted when you place your orders here

Buy Direct From the Grower — **EASTER PRICE LIST** — Subject to change without notice

MRS. CHAS. RUSSELL and PREMIER	Per 100
Specials	$35.00 to $40.00
Fancy	30.00
Select	25.00
Medium	18.00 to 20.00
Short	12.00 to 15.00

OPHELIA and SUNBURST	Per 100
Specials	$30.00
Select	$20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

COLUMBIA	Per 100
Specials	$30.00 to $35.00
Fancy	25.00
Select	20.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

Killarney, White Killarney	Specials	$25.00
	Select	$18.00 to 20.00
	Medium	12.00 to 15.00
	Short	10.00

ROSES, OUR SELECTION..... 10.00 to 12.00

CARNATIONS—All colors.....$8.00 to $12.00 per 100

Easter Lilies, good stock	$20.00 to $25.00 per 100
Violets, best in the market	1.00 to 1.50 per 100
Sweet Peas, all colors	1.50 to 4.00 per 100
Jonquils, Golden Spur	6.00 to 8.00 per 100
Tulips, all colors	6.00 to 10.00 per 100
Freesia, the best Purity	4.00 to 6.00 per 100
Valley, order of us for the best.	8.00 per 100

GALAX	Per 1000
Bronze	$2.00
Green	2.00
Adiantum, per 100	$2.00
Asparagus, per bunch	$ 0.50 to .75
Ferns, per 1000	5.00

Order from us and get the freshest stock and of best keeping quality and have the assurance of supplies such as can only come from 2,000,000 FEET OF MODERN GLASS

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 **CHICAGO**

Heavy Supply Cut Flowers
FOR EASTER

Everything you need of the finest quality obtainable in this market.

NOTICE---For Your Accommodation we shall be open on Sunday, March 27, with a full line of stock for quick shipment on your telegraph or telephone orders

both for cut flowers and pot plants. The market is flooded with lily of the valley for which there is no demand. Violets are coming in in large quantities and the offerings are of very poor quality. Some excellent pot plants of violets in fancy containers are to be had at most establishments. Calendulas of good quality are few and far between and are valuable property. Sweet peas of the large flowered varieties are quite plentiful and the demand for them is good. It is predicted by florists that corsage bouquets will be more popular after Easter. Snapdragons are in great demand but the supply is limited. Stock on hand, however, is of good quality. The supply of daisies coming in is increasing steadily and they find a ready place on many tables. Tulips are very plentiful and there is good supply of Darwin and Morilla varieties among the offerings. Roman hyacinths are very scarce this week. Pot plants of tulips, hyacinths, jonquils and freesias are important factors in most of the window displays. Orchids of the cattleya type are very plentiful, but the demand for them is not good. A few dealers are displaying some fine pansies in from two to six inch pots. They are the season's first and therefore, are going at a high price. Roses of the small clustered types are seen in many windows. Deutzias are also commonly seen among the offerings. Dracaenas of both red and green varieties, pandanus, crotons and ferns are seen in all windows. Cinerarias are

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas

CARNATIONS

Callas Mignonette
Sweet Peas
Calendulas
Tulips Jonquils
Freesia

GREENS

Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

rapidly declining though many are still offered. Their demand is not rushing. Primroses are still being used. Asparagus plumosus and sprengerii are plentiful and remain the same in price. Galax and leucothoe are to be had in limited quantities.

NOTES.

Grimm & Gorly have an attractive Easter window display which is drawing much attention. The main feature is a white cross of white silk and velvet. Green is cleverly used to emphasize it and the whole is banked with white Easter lilies.

Stock from the W. A. Rowe Floral Co., Kirkwood, is found everywhere on this market. Mr. Rowe has been very successful this season.

The F. C. Weber Floral Co. is displaying some excellent violet and pansy baskets. Roses are also short among the specimen plants.

The Bourdet Floral Co. has an attractive display of bulbous stock and is bringing out some exceptional hydrangea plants.

Heavy business in carnations is reported by the St. Louis Wholesale Cut Flower Co.

An increase in business during the next few days is predicted by H. G. Berning.

Easter baskets of flowers is being made a feature at the Mullanphy Floral Co.

The Windler Wholesale Floral Co. reports a heavy trade in roses and carnations.

C. A. Kuehn has a number of Easter orders booked.

R. D. M.

Albany, N. Y.

An enjoyable trip by automobile was had by six of the local growers and retailers to the New York Spring Show last week. On the way down to the show the party followed the route along the west coast of the Hudson river, spending a few hours at the range of Henry Hansen at Catskill, and the establishment of Herman Burgevin, near Kingston. A fine time was had by all at the exhibition.

The Florists' Club held a show for the members and their friends at the Albany Cut Flower Exchange, March 17. There was a generous display of hydrangeas, rose bushes, carnations, and bulbous spring stock. Most of the stock was auctioned off to the retailers present after the show and the sum of about $200 was turned into the Club treasury.

H. D. Phillips of the State Bureau of Foods and Markets, will be one of the speakers at the convention of vegetable growers of the state to be held in Syracuse, March 29. Mr. Phillips will tell of the reporting service maintained by his bureau and which is said to be a help to the business.

R. D.

Michigan State Florists' Association.

SECOND ANNUAL CONVENTION.

With a splendid attendance of between 200 and 300 members of the trade and their wives, and a well-arranged programme that held interest during two days, the second annual meeting of the Michigan State Florists' Association, which was held at Saginaw, March 7-8, was a complete success in every detail. At the opening session, Tuesday afternoon, the visitors were warmly welcomed by Mayor B. N. Morcer, followed by President Goetz, who delivered his annual address, which included many suggestions of timely interest. Other well-known speakers at this session were Professor G. Koons, of the Michigan Agricultural College, Lansing, who discussed "Principles of Disease Control in Greenhouses," in a most able manner, and Philip Breitmeyer, Detroit, who was listened to with interest in his talk on "Readjustment of the Retail Business." In the evening, the visiting florists were guests of the local craft at a theater party.

Wednesday morning was devoted to an inspection of the local ranges and retail establishments, the business session of the second day being scheduled for the afternoon, the principal speaker being Professor R. P. Hubbard, of Michigan Agricultural College, who addressed the association on "Greenhouse Problems From the Standpoint of a Plant Physiologist." Considerable routine business was transacted, and previous to adjournment, the following officers were elected to serve during the ensuing year: S. W. Coggan, Battle Creek, president; Henry Smith, Grand Rapids, vice-president; W. S. Wells, Ann Arbor, treasurer; Robert M. Plumb, Detroit, secretary. Grand Rapids was chosen as the convention city for 1922. In the evening, the annual banquet was held in the Masonic Temple. In addition to an excellent menu, the affair was made all the more enjoyable with a musical programme, interspersed with short talks. The dining room was beautifully decorated for the occasion.

A splendid feature of the convention, of much interest to the visitors as well as to the general public, was the flower show staged in the large hall of the Masonic Temple, planned and arranged by Chas. Frueh & Co., Grohman, the Florist, J. B. Goetz's Sons and the Roethke Floral Co., the exhibition being open both afternoon and evening on both days of the meeting. Attractively arranged on long tables the blooms appeared to fine advantage, and so successful was the idea that it will probably become a feature of the association's annual gatherings. One of the outstanding features was an immense American flag, carnations being employed in its design, which occupied a prominent position at the entrance to the hall. This won praise from all. The hall, with its tasty decoration, formed an excellent setting.

G. M.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Late Easter Orders Filled Quickly. Order Here.

EASTER PRICE LIST—

	Per 100
Premier	
Special	$40.00
Fancy Long	$30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Russell	
Special	40.00
Fancy Long	30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Milady	
Special	40.00
Fancy Long	30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Columbia	
Special	35.00
Fancy Long	30.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Sunburst	
Special	30.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

	Per 100
Ophelia	
Special	$30.00
Long	$20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
White	
Special	30.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
Butterfly	
Special	35.00
Long	25.00 to 30.00
Medium	15.00 to 20.00
Short	12.00
Mrs. Ward	
Special	25.00
Long	20.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

BRUNNER, the Miniature Rose, $5.00 to $6.00 per 100.

Extra Special Roses Billed Accordingly

ORCHIDS

Choice Home-grown Cattleyas—$12.00 to $15.00 per dozen.

MISCELLANEOUS FLOWERS	Per 100
Carnations	
Select	$10.00
Fancy	12.00
Lilies	20.00 to 25.00
Valley	$8.00
Sweet Peas	$2.00 to 4.00
Calendula	3.00 to 6.00
Violets, single	1.00 to 2.00
Jonquils	6.00 to 8.00
Tulips per 100,	$6.00 to $8.00
Freesia Purity per 100,	4.00 to 6.00
Darwin Tulips per 100,	10.00 to 12.00
Mignonette per 100,	8.00
Calla Lilies per doz.,	3.00 to 4.00
Pansies, dozen bunches	2.50
Daisies per 100,	3.00 to 4.00
Pussy Willows per bunch	.35 to .50

DECORATIVE GREENS

Ferns $5.00 per 1000
Adiantum $1.50 to 2.00 per 100
Plumosus 50c bunch
Sprengeri 35c to 50c bunch
Boxwood per pound, 25c
Smilax $4.00 doz.
Galax $15.00 per case; $2.00 per 1000
Mexican Ivy per 1000, $10.00
Leucothoe per 1000, 10.00
Cocos palm fronds per 100, $4.00

Prices Subject to Change Without Notice Open Week Days 8 a. m. to 5 p. m.

Mention the American Florist when writing

Send Your Late Easter Orders For Cut Flowers to Us

A large and complete line of stock enables us to fill all orders promptly at a moment's notice. If you want stock in a hurry, you can always get it here.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

WILD SMILAX-That's Us
$7.50 Per Case, F. O. B. Chicago
THE E. F. WINTERSON CO., Central 6004 L. D. Phone: 166 No. Wabash Ave., Chicago, Ill.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

Pittsburgh.

BUSINESS IN GOOD CONDITION

Stock has been plentiful and cheap, and large quantities have been moved daily. Both Easter and calla lilies are coming in in large quantities and prices had to be cut in order to move them. At present it looks as though there would be plenty of both to take care of all Easter orders. The supply of roses is on the increase and the quality is the best of the season. If the Easter supply is as good as at present there will be very few complaints on roses. Carnations are also in large supply and the quality is the best. The warm spring-like days have brought in the sweet peas by the thousands and it has been impossible to realize anything near what they were worth, and only the best have been used to fill orders; the balance usually find their way to the street boys. The supply of tulips has been small and it looks as though the Easter supply would not be very large. Some fine jonquils are arriving, among them a few King Alfred. Violets have been very poor, and it is to be hoped that the quality will improve before Easter, or there will be a lot of dissatisfied customers. All indications point to a big Easter business. The wholesale houses report advance orders away ahead of expectations, although the out-of-town florists seem to be ordering heavier than the local trade.

NOTES.

A grippe epidemic has struck the McCallum Company, affecting at least one person in each department, the office having four confined at home. Geo. McCallum, sales manager for the company, is in Detroit where he will be found till after the Easter rush, while Mr. Phillips, manager of the decorative department, is in Chicago attending the Marshall Field & Co. opening.

A. W. Smith, of The A. W. Smith Flower Stores Co., has returned from Fairmont, W. Va., where he was attending the convention of Rotarians.

Jacob Gerwig, of The Pittsburgh Cut Flower Co., is in Buffalo, N. Y., attending the National Bowling tournament.

Edward Weaver, of Randolph & McClements, has come back from a trip to Cleveland, O., and Detroit, Mich.

E. C. T.

Boston.

A QUIET TONE IN THE MARKET.

Business this week showed no improvement over the past few weeks; trade in general being very quiet. The supply has been rather overabundant except carnations which cleaned up fairly well at good prices, considering the amounts offered for other stock. Roses are increasing steadily with not a very ready demand. Calla and Easter lilies are plentiful and sell well but not at any fancy prices. Sweet peas are still coming in far in excess of the demand, although the fancier ones sell well. Marguerites, pansies, etc., have receded somewhat in price but they hang on and sell only with great urging. Bulbs are about the same as a week ago except freesia, which is pretty well gone, only very poor stock arriving. Violets show the effect of the few warm days and only a few more such as we had this week would finish them before Easter. Orchids and lily of the valley were more in demand this week than for some time past. Green carnations sold well for St. Patrick's day. The stores were looking to the wholesaler for this variety when it got too late to dye any more. The sale of shamrocks was far below the past few years. There will be an abundant supply of stock on hand for Easter, at reasonable prices.

NOTES.

The Gardeners' and Florists' Club held their monthly meeting at Horticultural hall, March 15. Robert Cameron spoke on "The Best Things to Plant for a Hardy Garden and How to Obtain the Best Results."

M. Aaronson, commission salesman at the Co-operative Flower market, was found dead in bed, recently. Mr. Aaronson had been in poor health for the past two years.

J. McNamara, salesman for the Montrose greenhouses, is expected back to work in a few days. E. F. S.

Nashville, Tenn.

TRADE GRADUALLY IMPROVING.

Business has picked up considerably from last week, although there are few, if any, social entertainments to call for a lavish display of flowers. There are no weddings, though engagements are still announced giving a promise of good business after Easter. In fact the trend of all thoughts is toward Easter and roses are being held back, while lilies are urged forward so as to be ready for the great day. All kinds of plants are coming in and there is a very good trade in them. Cinerarias, primulas, tulips, narcissi, pansy plants and even geraniums are in the market; also some calla lilies, which are always a favorite with some people. The weather has been ideal, except for the intervention of a snow a week ago. The street market is well supplied with jonquils and in nearly every corner one sees a street merchant with huge baskets of the golden blossoms. They retail at 10 cents a dozen. Violets are also being vended. Roses are coming on in profusion, and are somewhat cheaper in price, and fine in quality. There seems to be considerable lily of the valley. Carnations are more profuse than ever before with a slight drop in price. Farmers everywhere are plowing the city lot gardens.

Tonner
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Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

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Seligman & Stein
FLORISTS' SPECIALTIES
116 W. 28th St., New York
IMPORTERS—MANUFACTURERS

Mention the American Florist when writing

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

NOTES.

The firm of L. H. Haury & Sons will continue business under the same firm name and John Haury will manage the business. They have fine prospects for the Easter trade and are well prepared in all lines. Louis Haury will continue to manage his own plant on the Foster road.

Geny Bros. are cutting a nice lot of roses, for which they have good sales. They have a good supply of Calla lilies, while their supply of Easter lilies will be very fine. Their carnations are blooming profusely, and their plant collection is unsurpassed.

The Joy Floral Gardens are turning out very wonderful roses. They have made fine preparations for the Easter season, and have a good supply, too, of carnations and quite a variety of other cut flowers.

The McIntyre Bros. Floral Company are well up in their Easter preparations and expect to have a fine and full stock of roses, carnations, lilies and plenty of nice plants.

M. C. D.

MERRIAM PARK, MINN.—Max Kaiser of the Merriam Park greenhouses has a fine line of Easter plants, including lilies, rambler and other roses, spireas, malacoides and Obconica primulas, bulbous stock and miscellaneous plants in the pink of condition.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

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CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

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ARTIFICIAL VALLEY ARTIFICIAL FLOWERS

Write for prices

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Manufacturers and Importers

30 E. Randolph Street, CHICAGO

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Wire Hanging Baskets

Price List, 1920. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST.

		Dozen
Roses, Beauty	3.00@	8.00
		Per 100
" Mrs. Chas. Russell	8.00@	40.00
" Butterfly	8.00@	35.00
" Columbia	8.00@	35.00
" Dunlop	8.00@	35.00
" Premier	8.00@	40.00
" Hoosier Beauty	8.00@	35.00
" Killarney Brilliant	6.00@	25.00
" White Killarney	6.00@	25.00
" Mrs. Geo. Shawyer	6.00@	25.00
" Milady	6.00@	30.00
" Mrs. Aaron Ward	6.00@	20.00
" Sunburst	6.00@	20.00
" Ophelia	6.00@	20.00
" Dble. W. Killarney	6.00@	25.00
" Cecile Brunner		4.00
" Our Selection		8.00
Calendulas	3.00@	6.00
Freesia	3.00 to	6.00
Jonquils	4.00 to	8.00
Paper Whites	4.00@	6.00
Violets	.75@	1.50
Mignonette	6.00@	8.00
Sweet Peas	1.50 to	4.00
Cattleyas, per doz	10.00@	15.00
Cypripediums, per doz		4.00
Valley	6.00@	8.00
Carnations	4.00 to	8.00
Lilies, per 100	15.00@	20.00
Adiantum	1.50@	2.00
Ferns, per 1,000	4.50 to	5.00
Galax, per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays		35c to 50c per bunch
Mexican Ivy		1.00
Southern Wild Smilax, case		7.50
Boxwood, 35c per lb., case		9.00

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30 E. Randolph St., CHICAGO

Telephone Central 3284

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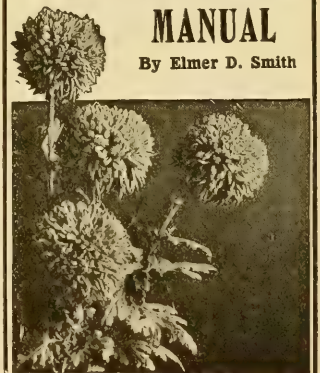
THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



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Price 60 Cents. Cash with Order

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Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., CHICAGO

Mention the American Florist when writing

There is an ample supply of

Beauties

If you are in the habit of getting regular shipments of Beauties two or three times a week, you will do well to place that order with us.

You can always depend on us for Beauties.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

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EDWARD REID

CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

GOOD EASTER TRADE EXPECTED.

The business of the past week has been discouraging; there were little spurts and a fairly good clean up on Friday and Saturday, but there was an old style Lenten dullness that kept prices at a level that will make very unsatisfactory returns. The quality of nearly everything is quite ahead of any previous season. This is due principally to the superb new roses, which are now handled by enough growers to make them fairly plentiful. Premier, Pilgrim, Columbia, Crusader and Dunlop are all truly fine roses, which with Mrs. Chas. Russell make a great sextette. There is also very fine snapdragon in a number of colors which is very decorative. Callas are plentiful, a certain freaky kind much too plentiful. Short and twisted imperfect flowers may count numerically but they certainly will not make much of a showing in the return. Good Godfrey calla bulbs or corms, while they cost a dollar or two more a hundred than the ordinary field grown common stock of California, are almost certain with common sense culture to produce perfect flowers that are always the choice of the market. Sweet peas have had a wonderful run the past three weeks, owing to the mild weather. Easter lilies are quite sufficient for the light demand. Violets are almost gone and it is a question if there will be any for Easter. Cattleyas are stiffening up a bit with the prospects of the Easter harvest in sight, some quoting the best stock at from $1.50 to $2 each. Daffodils, particularly fine Emperor, have been offered freely; such stock should sell at sight but the men in charge of the selling end appear to be falling down on their job. It should not be hard to move 1,000 or more a day of such fine flowers, in any of the larger stores. The lily of the valley offered now is of very good quality. We do not know of a season when Easter stock has been more varied and in a better state of forwardness and perfection. There is a splendid lot of Giganteum lilies, exceptionally fine in all that goes to make such plants perfect, at the price 20 cents per bud and flower. Never have hydrangeas been so well done. There are quantities of the smaller sizes which always sell out first. The colors of many of the French varieties are wonderfully bright. The rambler roses are very fine. Even the late flowering Dorothy Perkins and Lady Gay are sure to be in full bloom and at their very best for the holiday. Some very elaborate forms, such as aeroplanes, large baskets, pyramids and other forms in large sizes are wonderfully well flowered. Genistas are a quantity stock with several growers. Hinodigiri azaleas are of good quality in a number of the stocks. There are also a number of American grown spireas that appear quite equal to the imported stock. Cinerarias are a quantity stock with some growers; they look very showy. Bulbous stock of good quality is seen with men who make such stock a specialty.

NOTES.

All of the up-to-date growers, retailers and commission men, journeyed to New York during the week to look over the great Spring Show. They were much pleased with its various features, declaring it to be quite in advance over that of previous exhibitions. The Joseph Heacock Co., Ogontz, and Florex Gardens, North Wales, upheld the prestige of the rose growers of this section by each winning three firsts out of four entries in the various rose classes.

S. S. Pennock sailed on the S. S. New Amsterdam from New York March 26, for a six months' sojourn in Europe, with headquarters in Ber-

Wholesale Flower Markets

BOSTON, MAR. 23.	Per 100
Roses, American Beauty	8.00@100.00
" Russell	8.00@ 25.00
" Dunlop	8.00@ 20.00
" Pilgrim	8.00@ 25.00
" Crusader	8.00@ 25.00
" White Killarney	6.00@ 16.00
" Ward	6.00@ 16.00
" Maryland	6.00@ 16.00
" Hoosier Beauty	8.00@ 20.00
" Columbia	8.00@ 25.00
" Hadley	8.00@ 25.00
" Ophelia	8.00@ 25.00
" Premier	8.00@ 25.00
Adiantum	2.00
Asparagus bchs, per bch	.50@ 1.00
Asparagus Strings, doz	12.00
B. Buttons	1.50@ 2.00
Bouvardia, pink and red, doz. sprays	1.50@ 2.00
Calendulas	3.00@ 5.00
Carnations	5.00@ 6.00
Carnation Laddie	8.00@ 10.00
Cattleyas, per doz	9.00@ 12.00
Lily of the Valley	16.00
Longiflorum Lilies	16.00@ 20.00
Pansies	2.00@ 3.00
Paper White Narcissus	3.00@ 4.00
Smilax, per doz	4.00@ 6.00
Snapdragons, doz	2.00@ 3.00
Mignonette	4.00@ 6.00
Sweet Peas	1.00@ 3.00
Callas	2.00@ 3.00
Heliotrope, per bch	1.00@ 1.50
English Daisies	.75
Jonquils, Spur	4.00
Freesias	3.00@ 4.00
Violets	1.00@ 1.50
Cypripediums	4.00
Marguerites	2.00@ 4.00
Acacia, per bunch	3.00@ 5.00
Tulips	4.00
Bicolor Jonquils	6.00
Myosotis, per bch	.25@ .50
Hyacinths	6.00

BUFFALO, MAR. 23.	Per 100
Rose, White Killarney	5.00@ 15.00
" Dbl. Wht. Killarney	6.00@ 20.00
" Richmond	8.00@ 15.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Ward	6.00@ 15.00
" Columbia	10.00@ 25.00
" Ophelia	8.00@ 25.00
" Russell	10.00@ 25.00
" Premier	10.00@ 30.00
" Cecile Brunner	4.00@ 6.00
Calendulas	3.00@ 6.00
Calla Lillies	15.00@ 30.00
Carnations	6.00@ 10.00
Easter Lilies	15.00@ 20.00
Freesias	4.00@ 6.00
Mignonette	6.00@ 8.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	4.00@ 10.00
Golden Spur Narcissi	4.00@ 5.00
Paper White Narcissi	5.00@ 6.00
Soleil D'Or Narcissi	6.00@ 8.00
Sweet Peas	1.00@ 4.00
Violets	.75@ 1.00
White Tulips	4.00@ 6.00
Yellow Tulips	4.00@ 6.00

Write For Our

Price List

On Cut Flowers

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1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

Berger Bros.

The Choice of the Market in EASTER LILIES, ROSES and All Popular Flowers.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

Mention the American Florist when writing

CINCINNATI, MAR. 23.	Per 100
Roses, Premier	6.00@ 20.00
" Russell	6.00@ 20.00
" Columbia	6.00@ 20.00
" Butterfly	6.00@ 20.00
" White Killarney	6.00@ 20.00
" Pink Killarney	6.00@ 20.00
" Sunburst	6.00@ 20.00
" Mrs. Aaron Ward	6.00@ 20.00
" Ophelia	6.00@ 20.00
" Baby Doll	4.00@ 8.00
Carnations	4.00@ 6.00
Easter Lilies and Callas	15.00@ 20.00
Ferns, per 1,000	4.00
Forget-Me-Not, bunch	.25
Freesia	3.00@ 4.00
Galax, per 1,000	1.50
Jonquils	3.00@ 4.00
Leucothoe, per 1,000	5.00@ 6.00
Plumosus (south) per bch	.25
Smilax, per string	.15@ .25
Snapdragons	10.00@ 15.00
Violets	1.00@ 1.50
Primulas, bunch	.50

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.
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WHOLESALE FLORISTS
Growers of Quality Flowers.
116-118 Seventh Street,
PITTSBURGH, - PA.
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GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245, 444-446 Milwaukee Street, P. O. Box 506.
MILWAUKEE, WIS.

lin, Germany. Mr. Pennock will have charge of the Friend's Relief Association of America, who devote their energies to caring for the underfed and sickly orphans of ex-soldiers. He states that all members of the association wear a button identifying them with the work and they are treated with the greatest respect everywhere they go.

Our friend "Phil" will find a news item referring to the good work done by that great Philadelphian, Charles H. Grakelow, at Scranton, in our issue of February 19. There is nothing about Hamlet, movies, stenographers, telephones, etc., just plain facts, which "Phil" has our permission to use at any time.

J. J. Habermehl's Sons are prepared for the largest Easter business they have ever experienced. An elaborate lot of plant baskets is being disposed of according to Harry Jones, who is in this line.

All that is lacking in this city for a similar first class flower show is a suitable hall. Everybody push for the completion of Convention hall on the Parkway.

American Beauties, high grade Russell roses, lily of the valley and cattleyas are features at the Leo Niessen store. Corsage roses are also leaders.

According to Sydney Bayersdorfer, H. Bayersdorfer & Co., are having a great Easter trade and they expect to be busy up to the last minute.

At Berger Bros. everything is set for Easter with a large stock of bulbous flowers of all kinds. Easter and calla lilies are a feature. K.

LOUISVILLE, KY.—August R. Baumer, prominent florist of this city, has been elected treasurer of the local lodge of the Loyal Order of Moose.

EVANSVILLE, IND.—According to a recent report, this city now has 550 acres in parks on which extensive improvements are planned to be made this year.—W. B. C.

Wholesale Flower Markets

PHILADELPHIA, MAR. 23. Per 100

Roses, Beauty, special	50.00@ 75.00
" " fancy	20.00@ 35.00
" Mrs. Chas. Russell	15.00@ 35.00
" Killarney	3.00@ 10.00
" Hadley	15.00@ 40.00
" Sunburst	6.00@ 15.00
" Wards	6.00@ 10.00
" Ophelia	3.00@ 15.00
" Columbia	3.00@ 20.00
" Premier	8.00@ 20.00
Adiantum	1.50@ 2.00
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Calendulas	2.00@ 5.00
Carnations	6.00@ 10.00
Cattleyas	.50@ .75
Easter Lilies	20.00@ 25.00
Lily of the Valley	8.00@ 10.00
Smilax	.35
Snapdragons, per doz.	1.50@ 2.50
Mignonette	4.00@ 6.00
Violets	.50@ 1.00
Callas	10.00@ 20.00
Sweet Peas	.25@ 1.50
Freesia	2.00@ 4.00
Golden Spur Daffodils	2.00@ 4.00
Tulips	2.00@ 4.00

PITTSBURGH, MAR. 23. Per 100

Roses, Beauty, spl., per doz.	9.00
" " fcy., per doz.	7.50
" " ex., per doz.	6.00
" " No. 1, per doz.	4.00
" Killarney	6.00@ 15.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	10.00@ 35.00
" Columbia	8.00@ 30.00
" Ophelia	6.00@ 20.00
" Hilda	6.00@ 15.00
" Premier	10.00@ 35.00
" Madam Butterfly	8.00@ 20.00
Carnations	4.00@ 6.00
Cattleyas, each	1.00
Cypripedium, per doz.	6.00
Easter Lilies	20.00@ 25.00
Ferns, per 1,000	6.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.60
Calendulas	3.00@ 4.00
Sweet Peas	1.00@ 3.00
Narcissus Paper Whites	6.00
" Yellow	10.00
Violets	.75@ 1.00
Baby Primroses	.75@ 1.00
Smilax, per doz. strings	4.00
Jonquils	6.00
Valley	6.00@ 8.00
Pussy Willow	6.00@ 8.00
Tulips	6.00
Freesias	4.00@ 6.00
Heather, per bch	1.00@ 8.00
Lilies, Calla	15.00@ 20.00

PARSONS, KANS.—R. G. Ferguson and wife have been located here 43 years. Mr. Ferguson is florist at the state hospital and Mrs. Ferguson conducts a prosperous retail business at 822 Twenty-second street.

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

ST. LOUIS, MAR. 23. Per 100

Roses, Premier	6.00@ 20.00
" Columbia	6.00@ 15.00
" Ophelia	6.00@ 15.00
" Killarney	2.00@ 6.00
" White Killarney	4.00@ 10.00
" Russell	6.00@ 25.00
" Ward	4.00@ 8.00
" Sunburst	6.00@ 12.50
Calendulas	2.00@ 6.00
Carnations, Laddies	10.00@ 12.50
Ferns, per 1,000	5.00
Valley	6.00
Boxwood, per lb., .35; 50 lbs., per lb.	.25
Narcissus	3.00@ 5.00
Yellow Narcissus	3.00@ 5.00
Mignonette	6.00@ 8.00
Sweet Peas	.40@ 1.00
Smilax, per string	.20
Leucothoe	.75
Galax, green, per 1,000	1.50
" bronze, per 1,000	1.50
Carnations, fancy	2.00@ 6.00
Violets	.45@ .75
Violets	.50@ .75
Freesias	2.00@ 4.00
Callas	8.00@ 15.00
Jonquils	1.00@ 4.00

MILWAUKEE, MAR. 23. Per 100

Roses, Kill'n'y, W. Kill'n'y.	8.00@ 20.00
" Ward	8.00@ 15.00
" Premier	10.00@ 35.00
" Ophelia	10.00@ 25.00
" Columbia	12.00@ 35.00
" Hoosier Beauty	10.00@ 25.00
Callas, per doz.	3.00@ 4.00
Calendulas	4.00@ 8.00
Carnations	8.00@ 10.00
Daffodils	4.00@ 6.00
Hyacinths	8.00@ 12.00
Lilies	25.00
Orchids, per doz.	12.00
Sweet Peas	1.50@ 4.00
Violets	1.00@ 1.50
Paper Whites	6.00@ 8.00
Freesias	4.00@ 8.00
Tulips	6.00@ 12.00
Wild Smilax, per case	6.00

New York.

Business was slow throughout the past week up to March 19, when there was much activity. There was some trade in green carnations for St. Patrick's day, which did not compensate for what was lost in other lines. But we had a great flower show; so why worry? The warm weather has been bringing along stock in fine shape, and there have been fears that lilacs and some other plants were advancing too rapidly. However, Saturday was quite cool and it continued so throughout the day. As this is March, when the weather sharps say "unsettled weather", it is probably as good a guess as they could make.

March 21—Sunday was the warmest day of which the weather bureau has record, the temperature ranging from 72 to 76 degrees. At this writing it seems to be making a drive for a higher record today. There is little change in the condition of the cut flower market and if this weather continues it will register gloom for Easter. Orchids are scarce, selling at $100 to $200 per hundred.

NOTES.

The annual banquet of the Florists' Club, held at the Hotel Biltmore, March 16, was a tribute to the youth and beauty of the city. Of the 300 in attendance, a large number were on the border line of their teens. About 10 p. m. President Hendrickson started the oratory by introducing William F. Gude, Washington, D. C., always a popular and interesting speaker. J. F. Ammann was next introduced and in speaking of the flower show he quoted a passage from St. Paul's writings, as illustrating his inability to describe its beauties. Joseph A. Manda then came to the front, in fine fettle for a presentation speech, which was cheered to the echo when he got to the silver tea set and presented it to Past-President Henshaw in behalf of the members of the Club. In a clever response Mr. Henshaw intimated a possible high percentage of strength in the tea, which Mrs. Henshaw will serve to their generous friends, at a favorable opportunity. Dancing continued until after midnight.

"Le Moult, the Florist," will soon leave the Bowery; the present proprietor, Adolph Le Moult, son of the founder of the business, so informs us. The store at 51 West 28th street is being thoroughly refitted and he will occupy it as soon as the changes are completed. Figuratively speaking, the Bowery is losing its vitality and is getting to be a "molycoddle."

David A. Dean, son of the late James Dean, has gone into the seed business at 19 Park place, the firm name being Dean & Campkin. The Dean family has long been well and favorably known in the florist business of this city, James Dean, the father, having been president of the Society of American Florists in 1892.

The entry of carnations in the Spring Show by Henry Hession on March 18, which took first prize, was staged and arranged by the staff of the Hession Store, Madison avenue and 76th street.

J. F. Ammann and George Asmus, who had been attending the flower show, left for Boston, Mass., to attend a meeting of growers.

Mrs. Cronin, mother of Mrs. Charles H. Totty, died at her home in Canandaigua, N. Y., on March 11, age 84 years. A. F. F.

BALTIMORE, MD.—At a recent meeting of the Florists' Club, Max Schling, New York, demonstrated the art of making bouquets and brought out that it was more important to blend colors than to match them. A resolution was adopted to have a flower show next fall.

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VIOLETS
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Phone Watkins 2260. Consignments Solicited.
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Toronto, Ont.

STOCK IN LARGE SUPPLY.

The warm weather the past week has been a great help to the lily growers and there will be a fine supply for Easter. Stock of all kinds excepting roses is fairly plentiful and business keeps up well for this season. The St. Patrick's day trade is generally reported to have been the same as last year although green carnations were not as noticeable as formerly. Shamrock sold well and there was some good stock. Roses seem to be the only variety of stock which will not be plentiful for Easter, but the growers are holding the prices on these so high that there will no doubt be plenty to go around. Bulbs and flowering plants are of good quality and in large supply. Sweet peas are coming in in fine shape and with orchid, lily of the valley, violets and other small stock, there will be plenty of variety for corsage work. There is a feeling that the Easter business will possibly not reach the high mark of last season, but the retailers are advertising extensively, so it should help sales considerably.

Members of the Club motored out to the range of J. H. Dunlop & Son, Richmond Hill, on March 15, and had a very enjoyable time. Roses are the main crop here, and are in excellent condition. The F. W. Dunlop rose, as grown here, is producing specimen blooms. Columbia shows a number of sports which are being carefully looked after. Lilies are looking fine and the place generally is in model condition.

The Florists' Club held a box social at their regular meeting recently, and those who attended, spent a most delightful evening.

A. G. D.

BALTIMORE, MD.—The Flower Mart, which has grown to be a prominent event here, will be held this year on May 12.

TORONTO, ONT.—George Hall, of the Lord & Burnham Co., is making rapid recovery following an operation for appendicitis.

LOUISVILLE, KY.—The Louisville Garden Club, organized by local women during the war, has disbanded, due to lack of interest.

PETERBOROUGH, ONT. — The annual convention of the Canadian Gardeners' and Florists' Association will be held in this city, August 9-11.

HUNTLEY, ILL.—The Soil Vaccine Co. has been incorporated with a capital of $25,000, to deal in soil vaccine, operation of greenhouses, agricultural clubs and associations. The incorporators are Victor Mey, J. F. Ryan and A. C. Dious.

MADISON, WIS.—The Madison Floricultural Society, the first organization of its kind in this city, was formed March 2. The Society plans to hold spring and fall flower exhibits, and hopes to arouse the interest of school children by furnishing bulbs and holding prize contests. The following officers were elected for the coming year: Elmore T. Elver, president, Mrs. Frank Kessenich, vice president, and Miles C. Riley, secretary and treasurer.

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"	Dbl. Whit. Killarney	5.00@	20.00
"	Columbia	4.00@	25.00
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"	Ophelia	4.00@	25.00
"	Mrs. Chas. Russell	6.00@	30.00
"	Premier	6.00@	30.00
"	Sunburst	4.00@	20.00
"	Scott Key	10.00@	50.00
Adiantum	Croweanum and Hybridum	1.50@	2.00
Asp. Plumosus, per bch		.25@	1.00
Bouvardia, doz.		.40@	.50
Buddlias, per dozen		.50@	.75
Carnation Laddie		8.00@	10.00
Carnations		3.00@	8.00
Cattleyas		100.00@	200.00
Freesia, per doz		.25@	.35
Forget-Me-Nots, pr. dz. bchs			1.00
Gardenias, per doz.		1.00@	4.00
Lilies, white		10.00@	20.00
L. Rubrum		5.00@	16.00
Lily of the Valley		2.00@	5.00
Lilac, per bch		.50@	2.50
Acacias, cut, per bch		2.00@	2.50
Narcissus, Paper White, doz.		.40@	.50
Narcissus, Majors and Spurs, per doz.		.40@	.50
Callas, per doz		1.50@	2.50
Smilax, doz. strings		2.00@	2.50
Snapdragons, per doz		1.00@	2.00
Stocks, per doz		.50@	.75
Violets		.25@	.50
Daisies, yellow		1.50@	3.00
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FROM NEW YORK EXCEPT AS NOTED.

March 29.

FROM BALTIMORE, Schiedyk, Holland-America Line (Rotterdam).

March 30.

FROM NEW ORLEANS, Nubian, I. M. M. Lines (Liverpool).
FROM PORTLAND, Whitegate, I. M. M. Lines (London).
FROM BALTIMORE, Mississippi, I. M. M. Lines (London).
FROM PORTLAND, Cassandra, I. M. M. Lines (Glasgow).
River Orontes, Cunard-Anchor Line (Constantinople).

March 31.

FROM NEWPORT NEWS, Schiedyk, Holland-America Line (Rotterdam).
FROM PHILADELPHIA, Mackinaw, I. M. M. Lines (London).
FROM BALTIMORE, I. M. M. Lines (Hamburg).
FROM BOSTON, Caledonian, I. M. M. Lines (Manchester).

April 1.

Bergensfjord, Norwegian-America Line (Kristiania).

April 2.

FROM PORTLAND, Canada, I. M. M. Lines (Liverpool).
La Lorraine, French Line (Havre).
Celtic, I. M. M. Lines (Liverpool).
Lapland, I. M. M. Lines (Antwerp).
Noordam, Holland-America Line (Rotterdam).
Galahad, I. M. M. Lines (Glasgow).
Maine, I. M. M. Lines (London).

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Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
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Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
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Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
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Dayton, O.—J. W. Rodgers.
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Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
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Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Savannah, Ga.

JOHN WOLF

The Largest Grower of Cut Flowers in the South

Mention the American Florist when writing

Knoxville, Tenn.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.
Members F. T. D.

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST, KC, MO.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing

BUNYARD, NEW YORK, 413 Madison Ave.
Bellevue Avenue, NEWPORT, R.
Summer Season.

Hession
Madison Ave. and 76 St.
NEW YORK
Quality Flowers
BEST IN THE MARKET
AT REASONABLE PRICES
Plant Specialists Phones: Rhinelander 107—420—775
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

"SAY IT WITH FLOWERS"
May Schling Flowers
Schling Service
Nothing Better
785 Fifth Avenue
NEW YORK CITY
Member of Florists' Telegraph Delivery.

New York Telephone Audubon 6618
Established 1906
Olympia Florist
(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY.
Orders from Other Cities filled with promptness

MEMPHIS, TENN.
Memphis Floral Company
MAIN AND UNION
WIRE US

Pittsburgh, Pa.
A.W. Smith Co.
KEENAN BLDG.
Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

Chicago
Congress Flower Shop
CONGRESS HOTEL
520 South Michigan Ave.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS
KOTTMILLER
426 Madison Ave., NEW YORK

New York. Established 1849
David Clarke's Sons
2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus.
Mention the American Florist when writing

New York's Favorite Flower Shop
G. E. M. Stumpp
Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

New York. Telephone Lenox 3822
HENRY HART, Inc.
FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.
Mention the American Florist when writing

New York
J. G. Papadem Co.
(FORMERLY DRAKOS CO.)
2953 Broadway.
Member of Florists' Telegraph Delivery.

New York Phone Whitehall 0331
Trinity Court Building
Alexander FLORIST
74 Trinity Place
In the heart of the financial and business district and within 15 minutes of any steamship lines.

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.

NEW YORK
The Boulevard Floral Co.
2391 Broadway
Telephone: Schuyler 6375
Members of the Florists' Telegraph Delivery

BROOKLYN, N. Y.
American Beauty Florist
A. GILAS, Prop.
526A Nostrand Avenue
Telephone 5712 Bedford
Choice Fresh Cut Flowers Received Daily For All Occasions
We Telegraph Orders all over the World

New York
Malandre Brothers
2077 Broadway, near 72nd St.
'Phone, Columbus 6883
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Salt Lake City, Utah
Evans Floral Co.
261 South State Street
Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.
Mention the American Florist when writing

Oak Park, Ill.
AVENUE STATE BANK BLDG.
WILLIAM PALMER
FLORIST
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florist
JOHN BREITMEYER'S SONS
1314 Broadway
PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

Penn, The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around WASHINGTON, D.C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery & the FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to
The Dominion Floral Co.
484 St. Catherines St., West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

Mention the American Florist when writing

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

DAYTON, OHIO
W. G. Matthews Co., Inc.
18 West Third Street.
Conservatories in Riverdale.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Staten Island, N. Y. F. T. D.
ALEX. S. GEORGE
(Not Incorporated)
National Florist
FLORAL ARTIST
423-425 Richmond Terrace
(V. M. C.)

Mention the American Florist when writing

Nashville, Chattanooga and Atlanta
THREE STORES
MEMBER Florists' Telegraph Delivery
Joy's

Mention the American Florist when writing

New York
Matthew A. Battista
FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D.
799 Park Avenue
Telephone Rhinelander 3087

Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Members of Florists' Telegraph Delivery.

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Hartford, Conn.

WELCH'S Flower Shop

Also Store at New Britain, Conn.
Established 1885.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.

The Park Floral Co.

H. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell
FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Michigan Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

CHICAGO OPPOSITE FIELD'S DETROIT

Central Floral Co. 132 N. State, CHICAGO 1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros. Finest floral studio in Northwest. Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORIST

930 PROSPECT AVE., Erie Building. CLEVELAND

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F. ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York

A. ECKRICH

(Successor to Charles E. Grunewald)
FLORIST
924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

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Salt Lake City

Miller Floral Co.

10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho.
Members of Florists' Telegraph Delivery.

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers Personal Service Members F. T. D.

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 484

Mention the American Florist when writing

Brooklyn, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place
Phone: 1952 Lafayette.
Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.
"Up-to-the-Minute" Service and Execution
Every Flower in Season

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

Tacoma, Wash.

California Florists

will take care of all telegraph orders.

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel. Next annual meeting, will be held at St. Louis, June 20-21, 1921.

KANSAS reports fairly good buying of seeds and implements by farmers.

TAMPA, FLA.—Crenshaw Bros. Seed Co., is employing billboads extensively in its advertising.

ONION SET prices on South Water street, Chicago, remain the same as last week, 60 to 75 cents for colors and $1.25 for whites.

PRICE of bags at Chicago, March 23: American, 16-oz., $30.00 per bale, in bale lots or over; Railroads, 16-oz., $30.00; Crown, 12-oz., $23.00.

HONEY DEW melons were selling in New York at $3.50 each during the week ending March 19. They came from Cape Colony, South Africa.

COCOANUT GROVE, FLA.—David Fairchild, of the United States Department of Agriculture, Washington, D. C., is spending his winter vacation here.

VISITED CHICAGO: R. C. McGill, of the McGill Seed Growers Co., San Francisco, Calif.; O. V. Zangen, formerly of Hoboken, N. J., now at Orlando, Fla.

OUR price of $1.50 per 100 pounds for seed potatoes at Chicago last week was an error, the correct figure then and now being $2.00 per 100 pounds in car lots.

NORWICH, N. Y.—A. H. Goodwin and wife, Chicago, have disposed of the historic tavern here known as the Eagle hotel, standing on ground 110 by 176 feet.

AT the funeral of the late W. W. Barnard, Chicago, March 16, the local trade was well represented and the floral tributes were numerous and beautiful.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, March 23, were as follows: Timothy, $4.25 to $5.50 per 100 pounds; Red Clover, $12.00 to $18.00.

THE growing of sweet peas for seed in California, has been aided materially by the use of kaolin dust for aphis. An article on the use of kaolin will be found elsewhere in this issue.

S. D. WOODRUFF & SONS, New York, say their business is now equal to that of last year at the same date, the past three weeks showing material improvement. A good season seems now assured.

The J. Steckler Seed Co., New Orleans, La., complains of a very trying season, many of its customers, growers of rice, sugar and corn, having gone out of business. There is just as much activity as last year, but the orders received are smaller and the value much reduced.

MARIETTA, PA. — Charles Johnson, well known seedsman, for many years agent for Denaiffe & Sons in the United States and Canada, will visit that firm at their establishment in northern France in the near future.

CARLOAD shipments of field beans this season have been about 400 cars less than last season. California fell short over 1,000 cars, while Michigan gained nearly 600 cars and other bean-shipping states averaged about the same.

L. D. WALLER of the L. D. Waller Seed Co., Gaudalupe, Calif., writes March 14, as follows: "We have just had 1.32 inches of rain, making a total of 8.22 inches for the season to date, against 3.80 inches this time last year."

Ferrell & McCullough, Fishermen.

A. T. Ferrell, Saginaw, Mich., and J. Chas. McCullough, Cincinnatti, O., and Their Big Sail Fish Caught in Florida Waters Measuring Seven Feet, Two Inches.

WOOD, STUBBS & CO., Louisville, Ky., report only a fair volume of field seed business, with these stocks practically cleaned up, especially clovers. Grass seed demand has been slower and the supply is greater. The garden seed orders equal those of last year in number, with the money value about one-half. Very little garden planting has been done thus far and it is believed improved garden seed demand will come later.

Pieters-Wheeler Seed Company

Growers of High Grade SEED

Gilroy, California

Beet, Carrot, Lettuce, Onion, Radish.

Correspondence Solicited.

THE many friends of Dr. W. W. Tracy, of the Department of Agriculture, Washington, D. C., will be pleased to learn he is slowly recovering from his recent attack of grippe, and may now be outdoors a short time each day.

Railroad Rates.

We understand by the Interstate Commerce Commission ruling that the passenger and freight rates in Nebraska must be increased again, the increase to take effect March 22, 1921. It seems to us the time has arrived when the people of the United States should rise up in a body and protest to every representative and every senator in Washington, D. C., against these continuous increases in passenger and freight rates, also increased rates of all public utilities, such as telegraph and telephone companies, electric light, gas and power companies, street railways and express companies.

Is it not, therefore, time that some concerted action should be taken when every one is trying to reduce the high cost of living, to have a decrease in the rates to something like they were in normal times and in keeping with the reduced prices on nearly all commodities at which the manufacturers and business men are obliged to sell their products? These continuous increases in freight and passenger rates result in lower prices to the producers who are obliged to stand the freight from point of shipment to the cities and terminals, and on the other hand the consumer is obliged to stand the increased rates also. It, therefore, seems to us that the public in general should demand that the railroads reduce their expenses in the way of high salaried officials, train dispatchers, etc., also the excessive high wages they are paying their employees, so as to bring down the freight and passenger rates where they belong and we trust you will use your influence and write to the commercial clubs and all other influential parties that should take these matters in hand; also write or request your members or clients to write to the senators and representatives of their district at Washington, as concerted action only will have the desired result.

WESTERN SEED & IRRIGATION CO.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.

SAN JOSE, CALIFORNIA

Burpee's Seeds Grow

W. Atlee Burpee Co. **Philadelphia**

New York Seed Trade.

With the spring business moving well, all the seedsmen are now busy. In connection with their store trade, a number of them deserve much credit for the exhibits they made at the flower show. J. M. Thorburn & Co., Vaughan's Seed Store, Roman J. Irwin, Stumpp & Walter, Atlantic Grass Seed Co. and Muller-Sealy Co., were all well represented.

The members of the new firm of Dean & Campkin, which has taken offices at 19 Park Place, have a host of friends who wish them success. David A. Dean is a son of the late James Dean and his partner has been well known for the past nine years as a salesman in the Boddington Store, having also had experience in England.

Philadelphia Seed Trade.

The W. Atlee Burpee Co. is proud of its smart sweet pea exhibits at the New York Spring Show last week, receiving gold medal for the best trade exhibit and first prize for the best display in competition. This firm was also awarded certificates for six seedlings, Silver Blue, Fire Flame, White Star, Cheerful, Burpee's Orange and Mrs. Warren G. Harding. The seed business continues about 20 per cent ahead of last year, with greatly increased demand for vegetable seeds.

At Henry A. Dreer's there is greatly increased demand and the largest force this firm has ever had is having much difficulty keeping the work up to date. The forward season has thrown two months' business into one, with the heaviest early spring trade this establishment has ever experienced. The demand covers the entire list of vegetable and flower seeds.

The Henry F. Michell Co. reports an exceptional demand for flower seeds, private and commercial, with a wonderful counter trade in vegetable seeds. Every department is rushed to capacity, the new store recently added being a great convenience at this time.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover at principal points of distribution, March 12, 1921, as given by the Government Market Reporter of March 19, 1921.

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	7.25	27.00	14.00	22.00
Baltimore	7.00	26.00	14.00	21.00
Richmond	8.00	28.00	15.00	21.50
Buffalo	7.15	26.75	14.00	21.50
Toledo	6.55	27.50	15.00	22.10
Louisville	7.50	26.50	15.00	23.50
Chicago	6.40	26.00	13.40	21.25
Minneapolis	6.25	26.50	14.00	22.00
St. Louis	6.75	27.00	13.75	20.00
Kansas City	7.00	27.00	14.00	19.00
Denver	7.25	28.00	15.00	21.50
Salt Lake City	6.50	28.50	15.00	18.50
Seattle	8.00	28.00	18.00	20.00
Average for the United States same date 1920	$14.25	$30.55	$20.50	$56.80

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations Throughout America. Office: **Cambridge, New York**

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO CALIFORNIA

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:

Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.

Mention the American Florist when writing

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Mention the American Florist when writing

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Lily of the Valley Pips

EXTRA FINE STRAIN EXHIBITION Size GERMAN "LUBECK" PIPS Just Arrived.

Price in cases, 1000, 500 or 250 each, on application.

J. M. THORBURN & CO.

53 Barclay St., NEW YORK CITY

Mention the American Florist when writing

R. & M. GODINEAU

Seed Growers

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.

Growing Crops Given Personal Attention.

Mention the American Florist when writing

SEEDS

Flower, Vegetable and Farm
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

EDGAR F. HURFF

SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

Corn Breeding

What is probably the longest corn breeding experiment in existence is being conducted by the agricultural experiment station at the University of Illinois, Urbana. The breeding has been maintained for 24 generations, with records continuing unbroken from the beginning. Out of a single variety of ordinary corn, four different kinds, with respect to the composition of the grain, have been created, one in which the protein content has been increased from 10.92 per cent to 14.70 per cent, while another has been reduced from the same original figure to 6.46 per cent. Selection for such characteristics as height of ears, position of ears on stalks, and number of ears per stalk has also been carried on with very marked response. After 14 years of selection for two-eared stock of what was originally a single-eared variety, accounts last year showed 85 per cent of the stalks bearing two or more ears. This selection seems to have been attended by a small increase in yield.

The purpose of this particular project is to test the principle of continuous selection as applied to such a complex plant character as yield. The experience of seven generations has brought out the inherent difficulty in this line of work, however. The selection has produced a strain that is outyielding one of the best old varieties. As a six-year average, the new high yielding type produced 55 bushels per acre alongside the standard Reid's Yellow Dent, which made 51 bushels.

Flower Seeds
KELWAY'S

choice strains of Florists' Flowers are unsurpassed and we can point to over 300 Exhibition Awards gained in all parts of the world.
Prices always available—spot or growing crops.
The address
KELWAY & SON, Wholesale Seed Growers, **Langport, England**

COLOR CHART

For Florists $1.00

AMERICAN FLORIST CO., CHICAGO

JAMES VICK'S SONS

Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

Yokohama Nursery Co.

LTD.
Woolworth Building
NEW YORK CITY
Importers
Japanese Bulbs, Plants and Seeds

L. D. Waller Seed Co.

GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds
GUADALUPE, CALIFORNIA

I. N. Simon & Son

Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

Return Envelopes
Catalogue Envelopes
Seed Packets
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

LAWN SEED MIXTURES

FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

ASTERS

CREGO. White, Blue, Shell Pink, Rose Pink, Purple, Lavender—Trade pkt., 40c; $2.00 per oz. Mixed Colors—Trade pkt., 30c; $1.50 per oz.
SEMPLE'S LATE BRANCHING. Separate Colors—Trade pkt., 30c; $1.50 per oz. Choice Mixed—Trade pkt., 30c; $1.25 per oz.
EARLY ROYAL BRANCHING. Separate Colors—Trade pkt., 40c; $2.25 per oz. Choice Mixed—Trade pkt., 40c; $2.00 per oz.
Send for Wholesale Price List offering everything required by the progressive florist.
Henry F. Michell Co.
518-516 Market St.,
PHILADELPHIA, PA.

GET QUOTATIONS FROM
LANDRETH
Seeds Which Succeed
Bloomsdale Farm BRISTOL, PA.

An experience of half a century in producing high grade
GARDEN SEEDS
at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.
S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

Valley for Mothers' Day

NEW STOCK READY FROM COLD STORAGE.

Bruns' Celebrated Chicago Market Brand

$35.00 .... per 1000 | $10.00 ....per 250
20.00 ....per 500 | 5.00 ....per 100

Florists' Money Maker Brand

$30.00 ....per 1000 | $8.00 ....per 250
16.00 ....per 500 | 4.00 .. ....per 100

I carry over 2,500,000 of the finest **Valley Pips** in storage and my facilities enable me to make shipments the same day or not later than the day following receipt of order.

If it's **VALLEY,** I can supply it. Tell me what you want.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

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New Crop. Write for Prices.

GIGANTEUM from Chicago, Denver, Toronto and New York. **HARDY VARIETIES** and **FORMOSUM** from New York.

For Immediate Shipment.

T. R. BEGONIA Bulbs; **BAMBOO STAKES,** green and natural; **RAFFIA,** natural and colored; **VALLEY PIPS,** Dutch and German type; **Rosa Multiflora JAPONICA** Seeds and Stocks.

For Fall Shipment, 1921.

FRENCH BULBS, DUTCH BULBS, LILY BULBS, VALLEY PIPS, MANETTI STOCKS, PALM SEEDS.

Write for prices, stating your requirements.

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95 Chambers St., NEW YORK

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THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

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TOMATO SEED

Grown for the Wholesale Seed Trade

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Sweet Pea and Nasturtium Specialists.

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FLOWER and GARDEN SEEDS

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Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

Sound Bulbs of Highest Vitality

From W. J. ELDERING & SON, Ltd., Overveen, Holland

We do not crowd our bulbs into marketable size at the expense of vitality and firmness. Our bulbs are absolutely full aged, solid, well matured and free from disease.

Write for prices to the home address, **OVERVEEN, HOLLAND,** or to
Room 309, White Hall Building, - - - NEW YORK CITY

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WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

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C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France

NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

CYCLAMEN

We must have room and offer for one week.
2,500 2¼ in. **Cyclamen,** at $10.00 per 100; $90.00 per 1000.
3,000 3 in. **Cyclamen,** at $20.00 and $25.00 per 100.
1,000 4 in. **Cyclamen,** at $40.00 per 100.
Ask for our prices of **Easter Greeting Pelargoniums** and **Ferns.**

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

DUTCH BULBS

Standard Bulb Company

BENTON HARBOR, MICH.
Ask prices.

New Colors in Gladiolus

Are you acquainted with my Gladiolus Primulinus varieties? Nothing is more elegant and beautiful than my Gladiolus Primulinus, with their artistically arranged flowers and their oriental colors. And nothing is more bright and brilliant than my Gladiolus Chautauqua Red.

Catalogue, including Iris and Peonies, free on request.

The Chautauqua Flower Fields
C. Zeestraten, Prop.
BEMUS POINT, NEW YORK

For an extra fine stock of

Lilies, Hydrangeas, Roses, Genistas

and other plants for Easter, See

WM. K. HARRIS

55th and Springfield Ave. W. Philadelphia, Pa.

SPECIALTY

Easter Potted Plants

To Trade Only.

A. L. MILLER, Jamaica, N. Y.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD, Delaware County, PA.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June, 1921.

RED OAK, IA.—Emil Peterson has purchased land near this city and will establish a nursery.

ALBANY, N. Y.—The Davey Tree Expert Co., of Kent, Ohio, has been incorporated in this state for $50,000.

ROCHESTER, MINN.—The Mayo Nurseries have been incorporated for $5,000 by K. E. and J. G. Mayo and others.

TEMPLETON, FLA.—Burglars here recently stole 300 Temple orange trees from the field, value $750.

MIAMI, FLA.—Reports received here indicate that the goal of a membership of 2,000 will be reached by the Florida State Horticultural Society before its annual meeting here, April 12.

LAST year was an off season with the pecan industry in Florida because excessive rains washed off the pollen. Indications are that the crop this year will be full and the finest in many years.

Fruitland Nurseries Succeeds Tarnok & Co.

Following the retirement of Sigmund Tarnok, the firm of Tarnok & Co., who succeeded P. J. Berckmans Co., Augusta, Ga., will in future be conducted under the name of Fruitland Nurseries, with J. G. Bailie, president. The new firm has retained the services of the most experienced superintendent, foremen and propagators of the P. J. Berckmanns Co., and will specialize in ornamentals. They now have a large stock in the nursery and propagating houses.

The Cornelian Cherry.

The cornelian cherry, which is a dogwood (Cornus mas), is one of the earliest trees or tree-like shrubs with conspicuous flowers to bloom in eastern Massachusetts. The flowers are light yellow and are borne in clusters in the axils of the unfolding leaves and, although individually small, are produced in such profusion that the branches are covered with them. The flowers are followed by bright red, lustrous, oblong fruits the size of small olives. The flower buds and the flowers of this tree are not injured by cold. The habit of the plant is good; the foliage is dark green and abundant, and the fruit, although somewhat hidden by the leaves, is handsome. The cornelian cherry, which is a native of Europe and western Siberia has been a habitant of gardens for more than three hundred years. In the United States it was probably more often planted in the first half of the last century than it is at present, although there are not many early-flowering trees hardy in this climate which are better worth a place in the garden. The largest specimen we know in eastern Massachusetts is in the public garden of Boston, near Boylston street. In the arboretum it may be seen with the other dogwoods at the junction of the Meadow and Bussey Hill roads.—Arnold Aboretum Bulletin.

DAYTON, O.—Harry A. Bunyard is now with the Zetlitz Floral Products Company, as manager of production.

NASHUA, N. H.—The Concord Greenhouse has been sold at auction after having been closed some time, to W. E. Farmer.

SAN ANTONIO, FLA.—Miss Marie Louise Wichers, daughter of A. Wichers, has lately returned from Sacred Heart college, Montreal, Que.

BEACON, N. Y.—Benjamin Hammond, well-known manufacturer of insecticides and greenhouse paints, as president of the board of education, is devoting much of his time to gardening activities of the school children, and recently appeared at Albany with objections to the Fearson bill which would hamper educational boards.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.
342 pages, illustrated. Price, $2.25.

American Florist Co.
440 S. Dearborn St., CHICAGO

Peach Trees

Fine Trees. Standard Varieties.
50,000 Trees, Straight and Well Rooted
W. T. MITCHELL & SON, Beverly, Ohio

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing

Ibolium Privet

The New HARDY HEDGE

2-yr. Ibolium Privet.

Resembles California. HARDY AS IBOTA.

Dormant Summer Cuttings, $15.00 per 100

All larger grades sold.

Box-Barberry

Summer Frame Cuttings, $25.00 per 1000 For Lining Out. 10 samples postpaid for 50c.

Hard Wood Cuttings for Greenhouse Bench Propagation, $7.50 per 1000. READY NOW.

SURPLUS

Am. Hemlock, Pin Oak, Gingko, Red Maple Japan Iris.

ELM CITY NURSERY CO., Woodmont Nurseries, Inc. NEW HAVEN, CONN.

Buy Box-Barberry and Ibolium Privet of the Introducers.

Mention the American Florist when writing

Hill's Choice Stock

STOCK FOR LINING OUT

Ornamental Evergreens and Deciduous Tree and shrub seedlings, Rooted Cuttings, Grafts, etc., in large assortment of rare, choice and standard varieties for lining out. Annual output, 2,000,000 plants.

LANDSCAPE EVERGREENS

New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

THE D. HILL NURSERY CO., Inc., Box 404, Dundee, Ill.
EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

Our New Trade List

CONTAINS SPECIAL PRICES ON

Strawberries	**Fruit Trees**
Raspberries	**Deciduous Trees**
Blackberries	**Evergreen Trees**
Currants	**Hardy Perennials**
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J. T. LOVETT, Little Silver, N. J.

SOW NOW

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Early

Queen of the Market, 10 separate colors, each, ¼ oz., 40c; trade pkt., 25c; per oz., $1.40.
Royal, 5 separate colors, each, ¼ oz., 40c; trade pkt., 25c; per oz., $1.40.

Mid Season

Ostrich Feather, 10 separate colors, each, ¼ oz , 40c; trade pkt., 25c; per oz., $1.40.
Crego, 7 separate colors, each, ¼ oz., 40c; trade pkt., 25c; per oz., $1.50.
King, 6 separate colors, each, ¼ oz , 40c; trade pkt., 25c; per oz , $1.40.

Late

Giant Branching, 9 separate colors, each, ¼ oz., 30c; trade pkt , 15c; per oz., $1.00.

New Sorts

Ball's White. ¼ oz , $3.00.
American Beauty, 3 separate colors, each, ¼ oz., 65c; trade pkt., 35c; per oz., $2.40.
Heart of France, ¼ oz., 55c; trade pkt., 35c; per oz., $2.00.
Peerless Pink, ¼ oz., 50c; trade pkt , 25c; per oz., $1.80.

SWEET PEAS

Spencer

King White.....oz., 55c; ¼ lb., $1.75; lb , $7.00.
Lavender George Herbert .....oz., 50c; ¼ lb., $1.75; lb., $7.00.
Countess Spencer, oz., 40c; ¼ lb., $1.35; lb., $5.00.
King Edward VII, oz., 40c; ¼ lb., $1.30; lb., $5.00.

Grandiflora

Dorothy Eckford, oz., 15c; ¼ lb., 50c; lb , $1.80.
Lady Grisel Hamilton ..... oz., 20c; ¼ lb., 60c; lb , $2.20.
Gladys Unwin.....oz., 15c; ¼ lb., 50c; lb , $1.80.
King Edward VII, oz., 20c; ¼ lb., 60c; lb., $2.20.

ASPARAGUS PLUMOSUS NANUS, northern greenhouse grown seed, 1000 seeds, $4.00.
ASPARAGUS SPRENGERI, 1000 seeds, $1.50.
DRACAENA INDIVISA, oz., 40c; lb., $5.00.

For Other Flower Seeds See Our "BOOK FOR FLORISTS"

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Own Root Roses

All the Standard Forcing Roses.
All the Choice Ramblers.
All the Best Bedding Roses.
Send for list.

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3480 South Emerson St., DENVER, COLO.

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Lafayette, Ind.

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STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.
Send for our list.

The CONARD & JONES CO. ★ WEST GROVE PENNA.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

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FERNS

Good clean stock, all pot grown, shipped without pots. **Boston, Scottii, Cordetta,** 4-in., $8.60 per doz.; $25.00 per 100; 5-in., $5.40 per doz.; $40.00 per 100. **Cyrtomium Rockfordianum, Holly Ferns,** 3-in., $1.50 per doz., $8.00 per 100; 4-in., $3.00 per doz., $25.00 per 100.

R. Vincent, Jr. & Sons Co.
WHITE MARSH, MD.

Mention the American Florist when writing

Seasonable Stock

READY NOW

	Per 100
Begonia Metallica, M. A Patten and Sandersoni, 2¼-in.....	$8.00
" Glorie de Chatelaine, 2¼-in.....	6.00
" Gracilis Luminosa, Prima Donna, Mignon and Eufordia Superba	5.00
Fuchsia—Lord Byron, Mrs. E. G. Hill, Minnesota, Phenomenal, Speciosa and Black Prince, 2½-in.....	6.00
Manettia Bicolor, good for vases and baskets, 2½-in.....	6.00
Petunia, double, best named sorts, all colors, for 2½-in. pots.....	6.00

The Storrs & Harrison Co., Painesville, Ohio

Bailey's New Standard Cyclopedia of Horticulture

SIX SPLENDID VOLUMES. Price: $48.00
Sold Only in Complete Sets
Carriage prepaid to any part of the United States

AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

4,000 2¼-inch

Dunlop Roses

Fine. Ready to shift to make room, $100.00 per 1000.

L. B. Coddington, Murray Hill, N. J.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Dooley, Cook County, Ill., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

NEW ORLEANS, LA.—With the crop about a month earlier than usual, and the largest acreage ever known, shipments of Louisiana strawberries began to move northward March 7.

MOVEMENT of the main onion crop to March 1 exceeded the entire movement of last season, about 17,500 cars having been rolled, compared with last season's total shipments of 16,704 cars.

FLORIDA tomatoes were firm in consuming markets last week, closing $5.00 to $5.50 in Philadelphia, Pa., Pittsburgh, Pa., and Cincinnati, O.; $5.50 in New York and $6.50 to $7.00 per crate in Chicago.

BARBERTON, O.—The range on the Anna Dean, said to be one of the largest in the country, built by the late A. C. Barber, has been sold to Yoger Bros., who have been in charge of the produce raised under glass for several years.

LOUISIANA strawberries in 24-pint ventilated crates ranged last week 22 to 25 cents per pint in New York and $3.50 to $4.00 per crate in Pittsburgh, Pa., and Chicago. Prices at shipping points advanced from a level around $2.50 f. o. b. early in the week to a range of $3.75-$3.90 per crate.

PALATKA, FLA.—Shipment of potatoes from the Hastings-Palatka section will begin about April 1. Growers say the season has been ideal, and January plantings are large enough to be used now. The new crop is already on local tables and is of fine quality. Acreage is somewhat smaller than last season, but the yield is better.

LUTHER BURBANK is trying to produce a seedless watermelon. Great Scott, don't do that! Jefferson county, Florida, is producing melons for the seed only—and the producers there want a melon with more seed. And think of the beauty that would be lost by the absence of that black and red color scheme in the heart of a luscious melon!

Prices of Indoor Fruits and Vegetables.

Chicago, March 22.—Cucumbers, 2-dozen box, $4.50 to $6.50; leaf lettuce, per box, 25 to 27½ cents.

New York, March 18.—Cucumbers per dozen, 75 cents to $2.75; mushrooms, $1.00 to $2.25 per three-pound basket; tomatoes, per pound, 15 to 50 cents; radishes, per 100 bunches, $3.00 to $7.00.

Notes on Fertilizers.

The present condition of the fertilizer trade is a very difficult one. Having bought the new materials in the summer and fall at high prices and made up the goods under high wages for labor, the fertilizer men find great apathy among the gardeners and farmers owing to the present depressed market. The farmers figure they cannot afford to buy these high-priced goods and in turn produce more crops which sell below cost of production. In turn the fertilizer people are reluctant to accept enormous losses. This state of affairs emphasizes the great readiness of our present-day civilization to inflict any amount of damages upon the farming classes and to be very slow to do the same thing to industry. Realizing this desperate condition, the fertilizer makers have issued revised prices several times this winter, and probably no further reduction will be made before the spring trade is over. Our advice would be to proceed with moderation. We believe growers should plan to produce a reasonable amount of produce—neither shirking their duty to keep things alive, nor plunging themselves into more trouble. At present, there is in this section of the country, an abundance of labor and it would be easy for growers to take advantage of this fact and produce to the limit, thus glutting the markets. It stands to reason that if growers had to operate practically without labor for years, it will not do at present to greatly increase outputs.

In regard to fertilizer materials, nitrate of soda and sulphate of ammonia are all quoted equals in price at present, about $75 per ton. At equal rate, sulphate ammonia is the cheaper as it contains more nitrogen than soda. Bone meal is much higher than acid phosphate, yet under glass we would prefer the bone and pay the difference. In potash, the prices are still high, about $120 for sulphate potash, yet where nitrate of potash is available, as it is here, at $100 per ton, we believe it is the cheapest form to get, both in nitrate and potash. Some manufacturers are again offering fairly complete mixtures, like 2-8-8. This latter makes an excellent vegetable formula for all crops, provided we add a little more nitrogen in the form of nitrate. To use such a formula, apply at least 1000 pounds per acre broadcast and work it into the soil. After the crop is started, add from 100 to 200 pounds of either nitrate of soda or sulphate ammonia.

With the great scarcity of animal manures, the pulverized grades, such as dried chicken droppings and sheep manure obtain more importance. These two should be used only in connection with a liberal allowance of either bone meal or acid phosphate to furnish the lacking element. While lime is not a fertilizer, it must not be ignored; in many cases lime is the missing link and will do more good than anything else. A safe rule to follow is that on worn-out soils, lime alone is worthless. Lime is a stimulant that forces the other elements into action. There are soils that have had manure for years get are poor producers. Often such soils respond wonderfully to lime; use at least 1000 pounds of hydrate lime per acre, and twice that much is often needed, and double that amount if using raw rock lime pulverizer.

MARKETMAN.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, $1.00

American Florist Co.

440 S. Dearborn St. Chicago

50,000 Dracaena Indivisa

From 2 inch pots, ready for 3 or 4 inch pots, at $4.00 per 100. From 2 inch pots, good strong average sized plants at $3.00 per 100.

GERANIUMS (Our Specialty)

Nutt, Buchner, Ricard, Poitevine, Viaud. Good short jointed plants from 2 inch pots, at $3.50 per 100; $35.00 per 1000.

We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y

Abundance of Stock

Size		100	1000
2¼-in.	**Ageratums,** light or dark	$ 2.75	$25.00
2 -in.	**Coleus,** red or yellow.	2.75	25.00
3 -in.	**Cyclamens,** 8 varieties	15.00	....
2¼-in.	**Fuchias,** 12 varieties..	3.00	27.50
2¼-in.	**Heliotropes,** light or dark	3.00	27.50
2½-in.	**Marguerites,** fine plants	3.50	30.00
2½-in.	**Stocks,** Alice or Nice.	2.75	25.00
2½-in.	**Vincas,** variegata	5.00	45.00
3½-in.	**Vincas,** variegata	13.00	125.00

Liberal Extras. Correspondence Solicited.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request.

Kentfield, Marin Co., Calif.

Ageratum Fraseri

We feel confident in offering **Ageratum "Fraseri"** to our customers that we are offering what will be one of the most valuable acquisitions to the bedding plant line in recent years, that it is a blue, a decided blue, that would be continually in bloom. In our trial grounds last summer **"Fraseri"** attracted more attention than any other bedding plant. It only grew about 8 to 10 inches high and was covered the entire season with what can easily be classed as immense trusses of flowers, as many of them were over 2½ inches across, while the individual flower would be ⅞ of an inch in diameter. The plant spreads about 12 to 15 inches across. It can easily be used with Alternantheras as a border plant.

Being an early bloomer and dwarf, compact grower, it makes an excellent pot plant.

2-inch, $1.00 per doz.; $ 6.00 per 100.
3-inch, 1.50 per doz.; 10.00 per 100.

R. Vincent, Jr. & Sons Co.
White Marsh, Md.

Early Cabbage, Beet, Lettuce, Cauliflower and Sweet Potato Plants

Delivered Prepaid—1000, $3.50; 5,000, $15.00; 10,000, $28.00.

Strong, well-rooted. Safe delivery guaranteed or money refunded. Cash.

Commercial Plant Growers Co, Box 109, New Bohemia, Va.

Ready Reference Section

15 CENTS, NET, PER LINE

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii. A large stock of one and two year in all grades. Two year transplanted are heavy for grades. Some three year with heavy tops and roots. Light stocks for lining out very cheap. CHAS. BLACK, Hightstown, N. J.

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $10.00 per 1,000.
ROMAN J. IRWIN
43 West 18th St. New York

Asparagus Sprengeri, 2½-in., $4.00; 4-in., $10.00 per 100. EDGAR EASTERDAY, Nokomis, Ill.

Asparagus plumosus, 2-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

BARBERRY.

Box-Barberry, well-rooted summer cuttings $25.00 per 1,000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BEGONIAS.

Begonia Chatelaine, 2¼-in., $7.00 per 100; $65.00 per 1,000. Patten (new dark pink Chatelaine), 2¼-in., $8.00 per 100.
Pride of New Castle, 2¼-in., $14.00 per 100.
Ask for price list of Canna Roots and Gladioli Bulbs.
ROMAN J. IRWIN
43 West 18th St. New York

BEGONIA CHATELAINE
Well-Rooted Cuttings.
$20.00 per 1,000.
PETER REINBERG,
Wholesale Florist
30 East Randolph St. Chicago.

Begonias, Metallica, Otto Hacker and Pres. Carnot, $10 per 100. The Storrs & Harrison Co., Painesville, O.

BOXWOOD.

300,000 Boxwood edging. Suffruticosa, 5 to 6 and 6 to 7-in. Strong bushy plants. Old boxwood hedges. Write for prices. Specialty: moving boxwood hedges and trees without disturbing the roots. ROBERT H. BENDER, Chestnut Hill, Philadelphia, Pa.

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Bulbs, Gladiolus. All bulbs are first-class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

R. A. VAN DER SCHOOT
Hillegom, Holland
Extensive own culture of bulbs and plants. Prices on application.

CANNAS.

Cannas. Guaranteed true to name; 2 to 3 eyes; strong plants.

	100	1000
King Humbert	$4.50	$40.00
Yellow King Humbert	4.50	40.00
Wintzers Colossal	4.00	30.00
Mrs. Alfred Conard	7.00	65.00
City of Portland	7.00	65.00
Golden Gate	3.50	30.00
J. F. Howell	3.50	30.00
David Harum	3.50	30.00
Richard Wallace	3.50	30.00
Chas. Henderson	3.50	30.00
Allemania	3.50	30.00
Kate Grey	3.50	30.00
Indiana	3.50	30.00

NORTH STAR NURSERY
Orange, Ill.

Cannas. Large-flowering. Fine 2 or 3 eye, plump, dormant roots, true to name. For varieties and prices, see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

CARNATIONS.

Ready Now!
New Varieties:

	100	1000
Harvester, Splendid white and a free bloomer	15.00	120.00
Edna, wonderful red and sure to please	15.00	120.00

Send for Complete Description.

PINK	100	1000
Laddie	$12.00	$ 90.00
Ruth Baur	10.00	90.00
Enchantress Supreme	5.00	45.00
Morning Glow	7.00	65.00
Mrs. C. W. Ward	5.00	35.00
Alice	4.00	35.00
Pink Enchantress	5.00	35.00
Rose-pink Enchantress	4.00	35.00
Miss Theo	5.00	45.00
Rosalia	6.00	50.00
Cottage Maid	5.00	45.00
Rosette	4.00	35.00
RED	**100**	**1000**
Ethel Fisher	$10.00	$ 90.00
Nebraska	5.00	45.00
Belle Washburn	5.00	45.00
Aviator	5.00	35.00
Herald	5.00	40.00
Beacon	5.00	40.00
Thenanthos	4.00	35.00
WHITE	**100**	**1000**
White Benora	$ 7.00	$ 65.00
Crystal White	5.00	45.00
White Enchantress	4.00	35.00
White Wonder	5.00	45.00
Matchless	4.00	35.00
White Perfection	4.50	40.00

Send Your Order To-Day. Get the Best that Money will Buy.
M. C. GUNTERBERG,
Wholesale Florist
8 East Randolph St. Chicago, Ill.

ROOTED CARNATION CUTTINGS

	100	1000
Aviator	$4.00	$35.00
Enchantress	4.00	35.00
White Enchantress	4.00	35.00
R. P. Enchantress	4.00	35.00
C. W. Ward	4.00	35.00
Alice	4.00	35.00
Thenanthos	4.00	35.00

PETER REINBERG
Wholesale Florist
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CARNATIONS
Choice Rooted Cuttings
$5.00 per 100; $40.00 per 1,000.
Our cuttings are all made from flowering side shoots.
BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago.

CARNATIONS.

ROOTED CARNATION CUTTINGS
Recognized as the leading quality by growers everywhere. Place your order with us and get the best.

	100	1000
Enchantress	$4.00	$35.00
White Enchantress	4.00	35.00
Matchless	4.00	35.00
Mrs. C. W. Ward	4.00	35.00

WIETOR BROS.
Wholesale Florists.
30 E. Randolph St. Chicago.

CARNATIONS, STRONG ROOTED CUTTINGS

	100	1000
Enchantress Supreme	$5.00	$45.00
C. W. Ward	5.00	45.00
White Enchantress	4.50	40.00
Aviator	4.50	40.00
Matchless	4.00	35.00

CHAS. N. MILLER & BRO.
Morton Grove, Illinois.

CARNATIONS — NOW READY
STRONG ROOTED CUTTINGS

Mrs. C. W. Ward	$5.00	$45.00
Enchantress Supreme	5.00	45.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Matchless	4.00	35.00
Pink Enchantress	4.00	35.00

J. A. BUDLONG CO.
184 North Wabash Ave., Chicago, Ill.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

ROOTED CHRYSANTHEMUM CUTTINGS
Now Ready

	100	1000
White Chadwick	$5.00	
Golden Chadwick	5.00	
Seidewitz	3.00	$25.00
Nagoya	3.00	25.00
Dr. Enguehard	3.00	25.00
Buckbee	3.00	25.00
Early Rose	3.00	25.00
Pompons		
Buckingham		20.00
Golden Wedding		20.00
Godfrey		20.00
Yellow Baby		20.00
Golden Climax		20.00
Lillian Dotty		20.00

Ready
Elegant new Pompon Hamilton Lewis. $5.00 per 100. Recognized as one of the best in Chicago wholesale cut flower market.
PETER REINBERG,
Wholesale Florist.
30 East Randolph St., Chicago, Ill.

CHRYSANTHEMUMS, ROOTED CUTTINGS.
Clean, healthy stock free from midge.
Standard Varieties.
Golden Glow, Early Frost, Charles Razer, Seidewitz and all other standard varieties. $3.50 per 100; $30.00 per 1,000.
Pompons—Hardy Early Flowering, Single varieties. Anemones, $3.50 per 100; $30.00 per 1,000.
Choice Commercial Varieties.

White Chadwick	White Turner
Pink Chadwick	**Yellow Turner**
Yellow Chadwick	White Mistletoe
Bronze Chadwick	Golden Mistletoe
Sun Glow	December Gem
Glen View	Odessa

Wells' Late Pink
Price on all above, $5.00 per 100; $45.00 per 1,000.
White Seidewitz, $6.00 per 100.
Hamburg Late White, $5.00 per 100; $35.00 per 1000. Pink Turner, $2.25 per dozen, $15.00 per 100.
Ask for Price List of Carnation Cuttings.
ROMAN J. IRWIN
43 West 18th St., New York

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CHRYSANTHEMUMS.

CHRYSANTHEMUM PLANTS
In 2-inch pots.

Our celebrated early white pompons are ready to ship anywhere. This variety commences to bloom October 1, and will continue three months, producing quantities of double white pompons, which are fine for either cut flowers or potted plants.

$ 6.00 per 100
50.00 per 1000

BASSETT & WASHBURN
178 N. Wabash Ave. Chicago.

Chrysanthemums. Hamburg Late Pink. One of the best pinks for commercial purposes. Rooted cuttings, $8.00 per 100; $75.00 per 1000. 2-in. stock, $9.00 per 100; $85.00 per 1000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIAS.

Cinerarias. Columbian Mixture and Stellata. In bloom. Just the thing for Easter. 4-inch, 20c each; 5-inch, 40c each. Cash with order. MATTHEWSON'S, Sheboygan, Wis.

COLEUS.

COLEUS ROOTED CUTTINGS.
$1.50 per 100; $14.00 per 1,000, by express. If postpaid, special delivery and insured, at customer's risk, add 15c per 100; 75c per 1,000. Golden Bedder, Verschaffeltii, Queen Victoria, Firebrand, Beckwith Gem, Trailing Queen and others.

American Beauty and Brilliancy, $2.50 per 100; $20.00 per 1,000.
Ask for Price List on All Bedding Plants.

ROMAN J. IRWIN
43 West 18th St., New York

Coleus. Best bedding kinds, 2-inch pots. $3.00 per hundred. Cash. JOSEPH BANCROFT & SONS, Cedar Falls, Iowa.

CYCLAMEN.

Cyclamen. The kind you have been looking for. Strong, well grown named varieties in separate colors in the following:

From 2½-in. pots............$12.00
From 3 -in. pots............ 20.00
From 4 -in. pots............ 40.00
From 5 -in. pots............ 75.00
Write for discounts on large orders.

We pay special attention to boxing and packing and the using of paper pots should insure safe arrival at destination. The stopping of express cars at our plant enables us to make direct shipments without unnecessary rough handling, which will be appreciated by our customers. Plants are moving fast and we advise ordering at once.

J. W. DAVIS COMPANY
Terre Haute, Indiana.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias. Trade list of 340 fine florists' cut flower sorts at very low figures. 100, our choice assortment, labeled to name, $5.50. Cash. INDIANA DAHLIA FARMS, New Albany, Ind.

Dahlias. Best cut flower varieties; get our list before placing your order. LYNDHURST FARM INC., R. F. D. No. 2, Hammonton, N. J.

DAISIES.

DAISIES. Single White, 2¼-inch, $6.00 per 100; $50.00 per 1000. Boston Yellow, 2¼-inch, $8.00 per 100.

Ask for Price List on Ferns, Cyclamen Seedlings, Etc.

ROMAN J. IRWIN
43 West 18th St., New York

DRACAENAS.

DRACAENA INDIVISA. Extra fine well-rooted, 5-inch pots, bushy and ready for a shift, $40.00 per 100; 3½-inch pots, $17.00 per 100; 2¼-inch pots, $5.00 per 100.

ROMAN J. IRWIN.
43 West 18th St., New York.

Dracaena Indivisa. 2-in., ready for 3 or 4-in., $4 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

FERN RUNNERS ready April 5, $15.00 per 1000. FOLLOWING VARIETIES: Boston, Roosevelt, Teddy Jr., Whitmanii, Whitmanii Comp. and Verona.

2¼-inch of above, also Scottii, $6.00 per 100, $50.00 per 1000. New Macawii, 2¼-inch, $10.00 per 100, $95.00 per 1000. Larger sizes ask for prices.

Bostons, 3-inch pots, $15.00 per 100; 3½-inch pots, $24.00 per 100; 4-inch pots, $26.00 per 100.

ROMAN J. IRWIN
43 W. 18th St., New York.

Ferns. Boston, Roosevelt and Harrisii, 2¼-in., $7.00 per 100; $65.00 per 1,000. Macawii, 2¼-in., $12.00 per 100; $100.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Ferns. Table and fern dish. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Ferns, 6-in., $1.00; 8-in., $1.50 and $2.00 each. Birds-nest, 5-in., $1.50; 6-in., $2.50 each. Wm. K. Harris, 55th and Springfield Ave., West Philadelphia, Pa.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

Ferns. Pot grown and in good shape. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Boston Ferns, good strong bushy stock, 5-in., at 50c. Add 5 per cent for packing. DAVIS FLORAL CO., Davenport, Ia.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns. Ill. descriptive list mailed. L. MOSBÆK, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums, Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GLADIOLUS.

GLADIOLI
Jack London, Anna Eberius, Thomas T. Kent, Mrs. H. E. Bothin. The four greatest and most perfect gladioli in existence. They have won the greatest admiration wherever shown and will soon be grown by the million. Our new catalog showing some of our varieties in natural colors and describing many of our other new creations is free on request. Write for it today.

RICHARD DIENER CO., INC.
Kentfield, California.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

NARCISSI.

Cut Flowers. Narcissus: King Alfred, Sulphur Phoenix, Barri Conspicuus, Sir Watkins, Emperor, Empress and other kinds. Write for prices. TAIT BROS. CO., Brunswick, Ga.

MYRTLE.

MYRTLE, HARDY CREPE VARIETY for covering graves, etc., $7.00 per 100; $60.00 per 1,000.

ROMAN J. IRWIN,
43 West 18th St. New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

PANSIES.

PANSY PLANTS. LARGE STRONG STOCK.
July sown, from Steele's Mastodon Seed.
Satisfaction guaranteed.
Fall transplanted plants......$10.00 per 1000
Seedlings .... 6.50 per 1000

JOHN JENSEN & SONS,
9801 S. Western Ave. Chicago.

Pansies. Steele's Mastodon, cold-frame grown, fall transplanted, beginning to bloom, $2.00 per 100; $17.00 per 1,000. 500 at 1,000 rate. Express. EDGAR EASTERDAY, Nokomis, Ill.

Giant flowering and Giant Trimardeau pansy seedlings. Superb selection of mixed colors and gigantic blossoms, $4.00 per 1000; $17.50 per 5000, prepaid. Price list on request. HILLCREST GARDENS, Albert Lea, Minn.

PHLOX.

Phlox Luffruticosa Miss Lingard. Strong 3-inch pot plants, $1.50 per doz; $10.00 per 100; $90.00 per 1,000. Henry A. Dreer, 714-16 Chestnut St., Philadelphia, Pa.

POINSETTIAS.

50,000 California field-grown poinsettia stock plants weighing on an average of two-thirds of a pound each, and which should produce 25 cuttings in one season. True Red Variety plants and Early Variety plants, famous for holding their foliage. $18.00, $25.00 and $30.00 per 100. PAUL ECKE, 1226 Hayworth Ave., Los Angeles, Calif.

PETUNIAS.

PETUNIAS.
Dieners' Ruffled Monsters, single. The largest and most beautiful ruffled varieties of Petunias in existence. Ruffled monster seed in separate colors, pink, red, variegated, white, red with black center, pale lilac, and all colors mixed.

The following somewhat smaller than the Ruffled Monsters, colors, flesh pink frilled, (Pearl of Kentfield), purple or blue, and white frilled (dwarf). Price, per package, 50c. Catalogues will be sent free on request. Write for it today.

Mr. W. I. Ferguson, Smiths Falls, Ontario, under date of Dec. 2nd, 1919, writes us the following in regard to our petunias:

"Last year I purchased petunia seed from you. I think every seed germinated and the blooms were the finest ever seen in this part of Canada. Only about 8% of the plants could be classed as common. I want more of the same quality each year."

Mr. Rudolph Nagel, Lancaster, Pa., under date of Dec. 14th, 1919, writes us:

"I had, last year, just a few of your petunias, but I am sure I could have sold thousands of them. They surely came up to your claim and way ahead of my expectation."

RICHARD DIENER CO., INC.,
Kentfield, California.

PRIMULAS.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5 in. at 50c; 6-in. at 75c; Malacoides, 2¼-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIMULAS. Sim's Hybrid Yellow Polyanthus, strong divisions, $7.00 per 100.

ROMAN J. IRWIN
43 W. 18th St., New York.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

PRIVET.

Privet. Ibolium privet, hardy hybrid: cross between California and Ibota privet. 2 years, 2-3 ft., $2.50 each; 1 year, 1-2 ft., $1.00 each; summer frame cuttings, 50c each. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

ROSES.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Russell Bench Plants	$16.00	$150.00
Milady Bench Plants	15.00	140.00
Killarney Bench Plants	12.00	115.00
Ophelia Bench Plants	12.00	115.00
Sunburst Bench Plants	12.00	115.00
American Beauty	20.00	190.00

M. C. GUNTERBERG.
Wholesale Florist
8 East Randolph St. Chicago, Ill.

ROSE STOCK.
Exceptionally Fine 2¼-inch Stock.

	100	1000
Premier	$16.00	$150.00
Columbia	10.00	90.00
K. Brilliant	9.00	80.00
W. Killarney	9.00	80.00
Ophelia	9.00	80.00

PETER REINBERG
Wholesale Florist
30 East Randolph St., Chicago.

ROSE PLANTS.

	100	1000
3500 Pink Killarney, 3-in	9.00	80.00
11000 Ophelia, 3-in	9.00	80.00
9000 Richmond, 2½-in	7.00	60.00

WIETOR BROS.,
Wholesale Florists.
30 E. Randolph St., Chicago

ROSES—OWN ROOT.
Plants from 2¼-inch pots.
All best varieties for forcing and bedding.
Write for general list and prices.
AMERICAN ROSE & PLANT CO.
Springfield, Ohio.

Good stock $15.00 per 100.
RUSSELL BENCH PLANTS.
No order for less than 100 shipped.
BASSETT & WASHBURN
178 North Wabash Ave. Chicago

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison. N. J.

Roses. Ophelia, 2-in., $10.00 per 100; $90.00 per 1,000. Columbia, 2-in., $15.00 per 100; $125.00 per 1,000. Cecile Brunner, 2-in., $10.00 per 100; $90.00 per 1,000. THE PARK FLORAL COMPANY, 1643 Broadway, Denver, Colo.

RUSSELL BENCH PLANTS.
Good stock $15.00 per 100. No order for less than 100 shipped.
BASSETT & WASHBURN.
Wholesale Florists
178 North Wabash Ave. Chicago.

SEEDS.

THE DIENER TOMATO

Increase your tomato yield one hundred per cent by raising the new DIENER TOMATO. 30-40 tons of ripe fruit to the acre.

This tomato was raised last year all over the United States and Canada with the greatest satisfaction.

As smooth as an apple and of a magnificent dark red color. Single tomatoes weigh up to 3 lbs. each. The flesh is more solid than that of any other tomato. The fruit contains very little seed and is solidly filled out. This tomato is free of the acid taste, and for dehydrating catsup and canning is the best tomato in existence today.

The DIENER TOMATO is blight-resisting as well as drought-resisting. It will not crack from the rain and will not rot while lying on the ground in wet weather. This tomato will grow in almost any kind of soil and it commences to ripen the first part of August.

It is the greatest novelty in the tomato line, and it will soon crowd out the present varieties from the market by its far superior qualities.

Price of the DIENER TOMATO SEED: Sample pkg., 25c; one-quarter of an acre pkg., 50c; one acre pkg., $1.50.

RICHARD DIENER CO., INC.
Kentfield Marin Co., Calif.

SEEDS.

DAHLIA SEED.

This seed is raised from the most up-to-date dahlias in existence. No place in the world have dahlias been brought up to such perfection as they have been around San Francisco. This mixture contains all colors and types of peony, cactus and decorative varieties. The seed we sent out in previous years was highly praised by all who raised dahlias from it; but this seed is far supeior to what we have sent out in previous years. The seedlings will commence to flower two months after sowing and almost a month earlier than plants raised from blubs. Price, $0.50 per package.
RICHARD DIENER CO., INC.
Kentfield Marin County

DRACAENA INDIVISA, the true Cordyline Australis narrow leaved variety, fresh seeds that will make quick-growing, profitable plants for you. 5,000 seeds, $1.00; pound, $3.00 postpaid. SEVIN-VINCENT CO., San Francisco, Calif.

Seeds. Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Son, Langport, Eng.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son., contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

SEEDS.

Asparagus plumosus seed of new crop. January or early February delivery, per 1,000, $4.00; later delivery cheaper. VAUGHAN'S SEED STORE, Chicago and New York.

Seeds. Cyclamen and Giganteum. For varieties and prices see display advertisement elsewhere in this issue. Kelway & Son, Langport, Eng.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Specialties: Beets mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips, R. & M. Godineau, Angers, France.

Seeds. Renowned specialties; remarkable novelties; postpaid catalogues. H. PAQUET, grower, Magnan, NICE, (France).

Seed. Lawn mixtures and field, wholesale. Write for prices. Atlantic Grass Seed Co., 46 W. Broadway, New York.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SNAPDRAGONS.

SNAPDRAGONS

	100	1000
2¼-inch Pots		
Neirose	$6.00	$55.00
Keystone	6.00	55.00
Silver Pink	6.00	55.00
Giant White	6.00	55.00
Giant Yellow	6.00	55.00

Ask for Prices of Roses, Grafted and Own Root.
ROMAN J. IRWIN
43 West 18th St., New York

Snapdragons. Double June Hefko, rooted cuttings, $15 per 100; $125 per 1000; 2½-in., $17 per 100. T. D. Hefko, Marshfield, Wis.

SPHAGNUM MOSS.

Moss Sphagnum, 5 bbl. bales, burlaped, $2.00 each. E. WERNAU, Atco, N. J.

STOCKS.

STOCKS, Lenox. Lavender, white and pink, 2¼-inch pots, $10.00 per 100.
Seedlings of Red, White, Pink, Purple and mixed, $5.00 per 100; $45.00 per 1000. Ask for Prices of Calendulas, Bouvardias, Etc.
ROMAN J. IRWIN
43 West 18th St., New York

VEGETABLE PLANTS.

Field-grown plants, ready now. Early Jersey cabbage, $2.50 per 1000; tomatoes, (24 varieties), $4.00 per 1000; sweet and hot peppers, (10 varieties), $5.00 per 1000; egg plants, (2 varieties), $6.00 per 1000. No order accepted for less than 1000 plants. Discount of 20% on orders for 2000 plants or more of a kind. Cash or P. O. money order. Parcel post prepaid. SCOTT FLORAL CO., Navasota, Tex.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

VINCAS.

VINCAS. Variegated. R. C., $2.00 per 100; $18.00 per 1000. 2¼-in., $5.00 per 100. 4-inch pots, bushy, $14.00 per 100, $130.00 per 1,000; 3½ inch pots, $12.00 per 100; $110.00 per 1,000.
ROMAN J. IRWIN
43 W. 18th St., New York

Vinca variegata, 200 3-in., $7.50 per 100; 200 for $14.00. EDGAR EASTERDAY, Nokomis, Ill.

MISCELLANEOUS.

Seed packets for 1921. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Meyers' Green Florists' Thread is the best for all florists' purposes. Write for prices John C. Meyer, Florist Thread Works, Lowell, Mass.

Glass cloth. For hotbeds, cold frames, etc. For prices see display advertisement elsewhere in this issue. Turner Bros., Bladen, Neb.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Blooming and decorative plants of every description. Wm. K. Harris, 55th and Springfield Ave., West Philadelphia, Pa.

Nursery stock of all descriptions. Catalogues and price lists free on application The Storrs & Harrison Co., Painesville, O.

1,000 letterheads and 1,000 envelopes, $8.50. Good stock. Cash please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co. 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Florists' specialties and supplies of every description. Seligman & Stein, 116 W. 28th St., New York.

Peach trees. Standard varieties, straight and well rooted. W. T. Mitchell & Sons, Beverly, O.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

HARDWOOD ASHES, Nature's own fertilizer. Geo. Stevens, Peterboro, Ontario, Can.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Baskets, novelties and florists' supplies. S. H. Russin, 55 W. 19th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00 W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Ea.	Doz.	100
10	20 in.	$4.95	$54.45	$412.50
20	18 in.	3.65	39.60	322.30
30	16 in.	2.60	28.60	220.00
40	14 in.	2.10	23.65	187.00
50	12 in.	$1.45	$16.50	$126 50
60	10 in.	1.00	10.90	85 25
70	8 in.	.85	8.80	67.10

The Riverton Tub is sold exclusively by us, and is the best ever introduced.

The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.

Henry A. Dreer, Seeds, Plants, Bulbs and Supplies, **714-716 Chestnut St., Philadelphia, Pa.**

FERTILIZERS.

Poultry manure. Pulverized Premier Brand. Nature's most efficient fertilizer. Write at once for free literature, samples and quotations. Poultry Feed Co., Dept. K, 343 S. Dearborn St., Chicago.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Thomson's celebrated manure. Sold by all dealers or from sole makers. Wm. Thomson & Sons., Ltd., Clovenfords, Scotland.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2462 Sheffield Ave., Chicago.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

INSECTICIDES.

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Vol. LVI. CHICAGO AND NEW YORK, APRIL 2, 1921. No. 1713

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The thirty-seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

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Next annual meeting at Toronto, Ont., 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

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AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Boston, Mass., 1921. LEE R. BONNEWITZ, Van Wert, O., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

THE EASTER TRADE.

Business Surprisingly Good.

In view of the general depression in all industrial lines, the Easter business of the florists far exceeded the expectation of the trade, wholesale as well as retail. Good lilies, plants and cut flowers, were in short supply but all other specialties of the season were abundant and good, except of, course, such subjects as azaleas, rhododendrons, araucarias, etc., mostly imported from European and other countries in former years. Bulbous stock was plentiful and many of the tulips and hyacinths were of unusually fine quality. Pots and pans of lily of the valley sold well as substitutes for lilies. Plants at moderate prices sold without pushing, but expensive roses and even lilies moved less freely. Corsage bouquets were in heavy demand. Telegraph orders were numerous, with perhaps somewhat more complaint than usual of the small orders. The weather generally favored business and deliveries. Some of our early reports are presented herewith.

PHILADELPHIA, PA.—Business in this city proved of good proportions, both as to number of sales and volume. Prices were slightly lower in all lines, and the buying public took full advantage, with lilies moving freely as first choice. Sweet peas were the best stock in the market and were the first item to close out. Lily of the valley enjoyed a fine demand. Summing up, it might be said that the volume of trade was fully as large as last year, with a decrease of 15 per cent in prices.

LOS ANGELES, CALIF.—Wholesalers and retailers report an excellent clean-up on everything. Lilies were in short supply, both cut flowers and pot plants. Rambler roses were good, the local stock as well as those shipped in from the north; heather in variety sold well, and there was not enough bulbous stock to go round. Both pot plants and cut flowers sold freely, the demand being slightly in favor of the former. The total of sales was above the average.

BOSTON, MASS.—Sales were from 25 to 40 per cent better than for the same period last year, according to the retailers with prices approximately the same. Lilies were the favorites, with rambler roses and hydrangeas closely following. Bougainvilleas had a poor call. In cut flowers, bulbs, roses, carnations and lilies were the leaders, with only marguerites and mignonettes going slowly.

NEW YORK.—From all indications, the business was one of the best in years. With fine weather in their favor, many of the stores sold out completely. Lilies as usual had a heavy call. Azaleas went very well, especially in combinations. In cut flowers, sweet peas were favorites, roses following. Snapdragons and colored stocks proved the slow items. Prices as a whole were not much below the 1920 level.

WASHINGTON, D. C.—Gude Bros., while handicapped with extremely warm weather the few days preceding Easter, closed the period with a volume of business 20 per cent better than a year ago. The cut flower supply was ample for all needs. In plants, lilies easily took the lead, with all other stock registering a complete clean-up.

SAN FRANCISCO, CALIF.—The total sales were slightly in excess of last year, with prices about the same as in 1920. The supply of both plants and cut flowers was fully equal to the demand. There was less call for rambler roses and a largely increased demand for lilies, as well as for medium priced pot plants.

GRAND RAPIDS, MICH.—With prices about the same as last year, the volume of this year's trade at the establishment of Henry Smith showed a 10 per cent increase, compared with that of 1920. Plants were plentiful with the exception of lilies. There was an excellent call for roses and bulbous stock, with little demand for genistas. In cut flowers, lily of the valley and sweet peas were the leaders, but all high grades sold very well. A good trade was experienced with large flowering plants and made-up plant baskets.

OMAHA, NEB.—Hess & Swoboda report a 10 per cent increase in the volume of their business as compared with a year ago, but with a decrease of nearly 40 per cent in prices. With the exception of lilies, which were very short, the plant supply was sufficient to care for all orders. Spiraeas and lilacs had a poor call, while roses in pots, tulips and daffodils were very popular. An ample supply of cut stock moved well, especially spring flowers. Cold weather on Saturday hurt trade to a certain extent.

NASHVILLE, TENN. — Sales during the 1921 period were more numerous, with a considerable increase in volume but at prices 25 per cent less than those of a year ago. In pot plants the supply of lilies was not equal to the demand, with the offerings of cut flowers, however, greater than ever before. Roses and lilies were the leaders in the latter group, with carnations following. The trade was superb, and undoubtedly the best enjoyed in this city for several years.

DALLAS, TEX.—Although sales were considerably more than last year, the Lang Floral & Nursery Co. report a substantial reduction in prices, lilies alone selling at former levels. The telegraph orders were excellent, showing a wonderful increase over last year. A large supply of plants was sold and there was also a good call for baskets. All offerings in cut flowers, including American Beautiy roses, which were in short supply, found ready buyers.

TERRE HAUTE, IND.—N. B. & C. E. Stover report that prices were about 10 per cent less than last year, but total sales in money value were 20 per cent over those of 1920. The supply of plants while large, was far short of requirements, lilies easily taking the lead. Cut flowers were available in ample quantities with the exception of cut lilies. Considering the present conditions the florists were satisfied with the business.

WASHINGTON, D. C.—While prices were slightly better than last year's level, the large increase in volume of business was more than satisfactory. The supply in both cut flowers and plants was generous and made it possible to meet the choice of the customer in nearly all cases, according to the Louise Flower Shop. In cut flowers, roses easily took the lead, while in plants, hydrangeas and roses were the most salable.

WORCESTER, MASS.—Easter sales this year were just as good as for the same period last year, according to Lange Florist. Plant prices, with the exception of lilies, held their own, while in cut flowers, violets and carnations were not in large enough supply to meet the call. By consistent advertising, the florists were able to convince the public that Easter prices were not prohibitive, and succeeded very well.

POUGHKEEPSIE, N. Y.—The Saltford Flower Shop experienced a very satisfactory trade with stock selling about in fine condition and entirely sold out the same as last year. Bulb stock was Lilies were plentiful and were disposed of at a good price. Rhodendrons were next in popularity. Violets were the ledaers in cut flowers and sold well. The Florist Telegraph Delivery orders were very heavy, and the best experienced in many years.

RACINE, WIS.—With prices reaching a lower level than last year, cash sales were about the same as in 1920, due to increased volume. The plant supply was fully equal to all requirements, lilies taking first place, followed by hyacinths. Cut flowers were available in ample quantities, with daffodils the best sellers. There was not much call for roses and carnations, according to the Brux Greenhouses.

COLUMBUS, O.—Sales were considerably less than for the same period a year ago, with prices at about the same level. The cut flower supply was ample, with a strong call for sweet peas. Lilies easily took the lead in pot plants, and the supply was exhausted before the end of the week. Although orders were more numerous than in 1920, the average size was somewhat smaller.

NEW ORLEANS, LA.—Abele Bros. report a 10 per cent increase in volume of business over 1920, which, however, was offset with a lower price level. Both plants and cut flowers were in good supply. Any well grown plant met with a ready sale, while for cut flowers the demand was excellent.

PITTSBURGH, PA.—Sales this year were about the same as in 1920, with plant and cut flower prices somewhat lower. It was impossible to fill the demand for any stock. Although corsage flowers were the early favorites, they were soon disposed of. A number of establishments reported they were completely sold out on Friday.

LOUISVILLE, KY.—With prices the same as last year, the volume of trade was the best ever experienced, according to H. G. Walker. Many of the stores closed March 25, because of the exhaustion of stocks. Plants were plentiful with a strong call for lilies, but cut flowers were the favorites for the week.

BANGOR, ME.—Adam Sekenger reports a 20 per cent increase in the volume of his business over last year, with prices better in pot lilies and roses. The quality of everything offered was excellent and plants, with the exception of rambler roses, cut flowers and corsage bouquets sold better than ever before.

BRAMPTON, ONT.—While prices were lower than last year's level, the increase in volume was very satisfactory, according to the Dale estate. The supply in plants was poor, lilies being sold out on Monday. Orchids were popular, but in cut flowers, roses easily took the lead, selling remarkably well.

HARRISBURG, PA.—Charles L. Schmidt reports the volume of business about the same as last year with no change in prices. There was very little demand for bulbous stock, but with cut flowers, which were in ample supply, violets and sweet peas were the favorites.

CHRYSANTHEMUM GOLDEN LIDA THOMAS.

NEW YORK SPRING SHOW.

Garden Exhibit of Adolph Lewishon, John Canning, Gr., Ardsley, N. Y. See Preceding Issues.

Easter in New York Retail Stores.

All of the retail stores were, according to their requirements, well stocked with plants. With the customers of a number of the shops of this city the price is not so much an object as quality, and then there are many other stores where, if business is to be done, the prices must be moderate. While all the leading establishments carried considerable stocks of choice lilies, in the first line-up they appeared to be overshadowed by other large plants. Well flowered plants of the roses Dorothy Perkins, Tausendschon and Hiawatha were noteworthy. A few crimson ramblers were seen and it is yet a rose of which none need be ashamed. Beautiful Acacia pubescens were displayed to advantage in a number of the leading shops. Other attractive Easter plants were the bougainvilleas, and while no exceptionally large specimens were noticed, the medium sized and small plants were gay with flowers.

It must be acknowledged that since the beneficent(?) Plant Quarantine No. 37 went into effect, no Easter collection of flowers can be as attractive as those of preceding years. We believe that the greatest loss to the holiday trade from this quarantine is Azalea Indica. Small lots of fairly well flowered stock of it were in a number of stores, but nothing approaching the glory of former years. There was also a moderate exhibit of the Japanese variety. Finely flowered genistas and hydrangeas were prominent. In the smaller and cheaper offerings, hyacinths, Darwin tulips and yellow narcissi were notable. Well arranged in pans and pots, they were attractive features. Considerable stocks of primroses, candytuft, mountain phlox and other minor offerings were frequently seen. The continued warm weather had bleached the color from many blooms on the pink rambler roses, but there were acceptable specimens. In other stock the quality was as good as could be expected, better in some lines than in former years. The hyacinths were never better and with the Darwin tulips were strong factors in the moderately priced trade. Large and expensive plant combinations were not so plentiful as in some previous years.

NOTES.

Malandre Brothers, Broadway and 76th street, had a splendid display of roses grown in bush and standard form. Acacias, lilies, lilacs, hydrangeas, genistas, azaleas and attractive combinations of various specimens made up an excellent collection.

In addition to many other good features, Adolph Meyer, Madison avenue and 80th street, had an exceptionally fine lot of hydrangeas, many of them being prominent features in combination baskets.

David Clarke's Sons, Broadway and 75th street, had a fine collection of rambler roses, pink, blue and white hydrangeas, and a fine stock of lilies.

A number of good azaleas were seen at the Chas. A. Dards store, Madison avenue and 44th street. As on all holidays, they were well stocked with excellent plants. Bongainvilleas, lilies, lilacs, acacias and many handsome combinations, made up a grand display.

A. T. Bunyard, 413 Madison avenue, once said to the writer: "When you start in to knock you just hammer." But that was about a matter not connected with his store. For Easter he had a collection of plants that were second to none and it would have been difficult for a professional "knocker" to have found fault. Fine lilies, genistas, bongainvilleas, roses and hydrangeas were leading features.

Features at Alfred Kottmiller, 426 Madison avenue, were a particularly fine stock of lilies, Dorothy Perkins, Tausendschon and Hiawatha roses.

There was an immense stock of fine Easter plants at G. E. M. Stumpp's, Fifth avenue and 58th street, arranged for effect that is characteristic of the proprietor. It would take large space to enumerate even the leading features. The large show window contained a number of fine specimens, notably genistas. Excellent specimens of schizanthus were noticed, plants seldom seen in the shops.

The store of Irene Hayes, Inc., Park avenue and 74th street, was well filled with fine plants. Mr. Alexander, former manager for Fleischmann, is now associated with Miss Hayes in the business.

Tall and finely flowered specimens of Acacia pubescens were leading features at Max Schling's, Fifth avenue and 60th street. Good specimens of bush and standard rose plants were among other attractive offerings. The only plants of amaryllis noticed were at this store.

Andrew Eckrich, 924 Madison avenue, made a fine display in lilies, Crimson Rambler roses and hydrangeas.

Henry Hart, 1000 Madison avenue, always has fine plants and if there was any exception for the Easter trade it was that they were exceptionally attractive. The finest roses, genistas and dydrangeas were prominent features.

N. Christatos, Sixth avenue and 58th street, is another retailer who always comes out strong in the holiday trade. The best collection of Crimson Ramblers noticed were at his store. There were also good azaleas and a great variety of other stock.

An interesting collection of Acacia armata was seen at W. H. Long's, 412 Columbus avenue, in addition to a good general stock.

N. J. Miller and wife, who have a neat shop at Columbus avenue and 86th street, carried a good stock of the best known varieties of plants.

The store of James Weir, Inc., Brooklyn, carried a fine stock of plants and they were practically sold out by noon, March 26.

S. Masur, 256 Fulton street, Brooklyn, carried good stock and reported an excellent business.

A fine display of plants in acacias, azaleas, bongainvilleas and other attractive offerings were seen at Chas. Thorley's, Fifth avenue and 49th street.

At the stores of C. E. Zervakos, Madison avenue and 92d street, and Columbus avenue and 86th street, there were fine displays of roses, genistas and other large plants and a good collection of hyacinths, tulips and smaller stock.

In their new shop at Lenox avenue and 126th street, the Massas Floral Co. have wide window space for display, which was well utilized with many fine displays in plants

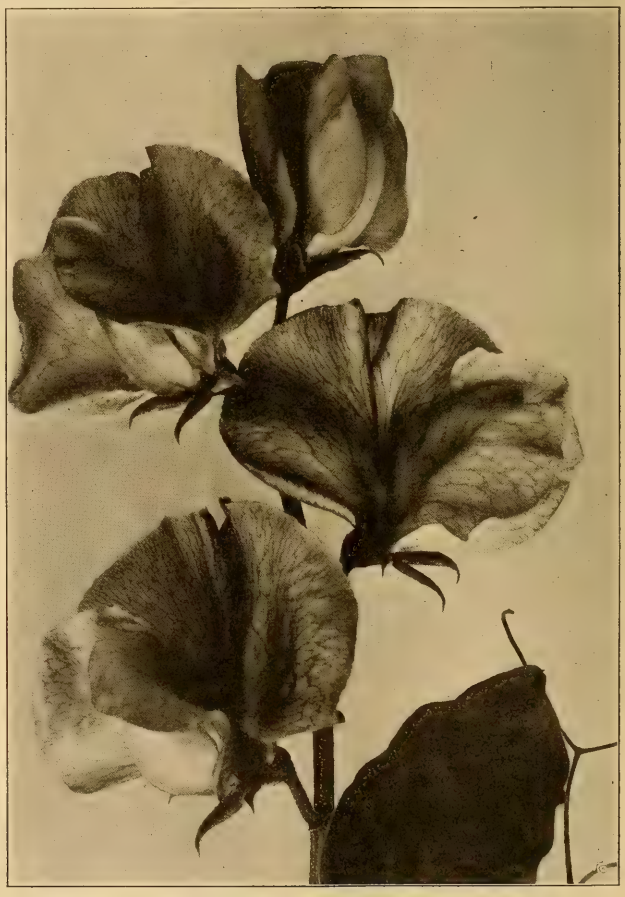
At Ralph Armstrong's, Madison avenue and 47th street, in addition to other good features a fine stock of bougainvilleas were noticed.

S. H. Calamaras, who recently opened a store at 113 E. 34th street, which he has named the "Park Florist," had fine windows for display, and a good Easter stock.

Hession, Madison avenue and 76th street, had a splendid stock of all the leading varieties of plants. A permanent feature in display at this store will appear in a future issue.

Easter in the Chicago Stores.

It rained so heavily March 24-25 that the total sales for these two days were very disappointing and amounted to practically nothing compared to those of the corresponding ones of last year. On Friday evening it appeared as if the unfavorable weather would continue and that everyone was going to be hit heavily owing to the large amount of stock on hand. The weather was ideal on Saturday and the demand was so heavy that it was impossible to handle the customers that kept flocking in. To make a long story short the buying of three days was crowded in to one, and it is doubtful if there ever was so much business handled in one day before as that of March 26. The daily papers contained the report that the florists were profiteering, one of the items reading as follows: "Don't buy flowers for Easter," warns Russell J. Poole, high cost expert. "Teach the retail florists a lesson. They have boosted the cost of Easter lilies and other flowers from 200 to 2,000 per cent. This is unfair merchandising — plain profiteering." This write-up no doubt caused considerable damage notwithstanding the fact that the same mediums published a statement later from the Allied Florists' Association informing the buying public that the report was untrue. On top of all the hard sledding the total sales for March 26 were so large that practically everyone cleaned up all the plants they had to offer and what promised for a time to be one of the poorest showings for Easter on record turned out to be exceptionally good. Some report their total sales for the week ahead of last year while others say that they were not quite so good but entirely satisfactory considering the unfavorable weather. Blooming plants were handled on a large scale, especially lilies, which cleaned up at an early hour and were scarce. Tulips, daffodils, hydrangeas, hyacinths, cinerarias, azaleas, genistas, deutzias, crocus, rambler roses, begonias, spireas and other seasonable stock in pots, boxes and combination baskets were the principal offerings. Cut flowers had a good call considering the weather. Violets were exceedingly scarce and so were sweet peas, which commanded high prices in the wholesale market. Roses and carnations sold well. Orchids, lily of the valley, gardenias and other corsage flowers were in strong demand. Southern jonquils came in handy for those that did not have much money to spend. Cut lilac, daisies, calendulas, callas, snapdragons, freesias, lupines, larkspur, pansies, stocks and other miscellaneous reasonable cut flowers had a good call—but the real business that was done was in plants. A. Lange, Fleischman, George Wienhoeber, Alpha Floral Co., Johnson & Chronis, Mangel and the Bohannon Floral Co. had advertisements in the daily papers and the Allied Florists' Association used some very effective copy in practically all of them throughout the week. One thing is certain and that is there are still plenty of flower buyers in spite of the reported hard times and that if the weather was favorable for Easter the sales would have been the largest on record judging from the amount of business that was enjoyed on March 26 and the sales that were lost owing to the fact that it was impossible to handle the crowds that kept pouring into the stores the last day.



NEW SWEET PEA GLITTERS.

NEW YORK SPRING SHOW.

Carnations, Acacias and Other Flowering Plants Exhibited by W. R. Coe., A. E. Thatcher, Gr., Oyster Bay, N. Y. See Preceding Issues.

Next Week in the Flower Shop.

The spring wedding season is now in full flower and everything pertaining to the many important social events of this character that are of daily occurrence should be featured and displayed in the most advantageous manner possible. Almost everything in the flower shop is appropriate as a wedding gift. Choice flowering and foliage plants in fancy jardinieres can be more or less elaborate. Wicker plant stands when nicely filled are very decorative. Silver and cut glass ferneries are also appropriate. Flower vases and flower bowls are, when artistically filled, as beautiful as anything in the stock and sure of a front space in any array of gifts. These and many other items are available and will stand well with the hundred and one articles that are daily advertised as most suitable by other lines. But they must have a chance to get into the running by being well featured at the store, by direct circular appeal to customers or through the newspaper columns. The jardiniere and pedestal, the wicker plant stand, the flower bowl, the handsome cut flower vase and the fern dish, are all featured by the department stores and other dealers in gifts. None of these, however, have the advantage of the florist who can fill each of them artistically, showing them off to the best decorative effect.

It is by constant featuring and display that people are informed and get accustomed to looking for and expecting to see and associate various lines of stock with certain events. If by continuous display, hammering and reiteration at opportune times, the use of flowers as wedding gifts becomes recognized, then it will be the custom to go to the florist and choose from his stock in preference to his competitors in other lines.

WINDOW BOXES.

It is none too soon to start a window box campaign, the first move of which should be a filling of the store boxes with the best the growers have in stock. To make this department of the business successful those in charge must be enthusiastic on the subject. Their theme must be the "City Beautiful" at all times. If they go at it in earnest, they will soon enlist the support of garden clubs, city improvement associations and community centers.

There should be carried in stock a full and varied line of wooden, slab and bark covered boxes; as well as terra cotta, cement and iron frames, together with self-watering devices, all of which are practical and in their variety, fitted for almost any kind of architecture. With the help of the community associations there can be contests with prizes for the best window box or pair of boxes of a certain type, the awards to be made the first of June, July and August. In the meantime the regular store trade should be canvassed energetically. If it is thought too early for the summer flowers, push pansies and daisies, which will make a fine showing for another month.

A leaflet or folder extolling this window ornament as a help in the "City Beautiful" movement, the variety in boxes, the various plants for sunny and shady situations and their care, should be sent to every customer and prospect on the store's list.

If an account of the recent Easter trade has not as yet been written down it should be done at once. What is fresh in mind now in reference to success or failure, will in all likelihood be forgotten when next year's preparations are under way, without such a record to refer to. Each one of 50 details are worth recording and will be invaluable for guidance when next year comes around.

A stork window, or at least a table in the store, keeping in its decorations the importance of flowers for such occasions before the customers, is well worth while. It is certain to attract attention and make sales, if not then, later on.

It is well to keep a watch on accounts that appear to be falling behind. To get them in their season is best, for it is very hard to collect a bill three months' old and it gets more difficult week by week. Get a promise as to a definite date and be johnny on the spot at the time.

Uniformity in Stationery.

It is well worth while to have the store stationery from address tags to bills and letter heads and envelopes, a uniform color; something that will at once attract attention, a little out of the ordinary, and that while answering the purpose admirably, will at the same time have a distinct advertising value because of its novelty. All printing houses have paper stocks in various shades of color: greens, blues, yellows, browns, etc., from which to select. Tags and envelopes had best be selected first and their colors matched in the lighter papers of which there are many more shades than in the heavier stock. The order should be given for a year's requirements on which quantity there is likely to be a rock bottom figure. This with the discount off, insures a high grade stationery and full supply for a twelve months' period, at lowest possible cost.

Envelopes should have no printed corner piece on the front and only the number of the street and city at the point of the flap on the back. The business of the flower shop is in a manner personal, and when bills are sent to customers it is just as well that they alone know from where the message comes. Always include tag and card envelopes for holding customers cards. The card envelopes should have boldly printed on it at the top: "This envelope contains card;" and in a line below "To go with;" and a blank space in which is to be written whatever the order calls for as: "Boquet of roses," or Spray of sweet peas," etc., for Mrs. A. Smith and address. The practice with some is to leave the address to an additional address tag. The tag envelope describing the gift and containing the donors name is a great help when acknowledgments are being made, as with this information, the basket is not called a bunch of roses or something else, as might be the case when at a tea or large funeral there are hundreds of separate pieces sent.

Many florists use perforated tags, the end portion which after being signed, is detached and filed at the store showing the receipt of the order at its destination. This is especially valuable at commencements, theatres and other public gatherings where it is not possible to make personal deliveries.

Florist's Telegraph Delivery Activities.

Paper by Karl P. Baum, Knoxville, Tenn., read at the annual meeting of the Tennessee State Florists' Association at Memphis.

In dealing with this subject, I believe a brief review of the Indianapolis convention will give a good idea as to what this organization is doing. It would take much time to go into details, so rapid has been the growth, and so great the accomplishments of the Florists' Telegraph Delivery.

The growth of the association from the standpoint of membership has been wonderful. The directory issued in November, 1916, which is the earliest statistics I was able to obtain on such short notice, shows a membership of 347. The present membership is approximately 1,700. During a period of four years, the organization has more than doubled its membership twice, and has thus gone far beyond the fondest hopes of its most enthusiastic founders. What can we not expect in the next four years? The Florists' Telegraph Delivery has been a very important factor in increasing the volume of flower business in the last five years, and it is safe to say that real F. T. D. service connected with the national slogan, "Say It with Flowers," has been the means of placing our business on the elevated plane it now occupies among leading industries.

The Indianapolis convention was one of enthusiasm from start to finish, and was easily the best in the history of the F. T. D. Its sessions were crowded full of actual business, and every subject of importance to the retail florist was ably presented by men who have made good. The address of Ira. C. Harper, of the A. W. Smith Company, Pittsburgh, Pa., on the subject of bookkeeping was well worth the expense of the trip. The paper presented by Herman P. Knoble on the "Cost of Doing Business" was the fruits of months of careful study, and was within itself a masterpiece. The illustrated lecture and practical demonstration by Max Schling, of New York, was very entertaining as well as instructive. The address of the president, Philip Breitmeyer, will furnish the florists with food for thought for some time to come. All the other numbers were equally as important as those I have mentioned, and it is impossible for me to picture to you the true greatness and importance of this convention. Only those who were there and participated, can really appreciate it.

One of the paramount issues of the convention was that of publicity. George Asmus, Chicago, who is chairman of the publicity finance committee of the Society of American Florists, was given the floor during the morning session of the first day, at which time he pleaded with the F. T. D. members for support. So effective was his appeal that hundreds of slogan signs were readily disposed of. Previous to this, the hat had been passed, and approximately $2,000 was quickly donated to the publicity campaign.

An important feature of this convention was the commercial displays. The supply men were there in large numbers, and occupied nearly all of the rooms along the corridor leading to the assembly room. The convention hall, itself was beautifully decorated and contained several conspicuously beautiful displays of plants and flowers. There were several new features introduced at this convention which were very effective, and which indicate that the Indianapolis florists were on the job. One of these was a collection of F. T. D. drawings, furnished by the children through the city schools. The ideas brought out in some of these drawings were indeed wonderful, and were the occasion of much favorable comment. Prizes were awarded for the best pictures. Another feature worthy of mention was the F. T. D. window displays made by the florists. All the flower shops of Indianapolis entered into this contest and some wonderful feats of floral art were evident. The F. T. D. News awarded prizes in the form of cups for the first, second and third best windows. Still another feature that impressed me very much was the F. T. D. window displays made by the department and other retail stores. The professional decorators of these stores introduced some very good F. T. D. ideas. Many of them used natural flowers, and our national slogan was made conspicuous by its frequent usage.

It would not be fair to talk about the F. T. D. for any length of time without mentioning the F. T. D. News. However, it is not necessary to say very much about it. It speaks for itself. That it is a retail florists' trade paper of the highest quality, is without dispute.

The F. T. D., like all other organizations, owes its origin and existence chiefly to a few great men. Among these, we would enumerate the late J. A. Valentine, William F. Gude, Irwin Bertermann, Philip Breitmeyer, William L. Rock and others, but in my estimation, the man to whom is due the most praise and credit is our wide-awake secretary, Albert Pochelon, or "Push," as he is better known among his friends. He was once alluded to as the "F. T. D. Nut" on account of his vivid predictions regarding the future accomplishments of the F. T. D., but now that many of his dreams have come true, I think he should be dubbed the "F. T. D. Prophet." Mr. Pochelon's enthusiasm is without bounds, and I regret very much that he was unable to attend this convention and address us on the "Doings of the F. T. D."

It has not been many years ago that we only had about three F. T. D. members in Tennessee. Now we have 16, and I hope before another year that every flower shop in the state will become a member. It will mean a great deal to the flower business in our state.

I look forward to the time when the florists of Tennessee will entertain the F. T. D. convention. This may seem impossible to us at this time, but if we continue to make the progress in the next five years that we have made in the past, there is no doubt but that we will be able to take care of such a convention. The inspiration of an F. T. D. meeting would be well worth the effort and time. Let us look forward to the time when this dream may come true.

BELLEVUE, IA.—Chas. Hyde, recently of Chicago, has opened a flower shop.

ST. MARYS, O.—Four greenhouses will soon be built by Elmer Stinson on land that he recently purchased.

SIOUX FALLS, S. D.—The city branch of the South Dakota Horticultural Society met recently, when an interesting exhibit of evergreens and flowers were used in emphasizing points brought out by the speakers.

LAKE FORREST, ILL.—John Francis Kiley, head gardener to Dr. Arthur Bevan, died March 23. The funeral services were held at St. Mary's church, March 25, with a large attendance of the local craft and Chicago friends. Mrs. Kiley and four boys survive.

SANTA ANA, CALIF.—A range valued at half a million dollars is to be erected here by Amling Bros., Chicago, for the purpose of developing a new rose, a cross between the greenhouse product of the east, and California's outdoor rose. The American Greeenhouse Mfg. Co., Chicago, will have charge of the construction.

BIRMINGHAM, ALA.—There was a local shortage of lilies and nearby cities were unable to help. Notwithstanding the lily shortage, flower stores were generally well supplied with other cut stock and plants, doing a good business. Two grocers displayed plants, while a "forest nursery" showed the back end of a cart at the opening of an alley, saying it with flowers in big dogwood and other wild blooms for sale.

Fifth National Flower Show at Cleveland

MARCH 25—APRIL 1, 1922.

A meeting of the national flower show committee was held at the Grand Central palace, New York, March 15. There were present, Chairman George Asmus, Secretary John Young, Society of American Florists, President Thomas Roland and Vice-President Adolph Gude, of the same organization, F. H. Traendly, Herman P. Knoble, Patrick Welch, F. C. W. Brown, Carl Hagenburger and A. F. J. Bauer, of the American Carnation Society. The preparatory work being accomplished by the local committees in Cleveland, O., was detailed in a report made by Mr. Knoble. A meeting of the committees had been held in Cleveland on the afternoon of March 13, and the different chairmen were most enthusiastic over the prospects for the show. Each promised his heartiest cooperation in a general effort to make the exhibition a huge success.

THE TRADE EXHIBITION.

Considerable discussion took place in regard to the arrangements for the trade exhibits. In accordance with the plan discussed at the Washington, D. C., meeting relating to the adoption of a uniform decorative scheme to cover all trade displays, the secretary presented a sketch embodying a layout, which the committee took under consideration. The lack of such a decorative scheme at the New York Spring Show, then in progress, was commented upon by different members of the committee, and it was unanimously agreed that it was the one weak feature of the show, and opportunity for a perfect decorative scheme being lost because each exhibitor had been free to work out his personal ideas, resulting in a jumble of decorative effects far from pleasing. It was decided that estimates from Cleveland dealers be obtained as to the cost of carrying out the idea expressed in the sketch, including uniform railing and other details. The rental for trade space was, on motion of Mr. Knoble, fixed at $1.75 per square foot, this price to include the erection of a booth after a style decided upon, suitably decorated, and the official sign, which would also be made part of the decorative scheme.

A GRAND CAPITAL PRIZE OF $5,000.

There was a lengthy discussion as to the providing of an exhibition feature which should be the principal attraction of the show. It seemed to be the consensus of opinion that this feature take the form of a garden, and, finally, on motion of Mr. Roland, it was decided that provision be made for four garden groups, for which $4,000 be appropriated, with a special sweepstake prize of $1,000 for the most meritorious and adaptable exhibit in the class, which is to be open to all, and known as the grand capital prize class. The schedule description of the class was arranged as follows: The best development of a garden covering 1,000 square feet. An exhibit may include lawns, flower beds, rose gardens, shrubbery, borders, rose beds, bulb beds, or any exhibit that the artistic ability of an exhibitor may suggest, as the widest latitude will be allowed in the competition. The first four entries are to have preference in allotment of space. This capital prize is believed to cover the largest amount of money ever offered in one class at any exhibition in this country. It was also decided that all entrants in the capital prize class must pay a guarantee fee of $200 to the secretary, previous to January 1, 1922, as an evidence of good faith in the fulfilment and completion of an entry; and that such fee should be forfeited if an entrant does not complete his entry and make the exhibit. The fees so paid are to be returnable upon completion of the entries.

The committee was of the opinion that the prizes offered in the schedule for a display of bulbs, etc., arranged as a bulb garden covering 500 square feet, were too low, and it was decided that the prizes be changed to read: First prize, $500, with second prize $300; and that the offer of a gold medal in this class be withdrawn. Considerable time was devoted to a discussion of a budget of expense covering the inauguration and dismantling of the show, but no action was taken upon it as a whole, the general opinion being that with the exception of a few appropriations which were absolutely necessary to cover preliminary work, general appropriations could be arranged for as required.

The secretary reported that up to the time of the meeting the sum of $16,297 had been subscribed to the guarantee fund, by the following subscribers:

J. Fred. Ammann	250
Bauer & Steinkamp	200
H. G. Berning	200
J. Breitmeyer's Sons	500
Bertermann Bros. Co.	250
Emil Buettner	200
A. S. Burns, Jr.	250
C. Oscar Carlson	100
John Lewis Childs, Inc.	200
Cleveland-McCallum Co.	100
Asher M. Coe	50
C. E. Critchell	500
Dailledouze Bros.	334
Fred Danker	250
Daut Bros.	200
H. A. Dreer, Inc.	500
Duckham-Pierson Co.	334
F. J. Fillmore	10
J. M. Gasser Co.	500
Gude Bros. Co.	500
C. H. Grakelow	25
Carl Hagenburger	200
T. A. Havemeyer	100
Hess & Swoboda	250
O. T. Guenther	50
E. G. Hill Co.	350
Jos. H. Hill Co.	350
Hollywood Gardens	25
Holm & Olson, Inc.	100
Wm. F. Ikes	50
Roman J. Irwin	250
Jackson & Perkins Co.	500
W. O. Jahn	100
Eric James	50
Wm. J. Johnston	100
Joy Floral Co.	250
Wm. W. Kasting Co.	500
Knoble Bros.	250
Jos. Kohout	100
Wm. F. Kruger	100
F. Lautenschlager	100
Wm. G. Lohr	100
Martin & Forbes	100
Matthewson's	100
F. H. Meinhardt	200
A. L. Miller	500
Samuel Murray	100
McHutchison & Co.	500
H. Overeynd	20
W. J. Palmer & Son	200
E. Allan Peirce	100
Henry Penn	250
S. S. Pennock Co.	500
J. A. Peterson	100
A. N. Pierson, Inc.	500
W. J. Pilcher	100
Albert Pochelon	100
C. C. Pollworth Co.	200
Anders Rasmussen	200
Julius Roehrs Co.	200
Thomas Roland	250
Harry D. Rohrer	25
H. K. Rohrer	100
W. A. Rowe	200
Anthony Ruzicka	200
Schloss Bros. Ribbons, Inc.	250
John W. Scott	25
S. S. Skidelsky Co.	200
L. Stapp Co.	100
The Tong & Weeks Floral Co.	25
C. H. Totty Co.	100
B. Hammond Tracy	100
Traendly & Schenck	334
Underwood Bros.	10
Vaughan's Seed Store	350
Wayside Gardens Co.	100
F. C. Weber	100
Patrick Welch	100
Wendland & Keimel Co.	100
John Young	200
Rolf Zetlitz Co.	200
Total	$16,297

JOHN YOUNG, Sec'y.

Boston Flower Show.

The National Rose Show with wonderful exhibits of orchids, carnations and spring-blooming plants scheduled for April 6-10 in Horticultural hall, Boston, Mass., is to be a winner, according to the eleventh hour statement from the officials in charge. The special committees of the American Rose Society and the Massachusetts Horticultural Society have been reporting response and interest in the show.

Entries for the money prizes and valuable medals have been coming in freely from various parts of the country. The rose exhibit will be the finest ever shown in New England and probably the country. All the recent introductions and many varieties not yet shown will be displayed.

Boston orchid shows are famous the country over and the display in connection with the Rose Show will be the equal of anything ever seen in that city. Many new named and unnamed varieties will be on exhibition from the Cooley, Burrage and other orchid greenhouses.

One hundred plants of the Karune azaleas from the John S. Ames estate, North Easton, will be one of the feature displays in the main hall.

CLASS SIXTY-SIX

In this class, display of cut roses April 8, covering 300 square feet, decorative green of any kind, including plants, will be permitted, quality of bloom, artistic arrangement and general effect to be considered in making award.

The lecture programme prepared and conducted under the auspices of the American Rose Society and to begin at 3:30 p. m., is as follows:

Wednesday, April 6—"Roses and Rose Gardens," illustrated, by Robert Pyle, President American Rose Society.

Thursday, April 7—"The Rose in America," illustrated, by J. Horace McFarland, Editor American Rose Annual.

Friday, April 8—"Roses in Europe and America," by C. H. Totty, Treasurer American Rose Society.

Saturday, April 9—"Suggestions on The Culture of Hardy Roses," by Wm. N. Craig, Faulkner farm, Brookline, Mass.

Sunday, April 10—"Rambler Roses in New England," by Prof. Frank A. Waugh, Massachusetts Agricultural college.

For schedules and further information apply to the Massachusetts Horticultural Society, Horticultural hall, Boston, Mass.

National Flower Growers' Association.

ORGANIZING OHIO DISTRICT.

The work of forming the Ohio district of the National Flower Growers' Association will be pushed now that the Easter rush is over. Organization meetings have been arranged as follows: Toledo, evening of April 7; Springfield, Tuesday afternoon, April 12; Dayton, the evening of April 12, and Cincinnati, April 13. Very successful meetings have already been held in Cleveland and Columbus.

The temporary officers and directors who will attend these sessions are: Carl Hagenburger, W. Mentor, president; F. C. W. Brown, Cleveland, first vice-president; H. P. Knoble, Cleveland, second vice-president; and Geo. Bate, Cleveland, secretary and treasurer. Directors: Lars Anderson, Rocky River; Albert Barnow, Macedonia; Wm. J. Kramer, Rocky River; Louis Koehl, Cleveland, and Wm. H. Temblet, Cleveland.

GEO. BATE, Sec'y.

Milwaukee, Wis.

VERY GOOD EASTER TRADE ENJOYED.

From reports gained thus far the trade have all reasons to be grateful with the Easter business. There was enough stock of most of the cut flowers to give satisfaction and that which came in brought good prices. It was by far a plant day and it was to be regretted that as to variety it was rather short compared to pre-war times. Easter lilies again took the lead with bulbous stock in pans of small oblong boxes a good second. Roses, genistas, a few spireas primulas and bougainvilleas about completed the list. Due to the fact that the large lots of hydrangeas did not arrive in good shape last fall this showy plant, which was very popular in the past was little seen. In the cut flower line the supply of roses was fair and of good quality; the cut of carnations ran ahead of expectations but not enough to affect the listed prices of $6 to $10 a 100, Laddie excepted. On Palm Sunday we experienced an exceptianolly hot and windy day, which put the violets out of commission and hastened on the sweet peas. The remainder of the week was mostly cloudy, consequently the supply of sweet peas for Easter was far from adequate, selling at $2 to $3 a 100. There was a good cut of calendulas. Snapdragons and daisies were quickly disposed of. A noticeable feature locally was that the public held off until the last minute, causing a great rush on Friday and Saturday. The weather for delivering was ideal.

NOTES.

The Holton & Hunkel Co. had an exceptionally large lot of fine Easter lilies in pots, besides the many other offerings, such as roses, spiraeas, genistas, bougainvilleas and the various varieties of bulbous stock. They report a grand cleanup on all stock.

A large amount of blooming plants for the holiday was seen at the C. C. Pollworth Co. They were sold out long before the rush began and report a fine shipping business as well.

All available space with plants and cut flowers for Easter was used at the Loveland Floral Co., and it was an empty looking place after the rush was over.

R. Lietz, who grows quite a quantity of bulbous stock for his own use, had it in good condition, and realized excellent returns.

At Gust Rusch & Co.'s a large amount of stock was disposed of. Business was excellent and resulted in a complete cleanup.

The regular Florists' Club meeting will be held on April 7, and President Gutermuth is anxious to have a large attendance. E. O.

San Francisco.

EXCELLENT EASTER BUSINESS.

As is usually the case just before Easter, trade was somewhat quiet during the past week. The store forces, however, are all busy getting ready for the rush due this coming week. Prospects are excellent for a heavy Easter business and many large advance decorations are booked for this period. Everything points to a good supply of lilies this year, both cut stock and pot plants. The quality seems to be much better than last Easter, when much of the cut lilies were very short stemmed. This season fine long stemmed stock is the rule. A splendid lot of rhododendrons is arriving in all colors. Azaleas are also coming into the market. All the plants are well flowered. Very few rambler roses are to be had as yet but it is expected they will be largely in evidence by the early part of the week. Genista racemosa is a plant that is meeting with great favor. Ericas will not be as plentiful as heretofore owing to the lateness of the season. A fine stock of primulas is being handled. Dutch hyacinths promise to be plentiful and made up pans of six to eight bulbs will be largely used. The past week did not show any great increase in the rose supply and while the demand was not very strong the limited supply did not last long. Good American Beauties now are in and bring fancy prices. There has been no change in the prices for Mrs. Chas. Russell, Premier or Columbia roses. The cut of Ophelia has increased somewhat. Red roses are the only ones that we have a good supply of and the stores have been pushing the sale of these whenever the opportunity offers. Baby rambler roses are scarce, with no indication of a liberal supply until the outdoor cut appears. Owing to the difficulty in getting these roses to bloom in the winter months they have been discarded by many of the growers. There is still a great surplus of daffodils, and as they are sold at such low figures by the street peddlers they are not receiving very much attention from the retail stores. Violets also are in over supply and do not seem to be in much demand. As a cheap flower they suffer in competition with the daffodil at present. There has been a greatly increased supply of all varieties of carnations and during the past week this stock could be had at low figures. The market will stiffen considerably in the next few days, however. Laddie continues far in the lead as a popular variety and still brings $1.50 per dozen, wholesale. Sweet peas are showing gradual improvement in quality, although the supply is still short. Cattleyas are in strong demand with not enough stock for all requirements. Gardenias are coming in freely now and sell readily. Lily of the valley continues in normal supply with the call about equal to arrivals. The first pink peonies came in during the week and at once leaped into favor. The flowers are very large and of a beautiful pink. Freesias are about over for the season. Tulips are in great supply and cheap. Iris are also plentiful and are mostly used for basket work. Cut Lilium Giganteum are steady at $6 per dozen stems. Snapdragon is on the short side. Asparagus, ferns and other greens are plentiful.

RETAIL FLORISTS' ASSOCIATION.

A special meeting of the Retail Florists' Association was held March 17 to hear the report of the committee in charge of the plans for the purchase of the new flower market. President Albert O. Stein was in the chair. In the absence of Angelo J. Rossi the matter was presented to the members by P. Vincent Matraia, who has devoted much time to this matter, and he made an eloquent plea to all the members to become stockholders in the company to be incorporated to purchase the building, which the committee has agreed will be the most suitable for the purpose. This property is in the center of the wholesale flower market on Bush street and contains five stories and basement. According to Mr. Matraia, it can be purchased for $135,000. The initial payment required is $75,000. It was stated that this building could not be erected at the present time for less than $200,000. The board of directors will consist of six growers and five retail florists. No one florist or grower will be permitted to subscribe for more than $5,000 worth of stock. Mr. Matraia showed the members where the investment will pay a high rate of interest to all stockholders, in addition to removing all existing abuses and inconveniences of the present system. The president then declared a recess for the purpose of signing the subscription list. It was very gratifying to find that every member present had pledged himself for stock in the proposed market. The secretary then read the list of subscribers showing that $51,700 had been subscribed. Many growers and retailers are yet to be heard from, and it is confidently expected that the sum will be oversubscribed, for the first payment on the property. Among the members who have taken stock to the limit are Podesta & Baldocchi, Pelicano, Rossi & Co., Frank D. Pelicano, H. Plath, Art Floral Co., and Ferrari Bros. Victor L. Podesta made a short talk in favor of the new market and congratulated the members on the splendid showing made in such a short time. B. M. Joseph made a fine address and said the association had done more than anything ever attempted in this city to elevate the florists' profession. It had already accomplished Sunday closing and by its advertising campaign a forward movement had been made. He said that any organization of business men that could raise $50,000 for better conditions in a comparatively short time would rise immeasurably in the esteem of business circles here. The meeting then adjourned until the next regular session on April 6.

NOTES.

The exhibition committee of the Pacific Coast Horticultural Society met with the same committee of the Retail Florists' Association on March 18 at the offices of the Art Floral Co. There was a very representative gathering of plant and flower growers present to arrange plans for the flower show to be held next fall. P. Vincent Matraia, president of the Art Floral Co., and originator of the proposed exhibition, was made permanent chairman and James T. Lynch was elected secretary. The question of a suitable hall was gone into thoroughly, and it was decided that the Civic auditorium was the only place large enough to hold the show. The following were appointed by the chairman to arrange for securing the auditorium: Angelo J. Rossi, Victor Ferrari, Charles W. Brown, P. V. Matraia and F. C. Jaeger, Jr. It was also decided that the Japanese growers be invited to stage exhibits, particularly the chrysanthemum growers. All members of both committees were appointed on the advertising committee. The following were appointed on the prize committee: H. Plath, chairman; John Carbone, Frank D. Pelicano, Eric James and John R. Walsh. The finance committee is composed of Victor Ferrari, chairman; Victor L. Podesta, Angelo J. Rossi, B. M. Joseph, P. V. Matraia and Richard Dinucci. It was decided that the show be held some time between October 15 and November 1. All of the members of the various committees have had much experience in handling flower shows and no better selection could have been made to assure the success of the coming show. All the proceeds, after expenses are paid, will go to the advertising fund of the Retail Florists' Association to be used to further the sales of plants and flowers. Mr. Matraia stated that for several weeks before the show every box of plants or cut flowers sent out will contain a printed slip advising the recipient of the exhibition and extending an invitation to attend.

The Menlo Park Horticultural Society has elected the following officers to serve during the coming year: Percy Copp, president; Thomas Templeton, vice president; John M. Daly, recording secretary; Arthur Bearsby, financial secretary, and George Munn, treasurer. A schedule of monthly competitive prizes for the year has been drawn up also. This society will not stage an exhibition at Menlo Park this year as nearly all of its members will be exhibitors at the show to be held in this city. Their meeting date has been changed from the second Thursday in each month to the first Thursday.

Pelicano Rossi & Co. took over another store during Easter week to accommodate the large amount of Easter plants and to facilitate packing and delivery. Rambler roses, lilies, azaleas and rhododendrons are now arriving at this establishment in large quantities.

The display of pink peonies at the store of Podesta & Baldocchi last week was a splendid one and attracted crowds to their windows. This firm had a record Easter trade, particularly in flowering plants.

Frank D. Pelicano, who has been suffering from a severe attack of rheumatism, is spending a few weeks at Byron Hot Springs. Late reports are that he is improving.

William McCardle, Delta, has shipped over a million strawberry plants from his nursery this season. He received $10 per 1,000.

Victor Ferrari and wife are receiving the congratulations of their friends on the arrival of a daughter.

B. M. Joseph was in charge of the Easter advertising for the Retail Florists' Association.

The E. W. McLellan Co. had an excellent cut of roses for their Easter trade. JAMES T. LYNCH.

Indianapolis, Ind.

A FAIR EASTER DEMAND.

Inclement weather rather held back the demand for flowers of all sorts for the Easter sale. However, business was as good and in some cases was better than was expected. As it was, the demand was almost equal to the supply because of the cloudy previous week. Taken as a whole the market price averaged about 25 per cent lower than at the same season last year and the demand on an average was about the same. Easter lilies, snapdragons, sweet peas and pot plants all had a fair call. The carnation demand was a little off. The present week opened with a good call for shrubs and the spring business in nursery stocks promises to be as good next year. During the past week there have been several funerals of prominent persons here, which has caused some increased demand which would not have been noticed otherwise.

NOTES.

Extensive plans are being made for the next meeting of the Indiana Florists' Association, which will be held here, April 5. The educational film put out in the east will be shown for the first time. The business meetings will take place at the Chamber of Commerce, with general headquarters at Smith & Young Co.'s plant.

Fred W. Hoffman, of the Greater Terre Haute Club, with Leon Leonian and E. C. Yates, have organized the Terre Haute Horticultural Service Co. They will be advisers about tree planting, tree spraying and care of shrubbery.

The Indiana conservation commission has requested Governor McCray to give consideration and assistance toward the establishment of a tree nursery at some state institution, preferably the boys' school at Plainfield.

Baur & Steinkamp were hosts recently to a party of 12 from Illinois university, including Professors Dorner and Hall, and was composed of students in the floriculture course at the university.

Bertermann Bros. Co. have started some extensive remodeling which will make their Massachusetts avenue store one of the most modern retail establishments in the city.

Henry Henningsen, Greensburg, was naturalized as a citizen of the United States recently. E. B.

Detroit.

EASTER TRADE GREAT SUCCESS.

The Easter business was very successful. With some retailers it was their banner week in all respects; with others the sales were more numerous, but the net volume measured in dollars was not as great as last year; but all were surprised by the incessant call for both plants and cut flowers, particularly on Saturday when the weather was fine as was Friday, in contrast with the first four days of the week. All were well supplied with a good stock and variety of plants and cut flowers of the bulbous varieties. Roses were not so plentiful and a decided shortage was indicated early in the week, which, however, as on former similar days, changed at the eleventh hour and a full supply was available. Sweet peas, violets and small flowers, suitable for corsage work, were short of the demand and the quality of the peas was poor, due to the weather conditions. Prices on many items in cut flowers were fully as high as last year and in plants the lilies maintained the same price as for a year ago and in some cases superior stock brought more. There was an immense amount of bulbous plants on the market; every little greenhouse establishment had a greater stock than ever before and even amateurs with hot beds and frames increased with their stock the enormous quantity the regular growers had prepared for the week. Rambler roses seemed to lead with some, as lilies were short in supply. Very fine bulbous stock in the usual sizes were to be had everywhere and some spireas and snapdragons completed the list of the better plants, while cinerarias, daisies and genistas were available in many places. Very few, if any, florists had any good plants or cut flowers on hand Sunday evening, and nearly everyone was surprised as well as pleased with the final results.

NOTES.

"We did not handle Easter lilies and that alone reduced our total volume of business which otherwise was most satisfactory," said M. Constantine, of the Majestic Flower shop.

Easter was a great success and a pleasing surprise according to Philip Breitmeyer, of John Breitmeyer's Sons. They registered a complete cleanup in stock.

Walter Taepke cleaned out everything except high priced roses and could have sold more corsages had suitable stock been available.

Peter Papes, of Papes Brothers, and Central Floral Co., was well satisfied, although he lost some trade by a change of location.

J. K. Stock was well pleased with the outcome of his Easter trade, but it did come up to the banner year of 1920.

Practically all of the plants they had prepared for the occasion were sold at W. B. Brown's establishment.

With volume of sales away ahead of last year Chas. H. Plumb was well pleased with the results.

A. Pochelon reports that business was fully up to that of last year.

A fine cleanup of stock was had by Peter Reuss. J. F. S.

Wichita, Kan.

SUPPLY SUFFICIENT FOR DEMAND.

While exact figures are not available, it seems quite safe to state that the record for Easter trade will show an increase of 20 per cent over any previous Easter. Prices were at the same level as the corresponding period a year ago. The cut flower supply was adequate in most lines with prices remaining about the same as for the past few weeks. Bulb stock was in ample supply, as well as plants and cut flowers, which sold fairly well at profitable prices. Plant sales covered more than half of the volume of business with lilies easily leading in demand and quantity. Other plant stocks included hydrangeas, bush roses, cinerarias, pelargoniums and bulb stock. Prices were on a basis to compete with lilies at 50 cents per flower and large bud. Made up plant baskets sold well in the moderate price range of $5 to $10 each. Florist Telegraph Delivery Association business was worth while, both in and out of the city, and showed a growing appreciation on the part of the flower buying public.

C.

Nassau County Horticultural Society.

The monthly meeting of the Nassau County Horticultural Society, was held at Glen Cove, N. Y., March 9, President Wm. Noonan in the chair. At the exhibit held in connection, Frank O. Johnson won first prize for his display of tulips and Jack Henderson carried off the honors for his exhibit of three heads of cauliflower. The committee on the schedule for the tulip show made its report, and from the variety and number of classes, all will be able to compete. Exhibits for the meeting to be held April 13, will consist of 12 spikes mixed antirrhiums, pot of Primula obconica and 25 string beans. William Carter told of his interesting experiences while in Europe, recently. The President announced that two applications had been received for membership in the Society.

The annual dinner of the Society was held March 15, James Burns acting as toastmaster. Mr. Burns presented a small token from fellow members to Ex-President Thos. Twigg, who responded with a clever speech of thanks. John F. Johnston gave a short talk on the aims of the Society and was followed by W. J. Collins, Boston, Mass., who spoke for the seed trade. President Noonan concluded the evening's programme with an outline of activities for the coming year. There were about 100 members and guests present, and a very enjoyable evening was had by all.

ARTHUR COOK, Cor. Sec'y.

The Late Frederick Zahn.

Frederick Zahn, a well known retail florist of New York, died at his home in that city on March 24, after a protracted illness, age 60 years. His father, a florist, settled there and opened a retail store on Grand street in 1853, and Frederick was born in that neighborhood. After leaving school he grew up with his father's business. For the past 25 years he had been in the retail business in the Harlem section, his last location being on Seventh avenue near 125th street.

Mr. Zahn was a man of genial personality, beloved by his family and highly respected by a large circle of friends. He was a member of Bunting lodge No. 655, F. & A. M., Sylvan chapter No. 188, R. A. M., and Constantine commandery. He is survived by his wife, Mrs. Margaret E. Zahn and two daughters, Mrs. David Waterbury and Miss Eloise Zahn.

Funeral services were held at the family home, 137 W. 126th street, on the afternoon of March 27, when prominent Masons paid tribute to the memory of their departed brother. A. F. F.

ST. AUGUSTINE, FLA.—E. Benson, who for some seasons past has grown jonquils for the local market, has an acre of these flowers, and his place is quite an attraction to thousands of visitors.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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See State Florists' Association at Memphis.

IT is announced that almost all the Detroit automobile manufacturers will resume 100 percent production next week.

THE growers of summer annuals to supply the cut flower market can lengthen their season by successive sowings of seed.

TWO useful bulletins of the Massachusetts Horticultural Society, issued recently, are the "Arrangement of Flowers in Public Exhibitions," and "Winter Flowering Begonias."

THE most important feature in making up cut flower work, is to first select and mark down the cost of the flowers to be used. This should insure the exact amount of gross profit. To tie up, or stick them in, until the effect is considered good enough, too frequently runs away with nearly all the profit.

The Late John Burroughs

At 84 said: "The fact that flowers bloom and fruit and grains ripen, that the sun shines, that the rain falls, that food nourishes us, that evolution has brought us far on our way, that our line of descent has survived all the hazards of the geologic ages, all point to the fact that we are on the winning side, that our well-being is secured in the constitution of things."

American Rose Society.

The Garden Club of America has offered its silver medal to the American Rose Society. At the meeting of the executive committee of the American Rose Society, held in New York on March 16, it was decided to offer this medal as a sweepstakes prize for the best 50 roses in the class calling for 50 blooms, at the exhibition of the National Rose Show, in Boston, Mass., April 6-10.

WALLACE R. PIERSON, Chairman.
Com. commercial cut flower interests.

Annuals.

The Department of Agriculture, Washington, D. C., under the title of "Growing Annual Flowering Plants" (Farmers' Bulletin No. 1171) has just issued a timely pamphlet of 83 pages on garden annuals, by L. C. Corbett and F. L. Mulford, containing a large amount of valuable information on the uses, culture and arrangement of these plants. The pamphelt is well illustrated and a table at the end gives a long list of kinds, with common names, height, grown for flowers or foliage, colors, preference for sun or shade, hardiness and reference to description.

Park Flower Shows Aid Florists' Sales.

Florists of Spokane, Wash., have been able to trace steady sales of flowers to many homes in that city through interest aroused among the general public by the fine exhibitions staged at the municipal greenhouses in Manito park, under the supervision of Park Superintendent James Duncan, a horticulturist of many years' experience and who may be justly proud of his displays. From time to time, the park greenhouses are thrown open to the public, and as the city authorities are careful not to conflict in any way with the trade, the retail stores need only display the same varieties in their windows to attract the buyers

National Hospital Day.

An announcement by Matthew O. Foley, secretary of the National Hospital day committee, states that May 12 has been designated as "national hospital day," the purpose of which is to make the public better acquainted with these institutions. President Harding, governors of states and officers of corresponding rank in Canada are being asked to proclaim "national hospital day" with some reference to the work being done in these institutions in housing thousands of sick and wounded ex-service men.

Since thousands of people who visit their sick friends on that occasion will take flowers, the day should offer an opportunity to florists to increase their sales.

Confidence Coming Back.

The widespread optimism and confidence that marks the present business situation is founded upon a knowledge of the inherent strength and soundness of the nation's economic structure, Archer Wall Douglas, chairman of the committee of statistics and standards of the Chamber of Commerce of the United States, declares in his monthly review of business conditions in The Nation's Business.

"Nothing is more significant and encouraging at this time," he says, "than the belief in many quarters that better conditions will prevail as the season advances. As a natural consequence of this growing cheerfulness there is actually more business being done today, both materially and mentally, as it entails the buying of seasonable goods. A general decline in prices is realized to be the only way out of the existing unnatural situation, and while it is a painful process, it is none the less essential. The sooner it is over, the sooner we shall arrive at an enduring basis.

"The almost forgotten slogan 'back to the farm' is being heard once again. This means that farm labor will not be so scarce as a year ago, nor will the hired man command such high wages. Also it now seems very sure that there will not be such acreage of staple farm products as last spring. For there is not the same incentive. Nor will the cost of production be so great. Thus the farmer's problem of the relation of his cost and selling prices seems likely to be solved by supply, which will ultimately tend to bring about higher prices, while decreased cost of production will match itself with demand. Decreased production insures a better margin of profit. This is the way the natural laws of trade take care of such problems. Resumption in industrial life is usually accompanied by reductions in wages. Farmers are gradually selling their products as they find a demand, or as necessity compels. Movements of corn and wheat are larger than generally supposed."

American Rose Annual.

We are in receipt of the American Rose Annual for 1921, another of the valuable series edited by J. Horace McFarland. The new book is well abreast of the times as to the high character and variety of contents covering many topics of interest and value to amateur and commercial rosarians. The new roses are ably discussed by E. G. Hill and Courtney Page, and Harold Hume presents some interesting details on "Rose Stocks and Root Systems." Other articles of special importance to the trade are "The Rose Cut Flower Situation," by Wallace R. Pierson; "Greenhouse Roses This Year and Last," by Chas. H. Totty; "Commercial Roses as the Wholesaler Sees Them", by S. S. Pennock; "Cut Roses Around Chicago", by W. J. Keimel; "Commercial Roses in the Pacific Northwest", by Thos. C. Luke and "Roses and the Retail Florist", by Thomas Roland.

The annual is issued by the American Rose Society, of which John C. Wister, 606 Finance Building, Philadelphia, Pa., is secretary. The volume is illustrated, printed and bound in the best style and in itself is well worth the Society's annual membership fee of $3.00.

Wild Profiteering Statements.

Some Chicago newspapers gave currency last week, three days before Easter, to the wild statement of an alleged cost expert, charging that florists were profiteering, having advanced the price of lilies two thousand per cent. If his statement was intended to injure the trade, the gross inaccuracy of his figures defeated that purpose. Although the papers afterward printed contradictions, these were too late to be effective. The Chicago public is well informed as to prices by local advertisers and the mis-statement of facts had but little, if any harmful result. The incident, however, shows the urgent need of watchfulness on the part of the local trade bodies in exercising their right to consultation before printing statements which may be untrue regarding their product or merchandise.

Club Meetings Next Week.

Baltimore, Md., April 11, 8 p. m.—Gardeners' and Florists' Club of Baltimore at Royal Arcanum hall, 18 Saratoga street. Robt. T. Paterson, secretary, 934 E. Preston street, Baltimore.

Chicago, April 7, 8 p. m.—Chicago Florists' Club at Hotel Randolph. Fred Lautenschlager, secretary, 452 W. Erie street, Chicago.

Cleveland, O., April 4, 8 p. m.—Cleveland Florists' Club at Hollenden hotel. Chas. F. Bastian, secretary, 14,625 Colt road, Cleveland.

Dayton, O., April 5, 8 p. m.—Dayton Florists' Club at Y. M. C. A. building. Geo. J. Frisch, secretary, 3205 E. Fifth street, Dayton.

Detroit, Mich., April 6, 8 p. m.—Detroit Florists' Club at Hotel Statler. Harry Taylor, secretary, 2967 Woodward avenue, Detroit.

Grand Rapids, Mich., April 4, 8 p. m.—Grand Rapids Florists' and Gardeners' Club at office of member. Edward Freyling, sceretary, 1057 Wealthy avenue, Grand Rapids.

Hartford, Conn., April 8, 8 p. m.—Connecticut Horticultural Society at County building. S. H. Deming, secretary, Hartford.

Holyoke, Mass., April 5, 7:30 p. m.—Holyoke and Northampton Florists' and Gardeners' Club at member's place of business. James Whiting, secretary, French hall, M. A. C., Amherst, Mass.

Indianapolis, Ind., April 5, 8 p. m.—State Florists' Association of Indiana. Oliver E. Steinkamp, secretary, 3800 Rockwood avenue, Indianapolis.

La Crosse, Wis., April 8, 8 p. m.—Associated Florists of La Crosse at the Flower Shop. L. E. Metcalf, secretary, 501 Main street, La Crosse.

Kansas City, Mo., April 7, 8 p. m.—Kansas City Florists' and Allied Trades' Club at member's place of business. M. Wade, secretary, 1109 Grand avenue, Kansas City.

Milwaukee, Wis., April 7, 8:30 p. m.—Milwaukee Florists' Club at Kurtz Bros., Eleventh and Prairie streets. Eugene Oestreicher, secretary, 5630 North avenue, Milwaukee.

Minneapolis, Minn., April 5, 8 p. m.—Minneapolis Florists' Club at 218 N. Fifth street. Harry Philpott, secretary, Minneapolis.

Montreal, Que., April 4, 8:30 p. m.—Montreal Gardeners' and Florists' Club at 642 St. Catherine street. W. H. Horobin, secretary, 283 Marquette street, Montreal.

New York, April 9, 4:30 p. m.—Horticultural Society of New York at American Museum of Natural History. Geo. V. Nash, secretary, New York Botanical garden, Bronx park, New York.

Pittsburgh, Pa., April 5, 8 p. m.—Pittsburgh Florists' and Gardeners' Club at Allegheny Carnegie Music hall. Carl Bocherer, secretary, Pittsburgh.

Pittsburgh, Pa., April 7, 8 p. m.—Pittsburgh Retail Florists' Club at Seventh Avenue hotel. E. E. Ludwig, secretary, 710 E. Diamond street, Pittsburgh.

Reading, Pa., April 7, 8 p. m.—Reading Florists' Association at home's of members. Fulmer H. Lauck, secretary, 123 S. Fifth street, Reading.

Rochester, N. Y., April 8, 8 p. m.—Rochester Florists' Association at 95 E. Main street. Irving W. Briggs, secretary, Rochester.

San Francisco, Calif., April 6, 8 p. m.—San Francisco Florists' Retail Association at A. O. Stein's store, 1150 Sutter street. Albert Serveau, secretary, 2112 Fillmore street, San Francisco.

Saginaw, Mich., April 4, 7:30 p. m.—Saginaw-Bay City Floricultural Society at Saginaw. H. W. F. Goetz, secretary, 124 S. Michigan avenue, Saginaw.

Terre Haute, Ind., April 7, 8 p. m.—Terre Haute Florists' Club at Chamber of Commerce. N. B. Stover, secretary, 118 S. Sixth street, Terre Haute.

Toledo, O., April 5, 8 p. m.—Toledo Florists' Club at 424 Superior street. S. N. Peck, secretary, 424 Superior street, Toledo.

Washington, D. C., April 5, 8 p. m.—Florists' Club of Washington, D. C., at Schmid's hall, 712 Twelfth street, N. E. G. V. Schultz, secretary, care of Leo. Niessen Co., Washington.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Wanted—Party with $5,000 or more, to enlarge a growing store and greenhouse in the best part of Chicago. Money secured by property. Address
Key 552, care American Florist.

Help Wanted—Young man with some flower store experience; willing to drive delivery when necessary. State age, ability and salary expected in first letter. Address,
Vern Schluraff
11243 Michigan Ave. Chicago

Situation Wanted—As gardener; 18 years' experience in flowers, fruits, vegetable, greenhouse and landscape work. Age 39 years; married; good references. Address
Reginald Armsden
59 A Street, Echota, Niagara Falls, N. Y.

Situation Wanted

Young man expert designer and salesman desires position in high class flower shop in Chicago. Address
Key 541, care American Florist.

HELP WANTED

First-class storeman, designer and decorator. Must be able to take entire charge of retail store. References wanted as to ability and perfect honesty. Permanent position and good chance for the right man. Wages, $40.00 to start. Address
Key 553, care American Florist.

Help Wanted

Experienced saleslady and designer.

MANGEL, Florist
17 East Monroe Street, CHICAGO

FOR SALE

Glass: 16x24, 16x20, 16x22, per box	$5 50
16x16, 14x16, per box	4.50
12x16, 10x16, per box	4.00
1¼ in. wrought iron pipe, per foot	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each	2.50
Rafters or sash bars, per foot	.02
Shafting (heavy), per foot	.10
Shafting (light), per foot	.08
Ventilating arms, each	.25
Ventilating hangers, each	.10
Garland iron gutters, per foot	.40
	Per 1000
5000 6 ft. wire stakes	$15.00
11,000 5½ ft. wire stakes	12.50
1200 5 ft. wire stakes	12.50
3000 4 ft. wire stakes	10.00

PETER REINBERG
30 East Randolph Street, CHICAGO

HELP WANTED

Landscape gardener for permanent position. Must be able to take charge of work and handle help. Only willing worker need apply. State wages wanted and references in first letter.

ERIC BUCHHOLZ, Florist, Muncie, Ind.

For Sale

SECOND-HAND PIPE

All sizes from ¾ inch to 10 inch, A-1 condition, good collars and threads. Also lot of 14 inch pipe suitable for culverts. Write Dept. F.

MAX ZEIGLER & BROS., Muncie, Indiana

Forced Sale

Exceptionally fine greenhouse property in Evanston, Illinois, must be sold by order of court to close litigation. Located on corner, 172 x 251 feet; greenhouses cover over 30,000 square feet and are equipped with concrete benches. There is also a 7-room heated dwelling on the premises and necessary sheds, etc. Property worth double what you can buy it for now.

Frederick H. Brammer
138 North La Salle Street
CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾ x 5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $8.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Home-Grown Stock

Greatly Increased Demand

If you have any to offer, or are likely to have any soon, **advertise in these columns now.**

AMERICAN FLORIST CO.
440 South Dearborn Street, CHICAGO

National Rose Show

ROSES, ORCHIDS
and Spring Blooming Plants

HORTICULTURAL HALL
BOSTON, MASS.

Wednesday, April 6th, to
Sunday, April 10th, Inclusive

BY

Massachusetts Horticultural Society
and American Rose Society

Liberal Cash Prizes and Valuable Medals

Classes for Both Commercial and Private Growers

Schedules and other information furnished by

Massachusetts Horticultural Society
300 Massachusetts Ave., BOSTON, MASS.

GROWERS---AFTER-EASTER---PLANNING

FORCING BULBS FOR IMPORT

With Easter behind us we know what Forcing Bulbs have sold well and paid a profit during the past five months The retail flower grower as well as clerks now know what flower buyers most appreciate and these details are fresh in their minds. This is the time therefore to make up the Import Bulb list for the coming season.

1st. **Long and satisfactory connections with the best foreign houses.**

2nd. **Credit arrangements and closest buying at favorable exchange rates.**

3rd. **First early shipments, followed by one or more later ones covering entire shipping season.**

4th. **Earliest deliveries of early forcing items which cannot rightly be delayed for main supply.**

5th. **Covering by us of all "fancy" and excess brokers' fees and port charges at New York, in which nearly every U. S. Florist grower has been persistently robbed for the past five years. We eliminate this.**

6th. **Because of the above, we ask that you submit to us a list as nearly as possible of what you expect to use between now and next November in these imports, part of which we specify below, and let us submit to you approximate prices and certain further details regarding delivery dates which we know will interest you.**

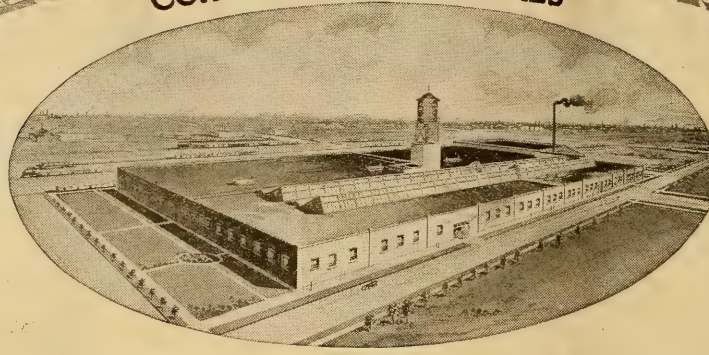
We take this opportune time to list here a few vital reasons why Vaughan's Seed Store at New York and Chicago is especially well prepared to take the responsibility of supplying in season at right prices your whole list of Forcing Bulbs both American grown and imported French, Dutch and Japanese.

NEW YORK **VAUGHAN'S SEED STORE,** CHICAGO

Quantity growers of **Gladiolus, Cannas, Etc.**

CHICAGO CARTON COMPANY

CORONA FLOWER BOXES



Representatives:
M. E. CHAPIN
516 Fifth Avenue
New York City

T. A. DIXON CO.
1526 Blake St.
Denver, Colorado

T. S. FINCH
601 Elm St.
Dallas, Texas

Home Office
and Factory
4433 Ogden Ave.
CHICAGO
Telephone
Lawndale 906

For Violets and Corsages

Size		Per 100
7 x 4 x 4	2-inch Top	$ 5.00
10 x 6 x 5½	2-inch Top	6.00
12 x 8 x 5½	2-inch Tcp	7.65
14 x 10 x 8	2-inch Top	12.60

For Cut Flowers

18 x 5 x 3	2-inch Top	$ 6.10
20 x 4 x 3	2-inch Top	6.05
21 x 5 x 3	2-inch Top	7.25
24 x 5 x 3½	2-inch Top	7.70
24 x 8 x 4	2-inch Top	10.80
28 x 8 x 4	2-inch Top	12.10
28 x 8 x 5	2-inch Top	13.05
30 x 5 x 3½	2-inch Top	9.95
36 x 8 x 5	2-inch Top	16.20

The sizes given here are carried in stock, in the popular MIST-GRAY and GREEN colors.

5% DISCOUNT
CASH WITH ORDER

The prices quoted herewith are f. o. b. Chicago.

When printing is wanted there will be a charge of $9.00 per color for printing 500, $12.00 per color for printing 1000.

Border printing and embossing will be charged for as time work in accordance with the amount of work involved.

Mention the American Florist when writing

For Sprays, Designs and Cut Flowers

Size		Per 100
16 x 16 x 8	Telescope....	$29.25
20 x 20 x 8	Telescope....	38.95
21 x 5 x 3	Telescope....	7.25
24 x 5 x 3½	Telescope....	8.90
24 x 24 x 10	Telescope....	55.75
30 x 10 x 5	Telescope....	22.00
30 x 12 x 6	Telescope....	30.25
32 x 32 x 8	Telescope....	63.75
36 x 10 x 5	Telescope....	25.20
36 x 12 x 6	Telescope....	36.35
36 x 14 x 8	Telescope....	46.55

Pittsburgh.

COMPLETE DISPOSAL OF EASTER STOCK.

Easter, the greatest day in the year for the florist, is now a thing of the past, and what a day it was! Ideal weather conditions prevailed, which brought everybody out and the trade registered a complete cleanup of all salable stock. Prices were reasonable, in some cases from one-third to one-half lower than last year, which may account for some florists not doing as much volume as last year with its high prices; but in number of sales and stock moved, it was without doubt the biggest day experienced. From the street merchant with his stand outside the City market to the best shops in the city, all report the same story—sold out; and it was not one or two items that were disposed of, but everything from pot tulips to the best cut of American Beauty roses. On Thursday morning, before Easter, the wholesale houses refused to book any more orders for any item on the list with the exception of bulbous stock, and before the rush was over, that was also cleaned up, and the retailer who delayed placing his order, with the thought that stock would be plentiful and cheap at the last minute, got left and it was with difficulty that he received any stock at all. Stock in general was in first-class condition, and there have been very few complaints as to quality. The supply of American Beauties was small and many more could have been sold. They brought anywhere from 10 cents for the shorts up to $1.00 apiece for specials. The rose cut was large but not nearly great enough to supply the demand, and while Premier, Columbia and Butterfly were the favorites, it did not seem to matter what variety it was as long as it was a rose. Lilies were the one big disappointment. Contrary to all expectations there were not nearly enough to go around, and there were no orders filled in full; it was simply a case of dividing them up and giving everyone his share. Due to the shortage of Easter lilies, Callas had their innings, and on an ordinary Easter there would have been too many. This year they cleaned up early at good prices. Carnations were in heavy supply and of good quality, but when the business was over there were none left. The supply of sweet peas was a disappointment, not coming anywhere near the estimated cut, due to the warm weather which prevailed the two weeks preceding Easter, thus bringing them on prematurely. Lily of the valley was another item that suddenly came into its own after having lost favor for the past two years, due to high prices, and from all reports there was more used this Easter than ever before. Violets as usual were poor. They were sweet and fresh but were fading to such an extent that the majority of them could not be used. Bulbous stock was in heavy supply and the stock was in fine condition, and while at times it seemed as if the quantity was too great to move, when the end came they were all gone, and there were very few of them that had to be sacrificed. Other seasonable stock, including snapdragons, calendulas, mignonettes, freesias, myosotis, daisies, and baby primroses cleaned up early. Orchids were scarce and in demand and after Thursday it was impossible to obtain any at any price. Plumosa from the south arrived in poor condition, and the most of it was unfit to send out. The business this year goes to prove that with reasonable prices and a little advertising, the public will buy flowers. As we all know, the business depression is general all over the country, and every line is complaining of poor trade, but in spite of that the florists have just had the biggest business in their history, and with advertising and reasonable prices there is no limit to what the business can do.

E. C. T.

THE GLADIOLUS

Is more satisfactory and lasting than many higher priced flowers. I am now shipping **FINE GLADIOLUS SPIKES** to florists all over the **Continent.** Satisfactory condition on arrival guaranteed. Same level price to all florists, postage added. Order a trial box of 50 or 100 by wire at my expense.

GEO. J. BACKUS, Gladiolus Grower, Stuart, Florida

Mention the American Florist when writing

TAMPA, FLA.—The Knull Floral Co. has the most complete commercial stock of palms and decorative plants in this section, if not in the whole state.

SAN ANTONIO, TEX.—A. Wichers has large specimens of Phoenix canariensis seedings and a large Grevillea robusta in flower. One clump of bamboo here is 35 feet high and 25 feet across. Miss Marie Louise Wichers returned recently from Sacred Heart college, Montreal.

W. M. Story, superintendent of Briarbank, Birmingham, Mich.

A view of Briarbank, the beautiful estate of W. T. Barbour, at Birmingham, Mich. It has been the privilege of Davey Tree Surgeons to assist in the preservation of the fine trees of this estate

An example of the difficult and highly technical work done by Davey Tree Surgeons at Briarbank. Notice extensive filling and mechanical bracing

JOHN DAVEY
Father of Tree Surgery

W. M. Story's tribute to Davey Tree Surgery

Birmingham, Mich.

The Davey Tree Expert Co.,
Kent, Ohio.

Dear Sirs:

The work done by your company at Briarbank has proven very satisfactory and has helped to preserve a good many of the beautiful trees on the estate which were fast going to decay. I want also to congratulate you on the class of men you have sent here to do work. They have proven themselves gentlemen in every respect—were very energetic and seemed to take great pride in not only doing their work well but would at all times try and finish a job in the least possible time.

Yours very respectfully,
W. M. Story, Supt. Briarbank.

Every gardener and estate superintendent has a most important work in the saving of the trees under his care.

Davey Tree Surgery brings to his aid the highest development of science plus a generation of experience. A careful examination of your trees will be made by appointment.

THE DAVEY TREE EXPERT CO., Inc., 2304 Elm St., Kent, Ohio

Branch Offices with telephone connections: New York City, Astor Court Bldg.; Chicago, Westminster Bldg.; Philadelphia, Land Title Bldg.; Boston, 19 Pearl Street, Wakefield; Baltimore, American Bldg.; St. Louis, Central National Bank Bldg. Write nearest office.

Permanent representatives available in districts surrounding Boston, Springfield, Lenox, Newport, Hartford, Stamford, Albany, Poughkeepsie, White Plains, Jamaica, L. I., Montclair, New York, Philadelphia, Harrisburg, Baltimore, Washington, Richmond, Buffalo, Toronto, Pittsburgh, Cleveland, Detroit, Cincinnati, Kansas City, Louisville, Indianapolis, Chicago, Milwaukee, St. Louis. Canadian address, 252 Laugauchitere West, Montreal.

DAVEY TREE SURGEONS

Every real Dvaey Tree Surgeon is in the employ of The Davey Tree Expert Co., Inc., and the public is cautioned against those falsely representing themselves. An agreement made with the Davey Company and not with an individual is certain evidence of genuineness

SPECIAL SALE

Rose, Carnation, Chrysanthemum and Pompon Stock

Owing to the death of the proprietor, plans made for next season have been changed to such an extent that all the stock listed below and grown for our own use will be sold immediately. **Everything is guaranteed to be in first-class condition and an exceptional bargain.** Orders filled in strict rotation. Wire, phone or mail in your order right away. Hurry!

Rose Plants

2¼-inch Own Root Stock	1,000
Premier	$110.00
Sunburst	75.00
Butterfly	140.00
Dunlop	90.00

3-inch Own Root Stock	1,000
Premier	$125.00
Columbia	90.00
Ophelia	75.00

Carnation Plants

200,000 from Black Soil	1,000
Ward	$ 25.00
Rose Pink Enchantress	25.00
Enchantress	25.00
White Enchantress	25.00
Thenanthos	25.00
Supreme	35.00
Matchless	35.00

	1,000
Aviator	$ 35.00
200,000 from Sand	
Ward	18.00
Rose Pink Enchantress	18.00
Enchantress	18.00
White Enchantress	18.00
Thenanthos	18.00

Chrysanthemum Plants

50,000 from Black Soil	1,000
Golden Glow	$ 20.00
Smith's Early Rose	20.00
Oconto	20.00
Golden Queen	20.00
Yellow and White Razer	20.00
Pink and White Chieftain	20.00
Nagoya	20.00
Dr. Enguehard	20.00
Seidewitz	20.00
Harvard	20.00
Buckbee	20.00

	1,000
Golden Chadwick	$ 35.00
White Chadwick	35.00
POMPONS	
Frank Beu	18.00
Yellow Baby	18.00
Diana	18.00
Baby Marguerite	18.00
Golden Wedding	18.00
Godfrey	18.00
Buckingham	18.00
J. Hamilton Lewis	35.00

PETER REINBERG

Wholesale Florist, 30 East Randolph St., CHICAGO

Columbus, O.

FINE EASTER TRADE ENJOYED.

Easter business among the florists of Columbus was exceptionally active in every way. Orders were probably more numerous than in any former Easter season although the average size of the orders was somewhat smaller than usual. This has been the trend of the market for some time and as a result was not surprising to any of the florists. The usual run of flowers was in demand and all had a fairly good sale. Violets were the scarcest because of the lack of sunshine and supplies were soon exhausted. Other varieties such as roses, carnations, sweet peas, Easter lilies, jonquils and lilies of the valley were in fairly good supply. The result of the week's business was a cleanup of stocks at all of the local establishments and consequently there was nothing to carry over. Roses were of good quality and sold from $4 to $14 per dozen. The extra long varieties brought the top price. The favorite varieties were Mrs. Chas. Russell, Premier, Columbia, Sunburst and Butterfly. All varieties of carnations sold around $3 per dozen. The varieties in the market were White Enchantress, Pink Enchantress Supreme, Mrs. Aaron Ward, Belle Washburn and Aviator. Narcissi were plentiful and the demand was good around $2.50 per dozen. Sweet peas were quoted around $2.50 per bunch when the supply was good and slightly higher as the supply diminished. Plants were also in good demand with Easter Lilies the best sellers and primroses the least in demand. Other varieties of plants were hydrangeas, hyacinths, genistas and cinerarias. On the whole the trade was very satisfactory and the florists were compelled to employ a good deal of extra help to keep ahead of orders.

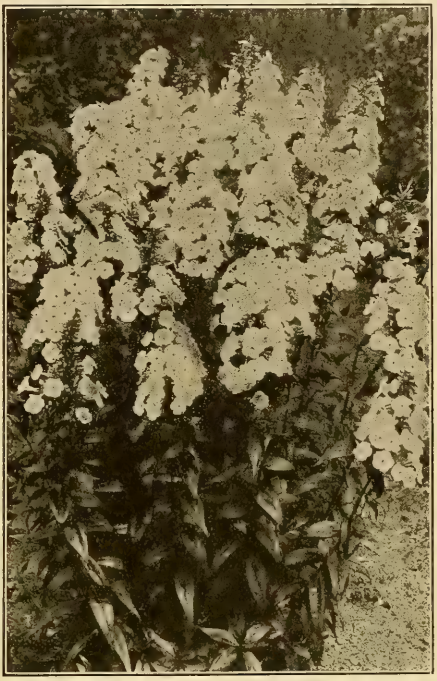
The Wilson Seed Co. has secured a lease for 99 years on the four-story building at 25 E. Town street, and will secure possession May 1. Extensive repairs and alterations will be made and it is expected that the company will remove to the new location about July 1. They will occupy the first floor, having rented the upper floor also. Mr. Wilson is planning on the Pearl street side of the building, a show window conservatory which will be very elaborate. J. W. L.

TAMPA, FLA.—Mills, the florist, of Jacksonville, was a recent visitor attending the Woodmen's convention in this city.

Phlox Suffruticosa Miss Lingard

This is the early flowering hardy white Phlox which is so useful for cutting, coming into flower late in May or early in June and continuing to bloom throughout the season.

We offer strong 3 inch pot plants, **$1.50 per dozen; $10.00 per 100; $90.00 per 1000.**



Early-Flowering Hardy Phlox Miss Lingard.

Oriental Poppies

There has been a great scarcity of this showy popular perennial, which has prompted us to make early fall propagations and we are now in position to supply a thrifty lot of good plants from 3 inch pots of the following choice varieties:

Mrs. Perry. Beautiful salmon-rose.

Oriflamme. Large georgeous orange-scarlet.

Perry's White. Pure satiny white, with crimson-maroon blotch at base of each petal.

Price: thrifty 3 inch pots, **$1.50 per dozen; $10.00 per 100.**

HENRY A. DREER

714-16 Chestnut Street,
PHILADELPHIA, - PA.

The above prices are intended for the trade only.

LARGE-FLOWERING CANNAS

Fine 2 or 3 eye, plump, dormant roots, true to name

	Doz.	100	1000
AUSTRIA. Lemon chrome, spotted red, green foliage, 5 feet	$0.60	$3.75	$32.50
A. BOUVIER. Rich velvety red, green foliage, 5 feet	.60	3.75	32.50
BEAUTE POITEVINE. Crimson, green foliage, 4 feet	.65	4.00	35.00
CHAS. HENDERSON. Deep crimson, green foliage, 4½ feet	.60	3.75	32.50
CRIMSON BEDDER. Intense crimson, green foliage, 3½ feet	.65	4.00	35.00
DAVID HARUM. Red, dark bronze foliage, 3½ feet	.65	4.00	35.00
DUKE OF MARLBOROUGH. Crimson maroon, green foliage, 4 feet	.65	4.00	35.00
EGANDALE. Currant red, bronze foliage, 4 feet	.65	4 00	35.00
FIREBIRD. Scarlet red, green foliage, 4 feet	1.25	9.00	80.00
FLORENCE VAUGHAN. Yellow spotted red, green foliage, 5 feet	.60	3.75	32.50
GLADIATOR. Deep yellow, dotted red, green foliage, 4½ feet	.65	4.00	35.00
GLADIOFLORA. Crimson with irregular edge of gold	.65	4.00	35.00
KING HUMBERT. Scarlet, bronze foliage, 4½ feet	.85	5.50	50.00
LOUISIANA. Bright scarlet, green foliage, 7 feet	.60	3.75	32.50
METEOR. Scarlet, green foliage, 4½ feet	$0.75	$5.00	$45.00
MONT BLANC. Almost white, green foliage, 3½ feet	.70	4.50	40.00
MME. CROZY. Scarlet with orange yellow border, green foliage, 3 feet	.65	4.00	35.00
PENNSYLVANIA. Vermilion scarlet, green foliage, 5 feet	.60	3.75	32.50
PILLAR OF FIRE. Brilliant red, green foliage, 6 feet	.65	4.00	35.00
PANAMA. Rich orange, red bordered with a broad edge of golden yellow, green foliage, 5 feet	.65	4.00	35.00
QUEEN CHARLOTTE. Rich pomegranate, red bordered with golden yellow, green foliage, 3½ feet	.65	4.00	35.00
RICHARD WALLACE. Light yellow, green foliage, 4½ feet	.60	3.75	32.50
SOUV. D'A. CROZY. Crimson, with gold band, green foliage, 4 feet	.65	4.00	35.00
THE PRESIDENT. The best canna of recent introduction, immense trusses of large red flowers	3.00	20.00	.....
WINTZER'S COLOSSAL. Bright scarlet, green foliage, 5 feet	.85	5.50	50.00
WYOMING. Orange chrome, bronze foliage, 6½ feet	.65	4.00	35.00

A. HENDERSON & CO., 166 N. Wabash Ave., CHICAGO, ILL.

Choice Roses in Quantity

We grow our own Roses especially for the Shipping Trade. Give us a Trial Order.

Buy Direct from the Grower

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST—Subject to Market Changes

In Effect March 28.

RUSSELL	Per 100
Fancy Long	$20.00 to $25.00
Good Length	16.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

COLUMBIA	
Fancy Long	$20.00 to $25.00
Good Length	16.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

PREMIER	
Fancy Long	$20.00 to $25.00
Good Length	16.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

HOOSIER BEAUTY	Per 100
Long	$20.00
Medium	$10.00 to 16.00
Short	6.00 to 8.00

OPHELIA	
Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	5.00 to 6.00

SUNBURST	
Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	5.00 to 6.00

WHITE KILLARNEY	
Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	5.00 to 6.00

ASSORTED ROSES

—OUR SELECTION—

Good short and medium, including some **Russell, Columbia and Premier.** In lots of 200 or more. $8.00 per 100.

Fancy Ferns, per 1,000	$4.50 to $5.00
Adiantum, per 100	1.50
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	.35

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

RAIN AFFECTS LOCAL DEMAND.

The heavy rain, March 24-25, affected the local demand to such an extent that there was practically nothing doing in the wholesale market considering that it was Easter week. Carnations were sold in large lots at low prices compared to the advertised quotations in order to move them and roses also were sacrificed at attractive prices to the buyer. The shipping trade was good but not up to that of last year, but it appeared to many early in the week that the market would clean up completely if the weather was anything at all favorable. The rain affected the local demand to such an extent that the retailers in general report that their sales for March 24-25 amounted to very little and less than half of those for the same period last year. The weather was fine March 26 and the retail florists had more business than they could possibly handle in spite of the profiteering report appearing in the daily papers which was later contradicted. All the retail stores were filled to the limit with plants and naturally they devoted their attention to unloading all they could the last day and did remarkably well considering the amount that had to be sold during that time. With all their efforts devoted to pushing plants the retailers did not give much attention to cut flowers only where it was absolutely necessary; consequently the market suffered considerably and while a few report business as very satisfactory the majority were disappointed and admit that it could have been a whole lot better. Cut lilies cleaned up early at good prices. Violets were scarce and so were good sweet peas due to the cloudy weather. Callas were disposed of quickly. The rose and carnation market suffered as previously mentioned, and all that can be said about these two items is that they sold far below the advertised quotations here, owing to the unfavorable weather. Southern jonquils were plentiful and cleaned up early. Orchids were in good demand and lily of the valley had a splendid call. Freesias moved nicely considering the general market conditions. Daisies, tulips, Darwin tulips, calendulas, mignonette, pansies, Narcissus Poeticus and other miscellaneous seasonable stock were included in the offerings. Greens were in strong demand. In summing up the whole Easter business all that one can report is that it could have been a great deal better.

Do not take any fake or imitation thread, claimed to be the Meyer silkaline, or smilax threads. Be sure the name Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from and you will notice that our threads run full two ounces of thread to the spool. Be sure and get the Meyer thread.

NOTES.

J. A. Peterson, Cincinnati, O., who was a visitor last week, says he will harvest three million cyclamen seeds this season.

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Excellent Roses

SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red GOOD CROP

Including the finest Mrs. C. W. Ward on this market, bar none

JONQUILS, TULIPS, DARWINS, DAFFODILS, LUPINES, VALLEY, FREESIA.

White and Blue Daisies, Calendulas, Violets, Lilies, Larkspur, Pansies, Forget-Me-Nots, Sweet Peas, Stocks and all other seasonable Cut Flowers.

Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

The Central Floral Co. received its new Buick delivery truck in time to use it during the Easter rush. This firm had a wonderful showing of plants all last week and is well pleased with the amount of business that it enjoyed for Easter. The demand for corsages was heavy.

Zech & Mann had a heavy call for cut lilies and cleaned up so completely in this item that they did not have any to offer the day before Easter. Allie Zech says that this is the first time this occurred in the history of the firm.

Albert Koehler, of the American Bulb Co., was in the Easter parade with his new car. One of the other drivers thought it looked too classy so he smashed his machine into it and scratched it up a little.

Jens Jensen, consulting landscape architect to the West Park board, has vacated that position in favor of some one more favorable to the present administration. His successor has not yet been named.

Fred Lautenschlager has returned from New York where he attended the spring show at the Grand Central Palace, March 14-20. His firm was one of the exhibitors in the allied trade division.

The Flower Service is what the firm calls itself that opened for business recently at 321 South Clark street.

E. J. Ahles, representing the Ove Gnatt Co., LaPorte, Ind., is back from a southern business trip.

Corsage Shields

	Per doz.
Lace Shields (all colors)	$2.25
Invisible Shields (green only)	2.25
Colonial Shields (green only)	1.25
Celluloid Shields (per 100, $5.00)	.75

Corsage Pins

4½ Inches Long.
(With glass heads, any color.)

Per gross	$1.50
5 gross or more, at	1.40

Get Our Complete List of Other Items. It's free.

GEO. H. ANGERMUELLER CO.
Wholesale Florists, 1324 Pine St., ST. LOUIS, MO.

Sphagnum Moss — Vaughan's Seed Store Chicago & New York — Single Bales or Carlots

Alois Frey is sending in some fine colored freesias from his Crown Point, Ind., establishment.

HEAVY SUPPLY
ROSES & CARNATIONS
Exceptionally fine stock in all the leading commercial varieties at the right prices. You give your customers the best stock obtainable when you fill their orders with our cut flowers.
WIETOR BROS., 30 East Randolph St., L. D. Phone Randolph 2081. Chicago

George Wienhoeber disposed of his entire stock of plants that he had to offer and is more than pleased with the whirlwind finish. The sales at his store March 26 were tremendous and offset those that were lost owing to the rainy weather during the two previous days. Every order was delivered at 8 o'clock Easter morning. A fleet of taxi-cabs and motor busses were pressed into service in addition to their own car. Bert Cole is on the job here.

John Reitmeier has the sympathy of the trade in the loss of his wife, whose death occurred last week. She was about 50 years of age and the oldest daughter of John Kruchten. The funeral was held March 28 from the home at 2536 Winona street, with services at St. Matthias' church and interment at St. Henry's cemetery. The funeral was largely attended and there were many beautiful floral pieces from friends in the trade.

Poehlmann Bros. Co. has a strong demand for orchids at Easter in addition to a heavy call for all other stock. John Poehlmann says that his firm's Easter business as a whole was very satisfactory and honestly believes that the strong local demand the retailers enjoyed is due to the advertising campaign of the Allied Florists' Association.

All the Peter Reinberg stock of roses, chrysanthemums, pompons and carnations that were grown for his own use for next season's planting are being advertised for sale. Peter Showsboe, foreman of the Reinberg greenhouses, says the stock is all in the best of condition.

A. Lange's sales for Easter were equal if not better than those of last year with blooming plants of all kinds having a heavy call. This establishment had a magnificent showing of stock for this occasion and made a strong bid for the business in this vicinity.

The Chicago Flower Growers' Association had a heavy Easter business with its total sales running ahead of last year. Each rose growers' stock is now being shipped out to the customers under his own number and wrapped in special paper.

The E. F. Winterson Co. unpacked a large shipment of tie sprays this week from the John C. Meyer Thread Co., Lowell, Mass. The Meyer threads have stood the test of time and this firm's brands are recognized by this house as the best sellers.

The J. A. Budlong Co. had a big Easter business and the force was obliged to work overtime to take care of all its orders. Their growers were all in good crop and no trouble was experienced in disposing of the stock.

The Bohannon Floral Co. disposed of all its plants at Easter and had a strong call for cut flowers. This firm was well pleased with its total sales, which showed an increase over those of the same period of last year.

Bassett & Washburn sold all the stock it cut for Easter without any trouble, and has no complaint whatever to make in regard to business. A steady supply of roses is arriving here daily with a strong demand for same.

The Joseph Foerster Co. enjoyed a large Easter business, and took care of all its customers in grand style. One of this firm's sweet pea growers cut 500,000 flowers the past four weeks with a good proportion for Easter.

Mangel, the Palmer House Florist, enjoyed a brisk Easter business and his sales March 26 established a new record. This firm had a very attractive advertisement in the leading daily, March 24.

A. L. Vaughan & Co.'s sales for Easter were away ahead of those of last year. This firm's sales for the month up to March 15 were nearly $3,500 ahead of the same period of 1920.

A. T. Pyfer & Co. sold all the lilies it had to offer for Easter at at early hour and enjoyed both a brisk local and shipping demand.

Joseph Ziska & Sons lost a couple of hundred dollars worth of goods one day last week when one of the water hydrants opened accidentally and flooded the place.

Wietor Bros. enjoyed a good Easter business and cleaned up nicely in all lines each day. Some fine callas were included in their shipments last week.

Percy Jones, Inc., had its usual Easter demand for stock, Manager Van Gelder had the market sized up early in the week and governed himself accordingly.

James H. Burdett, director of the Seedsmen's National Garden bureau, is writing a series of articles for the Chicago Daily News on home gardening.

The Weiland-Risch Co. cut its first indoor grown gladioli this week with Mrs. Frank Pendleton the only variety so far on the list.

It is rumored that one of the old wholesale firm's in this market will suspend business about June 1.

Philip L. McKee of the American Greenhouse Manufacturing Co., is in California on business.

Do You Know

a retail florist can most intelligently buy Cut Flowers through the use of our MARKET LETTERS by having direct connections with what is in the market "IN and OUT" of season?

With such direct information a retail florist knows whether the market is "ON CROP or OFF CROP," whether the demand for any one particular variety of flower is on the "SHORT SIDE" of the market or whether it is in heavy supply.

Since it is part of your business to know the quality of every flower you buy and its market value, you then know what the cut flowers are going to cost you at the time your order is written.

Our original and exclusive sales system for the OUT-OF-TOWN buyer is upsetting all precedent in getting NEW BUSINESS.

For the retail florist "buying Cut Flowers is as safe as the growing of them."

Old in Years
FOUNDED BY FLINT KENNICOTT 1st
Yonng in Ideas

KENNICOTT BROS. CO.
"Principal location in the market"
174 N. Wabash Avenue
CHICAGO

H. B. KENNICOTT, Pres.
J. E. POLLWORTH, Secy. and Mgr.

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

You Get the Best Stock in the Chicago Market at the prices quoted when you place your orders here

Buy Direct From the Grower — **CURRENT PRICE LIST** — Subject to change without notice

MRS. CHAS. RUSSELL and PREMIER	Per 100
Specials	$25.00
Fancy	20.00
Select	15.00
Medium	12.00
Short	8.00 to 10.00

OPHELIA and SUNBURST	Per 100
Specials	$20.00
Select	15.00 to 18.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

COLUMBIA	Per 100
Specials	$25.00
Fancy	20.00
Select	15.00
Medium	12.00
Short	8.00 to 10.00

Killarney, White Killarney	Special	$20.00
	Select	15.00 to 18.00
	Medium	10.00 to 12.00
	Short	10.00

ROSES, OUR SELECTION 8.00

CARNATIONS—All colors.....$8.00 to $12.00 per 100

Sweet Peas, all colors	1.50 to	4.00 per 100
Jonquils, Golden Spur	6.00 to	8.00 per 100
Tulips, all colors	6.00 to	10.00 per 100
Valley, order of us for the best.		8.00 per 100
Ferns, per 1000		5.00

GALAX	Per 1000
Bronze	$2.00
Green	2.00
Adiantum, per 100	$2.00
Asparagus, per bunch	.50

Order from us and get the freshest stock and of best keeping quality and have the assurance of supplies such as can only come from 2,000,000 FEET OF MODERN GLASS

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 **CHICAGO**

Heavy Supply Cut Flowers

Roses, Lilies, Carnations, Orchids, Peas, Etc.

Everything you need of the finest quality obtainable in this market.

The Alpha Floral Co. had one of the biggest day's sales in its history March 26 when the demand was so heavy that the increased store force was unable to meet it.

Erne & Co. had their share of the Easter business and have no kick coming at all. They cleaned up in all lines early, and the demand since Easter has been very good.

The A. L. Randall Co. enjoyed a brisk Easter business in all its departments and had all the orders it could conveniently handle.

Vaughan's Seed Store ran a big Easter advertisement in the Sunday Tribune, which now claims a circulation of 800,000.

The E. C. Amling Co. is receiving a fine supply of American Beauty roses in addition to all other seasonable stock.

Kennicott Bros. Co. had a big Easter business with a heavy call for stock from both local and out-of-town points.

The John Kruchten Co. was well pleased with its Easter business and reports a heavy demand for lilies.

The Florists' Club will meet at the Hotel Randolph next Thursday evening, April 7, at 8 p. m.

T. E. Waters, with Poehlmann Bros. Co., is expected home from an eastern business trip this week.

Johnson & Chronis had a splendid business at their East Forty-seventh street store.

George Reinberg is cutting a good supply of roses and carnations.

Tonners' total sales for Easter were ahead of those of last year.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas

CARNATIONS

Callas Mignonette
Sweet Peas
Calendulas
Tulips Jonquils
Freesia

GREENS

Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

Schiller's had a magnificent showing of stock at both stores and cleaned up surprisingly well. Their two establishments were completely filled with customers all day March 26, when the demand was remarkably strong.

H. N. Bruns had all the business he could handle for Easter at his West Madison street store. The heavy sales March 26 easily offset those lost during the unfavorable weather of the previous two days.

John Stobie, formerly of Evanston, will confer a favor upon his sister, Mrs. Isabella M. Valent, 427 Rebecca avenue, Wilkinsburg, Pa., by sending his present address for important news from home.

The Fleischman Floral Co.'s sales for Easter were large and entirely satisfactory. This firm had a large advertisement in the leading daily for this occasion, which brought home great results.

Sealed proposals for two new greenhouses at the Municipal Tuberculosis sanitarium will be received by the directors at their office, 105 W. Monroe street (room 1514) up to and including April 8.

The George Wittbold Co. had a heavy call for stock of all kinds in its wholesale department and the retail establishment had its hands full executing all the orders.

C. Frauenfelder's store on West Madison street was busy as a bee March 26, when the extra salesforce found it almost impossible to keep up with the rush.

P. J. Foley and wife returned from the Pacific coast last week and report a royal good time with the friends they met verywhere.

The Henry Wittbold Co. was satisfied with its first Easter in the loop and reports exceptionally good business.

Mrs. H. Munson, wife of the boiler-flue dealer, is seriously ill.

Visitors: Roy Kemble, Oskaloosa, Ia.; Ove Gnatt, La Porte, Ind.

St. Louis, Mo.

GOOD EASTER TRADE EXPERIENCED.

Stock generally speaking was very scarce shortly before Easter. Business was slow during the forepart of the week, but picked up with a rush during the last few days. Prices were high accordingly and the call splendid. All spring flowers were in great demand and Easter lilies headed the list. Due to the excessively early season there is a scarcity of this flower and the demand was great. The weather for the past few days has been extremely mild and all bulbous plants have come on with a rush. Roses stiffened up considerably. The supply was very limited and the demand was good for Premier, Mrs. Chas. Russell, Ophelia, Butterfly, Ward and Killarney. The market was flooded with carnations of the common varieties and they were to be had everywhere. There were comparatively few Laddie carnations among the offerings and they brought fairly good prices. Sweet peas sold well for use in corsage boquets and the supply was very limited. Calla lillies were scarce and brought a good price. They were practically all used with the pot plants for funeral purposes. The call for pot plants of callas was brisk and many were sold by wholesalers as well as retailers. Lily of the valley is more than plentiful and found everywhere. It was much used in corsage work this week. Exceptionally fine stock of calendulas were offered at $3 per 100 wholesale. the demand being brisk. Violets were in limited supply, and of rather poor quality, but were good sellers however. Daisies are increasing steadily and the demand for them for table use was excellent. Mignonette, the season's first, has arrived, and its selling quality was very good, the supply being limited, however. It was used to a large extent in combination with other flowers in baskets. Some superior quality snapdragons are to be had at the fancy price $12.50 per 100 wholesale. Poeticus narcissi both southern and home grown, are arriving in limited quantities. Orchids of the cattleya group were plentiful. There are no cypripediums to speak of. Roman hyacinths are entirely gone and pot plants of the commoner varieties though plentiful are on the decline. Tulips of the ordinary varieties were offered at all establishments at low prices. Darwin and Murillo varieties were scarce and brought a fancy price. Spanish iris is coming in in limited quantities and brings a high price as it is the season's first offering. Some excellent plants of lilacs, deutzias, genistas and loniceras were seen among the offerings. The lilacs sold from $6.50 and up according to size and variety. Pansy plants were in great demand and were good property. Violet plants though not plentiful were to be had at moderate prices. Cinerarias are declining rapidly. Dracaenas, pandanus, ferns, etc., were without change in price this week. Greens were very plentiful and ferns were selling at $4 per 1,000. It may be said that the Easter rush taxed all of the stores to fullest capacity.

NOTES.

Fred C. Weber had a very attractive Easter window which was worthy of much praise. The main feature of the display was a large Easter egg used in attractive combination with lilies, bulbous and spring flowers.

George H. Pring has returned from a trip to New York, where he attended the spring show. Mr. Pring states the exhibition was without doubt one of the finest ever held in this country.

Grimm & Gorly attracted much attention by their gorgeous Easter display, the main feature of which was a large white cross embanked with Easter lilies.

H. J. Berning reported an unusual amount of Easter orders and was hard pressed to fill the demands of his customers.

LARGE SUPPLY
All Seasonable Cut Flowers

Especially Roses, Carnations, Tulips, Valley, Orchids, Sweet Peas, Daisies, Jonquils, Daffodils, Lupines, Calendulas, Narcissus Poeticus, Violets, Lilies, Callas, Greens, Etc.

Write for Special Prices on Quantity Lots. Can supply you with what you need at attractive prices.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Mention the American Florist when writing

Large and Complete Supply
Quality Cut Flowers

You can always obtain what you need from us. Discriminating buyers insisting upon the best obtainable place their orders here. **There's a reason.**

JOSEPH FOERSTER CO.
WHOLESALE FLORISTS
160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

The Ove Gnatt Co., Inc.
Preservers of Natural Foliages **LA PORTE, IND.**
Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

WILD SMILAX-That's Us
$7.50 Per Case, F. O. B. Chicago
THE E. F. WINTERSON CO., Central 6004 L. D. Phone: 166 No. Wabash Ave., Chicago, Ill.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

An exceptionally fine lot of home grown lily of the valley for which there was a good call was had by C. A. Kuehn.

A large Easter business in their section of the city was reported by the St. Louis Wholesale Cut Flower Co.

The Bourdet Floral Co. had an unusually fine lot of hydrangeas and found a ready market for them.

Easter baskets and pot plants of roses and other varieties were displayed by the Mullanphy Floral Co.

The Windler Wholesale Floral Co sold a large quantity of roses and sweet peas.

A specialty of Easter pot plants and baskets was made by T. H. Weber.

R. D. M.

Nashville, Tenn.

EXCELLENT SUPPLY OF STOCK ON HAND

The Easter season of 1921 was marked by one of the largest, finest and most satisfactory collection of plants and cut flowers ever known at this time. One reason for this is the forwardness of the season which is several weeks ahead of this time last year. All varieties of narcisus and jonquils have bloomed and gone. Iris is in bloom and was very plentiful for Easter, as were also the lilacs, both white and pink. Roses are in great shape, both as to color and size, and are plentiful. The varieties are the Columbia, Premier, Milady, Killarney, Ophelia, Mrs. Chas. Russell, Cecile Brunner, Sweetheart and other varieties. They retailed at $4.00 to $10.00 for the best. Florists had all they could do to keep up with the demand. There was almost a glut of Easter lilies, for every grower was determined to fill as many orders as possible. The price was fully 25 per cent cheaper than last year, which held true in other lines. But the volume of trade was way over that of last season. Easter lilies scored as best sellers but pot plants, hyacinths, tulips, cinerarias, Baby rambler roses, hydrangeas, birch boxes, and decorated baskets met with a ready sale. For everything in cut flowers, the rose perhaps led the call, while carnations were a close second. The latter line was excellent, and the price cheaper than last year or than the last few months. The price of Easter lilies was 50 cents a bloom, and cut lilies $6 per dozen.

NOTES.

The Joy Floral Company had a fine stock, supplying not only this city but Chattanooga, Tenn., and Atlanta, Ga., as well. To each of the above cities they shipped an extra carload of plants, which included cut flowers and any number of lily plants. This concern with their great resources, were able to wholesale a lot of cut flowers, roses and carnations in other cities without in the least diminishing their home supply.

A superb stock of flowers was seen at Geny Bros. It required the entire effort of the store force, which had been increased, to keep up with the demand. Their lilies were very fine, as were their roses and decorated plant baskets. Easter trade at this shop was much better than for the same period last year.

The usual market house merchants were on hand the day previous to Easter, with all the smaller and cheaper plants. Geraniums, hydrangeas, pansies and ferns were their specialties.

L. H. Haury & Sons had a very creditable supply of Easter flowers, roses, carnations and decorated boxes and baskets. They had fine lilies, tulips and hyacinths, and sold out completely.

McIntyre Bros. had a beautiful stock of plants and cut flowers. Their lilies were fine and they had a variety of cut roses and carnations for which there was a good sale.

A good Easter business was experienced by C. H. Trichler, who was well supplied with lilies and pot plants.

M. C. D.

Boston.

UNUSUALLY GOOD EASTER TRADE.

Business for Easter was very good, there being an increase shown by most stores of 25 to 40 per cent on total receipts over the previous year. Stock cleaned up every day very well. Carnations, Easter lilies and sweet peas were the leaders. Carnations were not very plentiful and consequently brought a good price, the average being about $10 per hundred. Easter lilies did not move very rapidly early in the week at $18 to $20 a hundred, but were very shy later in the week and advanced in price as high as 35 cents for long-stem flowers. Violets were poor and scarce which caused a large demand for all other corsage flowers. Sweet peas were greatly in demand and brought as high as $5 a hundred. These were followed closely by Mignon, roses, orchids and gardenias. Gardenias were of good quality and sold up to $9 a dozen. The supply of orchids was about equal to the demand. The Triane were the poorest in quality and sold at $12 a dozen. Good Mossiae sold as high as $2 each. Roses were plentiful and considering the supply brought good prices. Shorts sold at $10 a hundred and fancies as high as 50 cents. Callas were in great demand for church work for Holy Thursday, and brought $5 a dozen for the large flowers. The supply of Easter lily plants fell far short of the demand, the average price paid by the stores was 20 cents on orders booked. But on Friday and Saturday the stores were offering up to 35 cents a bud and were glad to get them without even one open flower to a plant. Rambler roses were next in demand to lilies, Tausendschon was the only one to be had. The thornramblers did not get in flower. Bougainvilleas were of very good quality but had to be pushed to move them. This plant has fallen off in demand the past few years so that not more than 10 per cent is now grown of what there was five years ago. Pan bulbs sold about the same as in previous years. The French hydrangea has pushed the Otaksa off the stage entirely and none of the old-fashioned ones were to be seen on sale anywhere. The pinks and blues of the French variety sold without any effort.

Carl Shifiman, salesman for J. M. Cohen at the Co-operative market, has gone in as a commission man for himself. He will have Lenks' roses and also one or two other growers.

J. M. Cartwright, formerly with the Waban Rose conservatories, is going to build a King house on his father's place at Wellesley, and will produce carnations.

E. F. S.

Atlanta, Ga.

Flower publicity was in the air here Good Friday, when the Dahl Co. had big newspaper space, offering 10,000 lilies, while the wagons of the Atlanta Floral Co. carried banners announcing three car loads of lilies and the West View Co. placarded its wagons with four-car signs.

Saturday was lily day at the Dahl establishment. The new store was banked four shelves high the full length on both sides with lily plants, ramblers in bloom, cinerarias and primulas, while the center line of tables carried many finished plant and flower baskets and boxes.

The West Peachtree street branch store of the Joy Floral Co., had a brilliant display of general stock.

The West View Co., besides the regular store, had an overflow stand of lily plants.

Stallings made a fine window display of plants, flowers and baskets.

Tonner
CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

Seligman & Stein
FLORISTS' SPECIALTIES
116 W. 28th St., New York
IMPORTERS—MANUFACTURERS

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue

CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

ARTIFICIAL VALLEY ARTIFICIAL FLOWERS

Write for prices

Grossberg-Tyler-Finnerman Co.

Manufacturers and Importers

30 E. Randolph Street, CHICAGO

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Wire Hanging Baskets

Price List, 1920. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST.

	Dozen
Roses, Beauty	3.00@ 8.00
	Per 100
" Mrs. Chas. Russell	8.00@ 40.00
" Butterfly	8.00@ 35.00
" Columbia	8.00@ 35.00
" Dunlop	8.00@ 35.00
" Premier	8.00@ 40.00
" Hoosier Beauty	8.00@ 35.00
" Killarney Brilliant	6.00@ 25.00
" White Killarney	6.00@ 25.00
" Mrs. Geo. Shawyer	6.00@ 25.00
" Milady	6.00@ 30.00
" Mrs. Aaron Ward	6.00@ 20.00
" Sunburst	6.00@ 20.00
" Ophelia	6.00@ 20.00
" Dble. W. Killarney	6.00@ 25.00
" Cecile Brunner	4.00
" Our Selection	8.00
Calendulas	3.00@ 6.00
Freesia	3.00 to 6.00
Jonquils	4.00 to 8.00
Paper Whites	4.00@ 6.00
Violets	.75@ 1.50
Mignonette	6.00@ 8.00
Sweet Peas	1.50 to 4.00
Cattleyas, per doz.	10.00@ 15.00
Cypripediums, per doz.	4.00
Valley	6.00@ 8.00
Carnations	4.00 to 8.00
Lilies, per 100	15.00@ 20.00
Adiantum	1.50@ 2.00
Ferns per 1,000	4.50 to 5.00
Galax per 1,000	2.00
Leucothoe	1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch
Mexican Ivy	1.00
Southern Wild Smilax, case	7.50
Boxwood, 35c per lb., case	9.00

ZECH & MANN

WHOLESALE FLORISTS

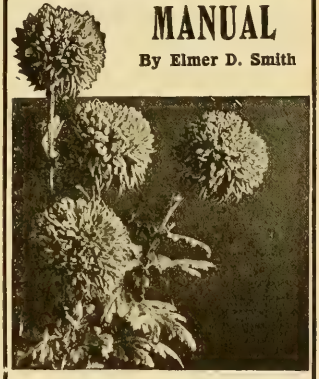
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

Raedlein Basket Co.

713 Milwaukee Avenue

CHICAGO, - - ILLINOIS

Write for Catalog and Prices.

Mention the American Florist when writing

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., CHICAGO

Mention the American Florist when writing

There is an ample supply of

Beauties

If you are in the habit of getting regular shipments of Beauties two or three times a week. you will do well to place that order with us.

You can always depend on us for Beauties.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

EDWARD REID

CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, MAR. 30.	Per 100
Roses, American Beauty	6.00@100.00
" Russell	6.00@ 20.00
" Dunlop	6.00@ 20.00
" Pilgrim	6.00@ 20.00
" Crusader	8.00@ 25.00
" White Killarney	6.00@ 16.00
" Ward	6.00@ 16.00
" Maryland	6.00@ 16.00
" Hoosier Beauty	6.00@ 16.00
" Columbia	10.00@ 35.00
" Hadley	6.00@ 25.00
" Ophelia	6.00@ 20.00
" Premier	6.00@ 20.00
Adiantum	2.00
Asparagus bchs, per bch	.50@ 1.00
Asparagus Strings, doz	12.00
B. Buttons	1.50@ 2.00
Calendulas	3.00@ 5.00
Carnations	6.00@ 8.00
Carnation Laddie	10.00@ 12.00
Cattleyas, per doz	12.00@ 15.00
Lily of the Valley	12.00
Longiflorum Lilies	20.00@ 25.00
Pansies	2.00@ 2.50
Smilax, per doz	4.00@ 6.00
Snapdragons, doz	2.00@ 3.00
Mignonette	4.00@ 6.00
Sweet Peas	2.00@ 3.00
Callas	2.00@ 3.00
Heliotrope, per bch	1.00@ 1.50
English Daisies	.75
Jonquils, Spur	5.00@ 6.00
Cypripediums	4.00
Marguerites	2.00@ 4.00
Acacia, per bunch	3.00@ 5.00
Tulips	6.00
Bicolor Jonquils	6.00@ 8.00
Myosotis, per bch	.25@ .50
Hyacinths	6.00@ 8.00

BUFFALO, MAR. 30.	Per 100
Rose, White Killarney	6.00@ 10.00
" Dbl. Wht. Killarney	6.00@ 15.00
" Richmond	6.00@ 12.00
" Maryland	6.00@ 12.00
" Sunburst	6.00@ 12.00
" Ward	6.00@ 8.00
" Columbia	10.00@ 25.00
" Ophelia	6.00@ 20.00
" Russell	10.00@ 20.00
" Premier	6.00@ 20.00
" Cecile Brunner	4.00@ 6.00
Calendulas	00
Calla Lilies	12.00@ 25.00
Carnations	5.00@ 7.00
Easter Lilies	15.00@ 20.00
Freesias	4.00@ 6.00
Mignonette	6.00@ 10.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	4.00@ 10.00
Golden Spur Narcissi	4.00@ 5.00
Paper White Narcissi	5.00@ 6.00
Soleil D'Or Narcissi	6.00@ 8.00
Sweet Peas	1.00@ 4.00
Violets	.75@ 1.25
White Tulips	4.00@ 6.00
Yellow Tulips	4.00@ 6.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Berger Bros.

The Choice of the Market in EASTER LILIES, ROSES and All Popular Flowers.
Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, MAR. 30.	Per 100
Roses, Premier	6.00@ 20.00
" Russell	6.00@ 20.00
" Columbia	6.00@ 20.00
" Butterfly	6.00@ 20.00
" White Killarney	6.00@ 20.00
" Pink Killarney	6.00@ 20.00
" Sunburst	6.00@ 20.00
" Mrs. Aaron Ward	6.00@ 20.00
" Ophelia	6.00@ 20.00
" Baby Doll	4.00@ 8.00
Carnations	4.00@ 6.00
Easter Lilies and Callas	15.00@ 20.00
Ferns, per 1,000	4.00
Forget-Me-Not, bunch	.25
Freesia	3.00@ 4.00
Galax, per 1,000	1.50
Jonquils	3.00@ 4.00
Leucothoe, per 1,000	5.00@ 6.00
Plumosus (south) per bch	.25
Smilax, per string	.15@ .25
Snapdragons	10.00@ 15.00
Violets	1.00@ 1.50
Primulas, bunch	.50

Philadelphia.

AMPLE SUPPLY WITH GOOD DEMAND.

The Easter business exceeded expectations in every department of the craft. The wholesale supply houses who started the ball rolling all declare this to have been their biggest volume of trade. Then the growers of Easter plants began their record breaking sales, which when the stores got their stocks in place was kept up until there was nothing salable left. The commission cut flower men had a splendid early shipping trade to out of town customers, which later was taken up by the local stores and a clean-up was effected in everything except possibly daffodils, of which stock there were some thousands too many. The weather for the week was exceptional; a little rain and cloudiness on Wednesday, but all other days were bright and sunshiny with record-breaking temperature. If it had been 10 degrees cooler, it would have been better for shipping and handling all kinds of cut flowers, with which the market was never better supplied. Easter lilies ran out toward the end, late deliveries being very tight and many of the pot plants being seen without a bud open. Good open flowers easily brought the top price of 25 cents all day Saturday. There was a good supply of carnations, which in the higher grades cleaned up at eight to 10 cents. Sweet peas were the best stock in the market and sold up to the last bunch; they were not any too plentiful. There was an abundance of roses and they sold up pretty close at 40 cents. Callas were in good demand at 25 cents. Larkspur was one of the choice things at from 25 to 50 cents per spray. There were a few violets, but they were so nearly out, only those compelled to do so bought them; also, a good demand for lily of the valley, with cattleyas portioned out to those who deserved them. Emperor daffodils were quoted at four to six cents, but there were quantities of the best stock at $40 per thousand. Southern daffodils in variety hit the market strong and while only fit for street sales had their effect in cheapening the better stock. The street men also handled quantities of long roses left over from early in the week and the week before. The wholesale houses all experienced an excellent out of town demand, declaring it to be quite as good as last season and some claiming an increase. The stores put their best efforts in their displays and some beautiful specimen hydrangeas, rambler roses in trained forms, heather, genistas, bougainvilleas, etc., were features in all the stocks. Splendidly filled baskets, tubs, and individual plant holders were high lights in all the stores.

March 28—The market opened strong this morning, there being a good demand all along the line, which was a healthy sign, showing that the clean-up on Saturday and Sunday had been general.

NOTES.

A large wholesaler, in summing up the business of the week, said that from what he could see the volume was fully as large as last year but prices were about 15 per cent lower. While this would cut considerably into the profits all around, he felt the trade was to be congratulated on the outcome, for compared with other branches of business it was largely to the advantage of the florist.

An exceptionally fine line of plants and plant baskets and hand-painted tubs, artistically filled, were seen at S. S. Pennock Bros. Handsome ribbons gave a correct color touch to all specimens. The whole assortment was splendidly arranged. An immense business was done here.

A splendid line of made-up plant baskets and handsome specimen plants were seen at H. H. Battles. His Century shop adjoining was as closely packed as possible with choice quick-selling plants. A wonderful business was transacted in these two stores.

J. J. Habermehl's Sons' Bellevlue-Stratford shop and their store in the Ritz-Carlton made an excellent display of baskets. There was great variety in the filling and all were elaborately

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.
Mention the American Florist when writing

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers.
116-118 Seventh Street,
PITTSBURGH, - PA.
Mention the American Florist when writing

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506.
444-446 Milwaukee Street, MILWAUKEE, WIS.

decked with ribbons. Trade was very good here.

C. H. Fox had a fine assortment of baskets and individual plants that sold out clean. His display of made-up corsages and boxes of cut flowers in the flower case were up to the minute in stock and artistic arrangement.

The Jos. Heacock Co. have made splendid use of a propagation house, planting the benches of the same with Godfrey callas, which have turned out a wonderful crop, their Easter cut being particularly strong.

Voller's House of Flowers was very tastefully arranged with choice plants and made-up baskets. A very good business was reported, particularly in corsages, of which line he has been making a specialty.

The featured specimens and plant baskets of Charles H. Grakelow were excellent. His Florist Telegraph Delivery Association business was the largest he has ever experienced.

Edward Reid was much pleased with his Easter trade. Business was active the Monday following, with choice roses, snapdragons and carnations being features.

The store of T. Nelson Geiger was crammed to the door with the choicest of Easter plants and baskets. A strong demand was experienced.

The Monday morning rush at the Leo Niessen Co. was very active, carnations, sweet peas and roses being particularly in demand.

Chas. Stahl, on 11th street, enjoyed an excellent business. He had a fine stock of plants and baskets and sold out completely.

Good sales on daffodils were reported at Berger Bros. Roses, Easter lilies and sweet peas were specials.

The London Flower Shop reported a good clean-up of their fine display. Heathers were a feature here.

Victor Ridenour had his usual handsome display of stock, if possible more up to date than ever.

A number of orders for cemetery decoration were had by John C. Gracey.

Wholesale Flower Markets

PHILADELPHIA, MAR. 30.	Per 100
Roses, Beauty, special	50.00@ 75.00
" " fancy	20.00@ 35.00
" Mrs. Chas. Russell	15.00@ 35.00
" Killarney	3.00@ 10.00
" Hadley	15.00@ 40.00
" Sunburst	6.00@ 15.00
" Wards	6.00@ 10.00
" Ophelia	3.00@ 15.00
" Columbia	3.00@ 20.00
" Premier	8.00@ 20.00
Adiantum	1.50@ 2.00
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Calendulas	2.00@ 5.00
Carnations	6.00@ 10.00
Cattleyas	.50@ .75
Easter Lilies	20.00@ 25.00
Lily of the Valley	8.00@ 10.00
Smilax	.35
Snapdragons, per doz.	1.50@ 2.50
Mignonette	4.00@ 6.00
Violets	.50@ 1.00
Callas	10.00@ 20.00
Sweet Peas	.25@ 1.50
Freesia	2.00@ 4.00
Golden Spur Daffodils	2.00@ 4.00
Tulips	2.00@ 4.00

PITTSBURGH, MAR. 30.	Per 100
Roses, Beauty, spl., per doz.	9.00
" " fcy., per doz.	7.50
" " per doz.	6.00
" " No. 1, per doz.	4.00
" Killarney	6.00@ 15.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	10.00@ 35.00
" Columbia	8.00@ 30.00
" Ophelia	6.00@ 20.00
" Hilda	6.00@ 15.00
" Premier	10.00@ 35.00
" Madam Butterefly	8.00@ 20.00
Carnations	4.00@ 6.00
Cattleyas, each	1.00
Easter Lilies	20.00@ 25.00
Ferns, per 1,000	5.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.60
Calendulas	3.00@ 4.00
Sweet Peas	1.00@ 3.00
Narcissus Paper Whites	6.00
Violets	.75@ 1.00
Baby Primroses	.75@ 1.00
Smilax, per doz. strings	4.00
Jonquils	6.00
Valley	6.00@ 8.00
Tulips	6.00
Freesias	4.00@ 6.00
Lilies, Calla	15.00@ 20.00
Snapdragons, per doz.	1.50@ 3.00

A very good Easter trade was reported among the florists in Germantown.

A large lot of Easter Flower plants were handled at Heron's Flower Store.

Julius Wolff, Jr., had all the business he could take care of.

Rupert Keinle was much pleased with his holiday business.

K.

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

ST. LOUIS, MAR. 30.	Per 100
Roses, Premier	10.00@ 35.00
" Columbia	8.00@ 25.00
" Ophelia	8.00@ 25.00
" Killarney	4.00@ 10.00
" White Killarney	8.00@ 20.00
" Russel	10.00@ 40.00
" Ward	8.00@ 15.00
" Sunburst	10.00@ 15.00
Calendulas	3.00@ 6.00
Carnations, Laddies	12.50@ 15.00
Ferns, per 1,000	5.00
Valley	6.00
Boxwood, per lb., .35; 50 lbs., per lb.	.25
Narcissus	3.00@ 5.00
Yellow Narcissus	3.00
Mignonette	5.00@ 8.00
Sweet Peas	1.00@ 3.00
Smilax, per string	.20
Leucothoe	.75
Galax, green, per 1,000	1.50
" bronze, per 1,000	1.50
Carnations, fancy	2.00@ 10.00
Violets	.50@ 1.00
Freesias	3.00@ 5.00
Callas	12.50@ 25.00
Jonquils	1.00@ 4.00

MILWAUKEE, MAR. 30.	Per 100
Roses, Kill'n'y, W. Kill'n'y.	8.00@ 20.00
" Ward	8.00@ 15.00
" Premier	10.00@ 35.00
" Ophelia	10.00@ 25.00
" Columbia	12.00@ 35.00
" Hoosier Beauty	10.00@ 25.00
Callas, per doz.	3.00@ 4.00
Calendulas	4.00@ 8.00
Carnations	8.00@ 10.00
Daffodils	4.00@ 6.00
Hyacinths	8.00@ 12.00
Lilies	25.00
Orchids, per doz.	12.00
Sweet Peas	1.50@ 4.00
Violets	1.00@ 1.50
Paper Whites	6.00@ 8.00
Freesias	4.00@ 8.00
Tulips	6.00@ 12.00
Wild Smilax, per case	6.00

New York.

FINE EASTER TRADE.

With an abundant supply of stock and faultless spring weather, the florists had reason to expect a good Easter trade. The result showed particularly in the case of the retailers, that their expectations were in a large measure realized. Visits to a number of leading retail stores on the evening before Easter found some of them completely cleaned out of plants; others almost so, and general satisfaction was expressed over the results of the day's business. When a shop was completely sold out it may be supposed that the early customers took what pleased them best and that those that came later did likewise and so on, until the stock was reduced to zero. When everything was disposed of it is unnecessary to give minute details of what sold best. The pink rambler roses were prime favorites and good plants of Azalea Indica were quickly taken at high prices. One retailer who had several large and well flowered azaleas, sold them from $50 to $60 each. Moderately priced combinations, from $15 to $50, went exceptionally well. These figures, of course, apply to the larger stores whose patrons can afford to pay for what pleases them. There were sales in such shops of specimen plants and plant combinations from $75 to $100 and upward. In places that catered to another class, small plants were sold as low as 50 cents each. It is a reasonable estimate that throughout the city the bulk of the plants and plant combinations went at prices ranging from $5 to $50 apiece. There will always be a demand for lilies for Easter, but in recent years, with so much gay colored stock coupled with the high prices on lilies, we have thought that their popularity has somewhat waned. Nevertheless on the evening of March 26 there was a strong demand for cut stock and it was said that some wholesalers were asking 40 cents, bud and flower. The business of the wholesale cut flower dealers was not as satisfactory as that of the retailers, for three reasons: First—the desire of the retailers to sell out their plants. Second—An oversupply of poor stock. Third—the irregularity in prices, as we migh say putting prices too high. Toward the end of the week it was rumored that cattleyas would be scarce and prices took a jump. It turned out that there was plenty of them and some dealers were glad to sell at $12 to $18 per dozen, which however, were good prices. A considerable stock of cimbidiums and oncidiums were on the market, which being useful chiefly for display purposes, went slowly. American Beauty roses, specials, ranged from $75 to $125 per 100, according to quality. In special Premier, Mrs. Chas. Russell, Columbia and Dunlop roses there were a few sales at the rate of $40 to $50 per 100, but taking the entire special stock of tea roses it is doubtful if it averaged $30 per 100. Good carnation stock ranged at from $8 to $10 per 100 and rather slow at that. The Laddies brought $10 to $12. Good violets brought $2 per 100, but there was a lot of poor stock that was chiefly useful to the street merchants. Efforts to boost violet prices turned the buvers to sweet peas which went quite well at $2 to $4 per 100, although there being a great stock, they were not entirelly sold. The best gardenias brought $6 per dozen, but small and spotty stock was slow. The tulip and narcissus market was in a rather demoralized condition. The quality of all had deteriorated from warm weather, and in yellow narcissus great quantities of both southern and domestic stock came in, which made any kind of reasonable prices impossible. The snapdragons and colored stocks were also very poor propositions.

March 28.—As reports come in from all sections, here and the neighboring cities, they confirm our summary of the Easter business, written on the night of March 26. The plant trade was particularly good and as Sunday was a fine day as to weather, the retail stores had considerable business, in the forenoon, in cut flowers. In the wholesale district, although considerable stock was left over, it is acknowledged that the quantity sold exceeded that of last year. Aside from the surplus of bulb stock and poor violets, the slowest stocks were special roses. The weather is warm today and with the usual afterholiday reaction a slow market may be expected for this week.

NOTES.

A fine trade was experienced by Malandre Bros., who had a great stock of plants. They made up a number of combinations in large handled baskets, pink rambler roses being the leading feature, with small hydrangaes and heather as accessories, which sold for $75 each. A number of plants of Acacia pubescens, six feet high and finely flowered brought $100 each at this shop. Amusement was furnished to the sidewalk crowds by a flock of large butterflies in their show windows, which their gardener had developed from caterpillars, in the greenhouses.

It is customary to call it a "cleanup" when almost everything in a shop has been sold. In the case of the Chas. A. Dards store on the evening of March 26, "almost" could be left out. In many years of observation we have never noted such a complete disposal of plants.

A number of wholesalers, in addition to their cut flowers, carried considerable stocks of Easter plants. In the 18th street market M. C. Ford had a good stock of Darwin tulips, hyacinths and candytuft.

Geo. J. Polykranas had a fine stock of lilies, hydrangeas and tulips. At almost all seasons he carries plants. A feature at present is a number of good Cibotium ferns.

On the morning of March 26, David Cralke's Sons had disposed of their first stock of plants and had refilled their benches with others that were soon sold.

William Mackie, wholesaler, in the 18th street market, had a fine stock of sweet peas and carnations. He made one shipment of 60,000 sweet peas.

The new firm of Sullivan Bros., 112 W. 28th street, sold out everything. One partner stated that it was their best day since going into business.

Doyle & Booth, 121 West 28th street, are now receiving gardenias and orchids from the range of Thomas Young, Jr., Bound Brook, N. J.

On 28th street, William Kessler displayed a fine stock of well flowered geraniums, hyacinths, bougainvilleas and cyclamens.

The veteran Charles Morley was another retailer that had nothing to do but smile on empty tables and ice boxes.

Henry Hart, 1000 Madison avenue, had sold out about all of his fine plants by the evening of March 26.

At the shop of the Boulevard Floral Co. it was stated that all plants had sold well.

Frederick Zahn, a well known retailer, died on March 24; see obituary column.

J. K. Allen carried tulips, hyacinths, candytuft and mountain phlox.

A. F. F.

HARRY CHARLES
Wholesale Florist
VIOLETS
104 West 28th St., NEW YORK CITY
Phone Watkins 2260. Consignments Solicited.

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GROWER AGENT
55 and 57 West 26th St.

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A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

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Doyle & Booth
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WHOLESALE FLORIST
Everything in Cut Flowers
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51 and 43 W 18th St., New York
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Importer and Manufacturer of
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CARNATIONS LILIES VIOLETS
For prompt and satisfactory results consign your cut to
SULLIVAN BROS. & CO.
WHOLESALE FLORISTS
112 W. 28th St., Phone Watkins 3439 NEW YORK
NOVELTIES ROSES ALL SEASONABLE FLOWERS

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Carnations and Sweet Peas of Fine Quality.
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WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
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THE LARGEST RECEIVER OF CUT FLOWERS IN THE CITY.
A complete assortment of the best in the market can always be relied upon.
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109 West 28th St., NEW YORK
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CONSIGNMENTS SOLICITED
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I. Goldstein
WHOLESALE FLORIST
31 and 43 W. 18th St., New York
Prompt and careful attention to your interests. Consignments Solicited.
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J. K. ALLEN
Wholesale Cut Flower Commission Dealer
43 West 18th Street, NEW YORK
Near the main entrance on 18th Street Wholesale Flower Market.
We are in short supply of Roses, Carnations, Valley and Orchids. Would be glad to correspond with small or large growers, same particular attention is given to all. Give me a trial and be convinced.
Established 1887. Telephones Watkins { 167 / 3058
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, MAR. 30.

		Per 100
Roses,	Beauty	10.00@ 75.00
"	Mdm. Butterfly	6.00@ 25.00
"	Pilgrim	6.00@ 25.00
"	Hadley	8.00@ 50.00
"	Dunlop	6.00@ 25.00
"	Dbl. Whit. Killarney	5.00@ 20.00
"	Columbia	4.00@ 20.00
"	White Killarney	4.00@ 15.00
"	Aaron Ward	6.00@ 20.00
"	Ophelia	4.00@ 20.00
"	Mrs. Chas. Russell	6.00@ 30.00
"	Premier	6.00@ 30.00
"	Sunburst	4.00@ 20.00
"	Scott Key	10.00@ 50.00
Adiantum Croweanum and Hordum		1.50@ 2.00
Asp. Plumosus, per bch		.25@ 1.00
Bouvardia, doz.		.40@ .50
Buddlea, per dozen		.50@ .75
Carnation Laddie		8.00@ 10.00
Carnations		3.00@ 6.00
Cattleyas		35.00@ 75.00
Freesia, per doz.		.25@ .35
Forget-Me-Nots, pr. dz. bchs.		.75
Gardenias, per doz.		1.00@ 4.00
Lilies, white		10.00@ 20.00
L. Rubrum		6.00@ 15.00
Lily of the Valley		2.00@ 6.00
Lilac per bch.		.50@ 2.50
Acacias, cut, per bch.		2.00@ 2.50
Narcissus, Paper White, doz.		.40@ .50
Narcissus, Majors and Spurs, per doz.		.25@ .40
Callas, per doz.		1.50@ 2.50
Smilax, doz. strings		2.00@ 2.50
Snapdragons, per doz.		1.00@ 2.00
Stocks, per doz.		.50@ .75
Violets		.25@ .75
Daisies, yellow		1.50@ 3.00
Tulips, Darwin, per doz.		.50@ .75
Tulips		.25@ .35
Mignonette, per doz.		.50@ 1.00
Wallflowers, per doz.		.20@ .25

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments Solicited.
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HERMAN WEISS
121 W. 28th St., NEW YORK
'Mums, Snapdragons, Roses, Carnations, Bouvardias, Pompons and Orchids.
As Well As All Other Flowers in Season.
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New York Wholesale Florists' Protective Ass'n

Telephones 4422 Watkins D. J. Pappas, President
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK

PHONE { 2335 / 2336 } WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK

Traveling Wholesale Florist
INC.
31 and 43 W. 18th St., NEW YORK
Telephone 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

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Miami's Largest Florist

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440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST

ELEVEN STORES

Main Store— Lewis Ave. Cor. Hancock St.

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

Danker

FLORIST

The Best Service

MEMBER F. T. D.

Mention the American Florist when writing

Toronto, Can.

Canada's Best Known and Most Reliable Florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

(Members F. T. D.)

Bees Ltd

Bold Street

LIVERPOOL

Steamers arriving at or leaving any port can be served at a few hours' notice.

(Members F. T. D.)

Mention the American Florist when writing

Boston, Mass.

MEMBER F. T. D.

Houghton Gorney Flower Shop

UNDER THE PARK STREET CHURCH

Centrally located. Each order receives my personal attention. Best facilities for shipping

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City

Mention the American Florist when writing

Washington, D. C.

Louise Flower Shop

Connecticut Ave. at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842

Members of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

A. LANGE, Chicago

77-79 East Madison Street

Member of F. T. D.

WE ARE AWAITING YOUR ORDER

Best Flowers, Service and Delivery

No Order Too Large or Too Small. Careful Attention to All

We are located in the heort of Chicago, and make all deliveries in the city and suburbs

Chicago

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders
We have the Best Facilities in the City
Established 1857
Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The FLORIST

2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"
Get in touch with
MATTHEWSON'S, SHEBOYGAN, WISCONSIN.
Member of Florists' Telegraph Delivery.

C. Frauenfelder FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

Steamship Sailings.

FROM NEW YORK EXCEPT AS NOTED.

April 5.

Chicago, French Line (Havre).
FROM PHILADELPHIA, Soestdyk, Holland-America Line (Rotterdam).
FROM NEW ORLEANS, Andyk, Holland-America Line (Rotterdam).
Adriatic, I. M. M. Lines (Southampton).
Aeolus, Munson S. S. Lines (South America).
Vitellia, Cunard-Anchor Line (Liverpool).

April 7.

FROM BALTIMORE, Mississippi, I. M. M. Lines (London).
Maurentania, Cunard-Anchor Line (Southampton).

April 9.

FROM NORFOLK, Mississippi, I. M. M. Lines (Antwerp).
Algeria, Cunard-Anchor Line (Glasgow).
Galahad, I. M. M. Lines (Glasgow).
Kroonland, I. M. M. Lines (Antwerp).
Montana, I. M. M Lines (London).
Romeo, I. M. M. Lines (Manchester).
Rotterdam, Holland-America Line (Rotterdam).
Saxonia, Cunard-Anchor Line (London).
Welshman, I. M. M. Lines (Liverpool).

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Members of Florists' Telegraph Delivery.

Henry Wittbold Co OF EVANSTON Chicago.

30 East Randolph Street
Members of Florists' Telegraph Delivery.

Kansas City, Mo.

The Apollo Flower Shop

4 East 11th Street
We Carry the Largest Stock of Cut Flowers in the City. We Please the People.
Home Phone: Main 3652 Bell Phone: Main 1084

NEWARK, N. J.

Philips Bros.

938 BROAD STREET
Members of Florists' Telegraph Delivery.

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue
Member Florists' Telegraph Delivery

WASHINGTON, D. C.

GEO. H. COOKE

Florist
Connecticut Avenue and L Street

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F.T.D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members of Florists' Telegraph Delivery

Milwaukee, Wis.

FOX'S

Incorporated
437-39-41 Milwaukee Street
Members of Florists' Telegraph Delivery.

Omaha Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

For St. Louis

WIRE

Grimm & Gorly

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholsale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Members of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—American Beauty Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—C. Frauenfelder, W. Madison St.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—A. Eckrich, 924 Madison Ave.
New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—N. Christatos.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
New York—The Boulevard Florist.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Savannah, Ga.

JOHN WOLF

The Largest Grower of Cut Flowers in the South

Mention the American Florist when writing

Knoxville, Tenn.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.
Members F. T. D.

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST, K.C.Mo.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing

St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

BUNYARD, NEW YORK, 413 Madison Ave.
Bellevue Avenue, NEWPORT, R.
Summer Season.

DARDS
341 Madison Ave.
Opp. Hotel Biltmore
New York
The Leading Florist for nearly Half a Century

Mention the American Florist when writing

Hession
Madison Ave. and 76 St.
NEW YORK
Quality Flowers
BEST IN THE MARKET AT REASONABLE PRICES
Plant Specialists
Phones: Rhinelander 107—420—775
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

"SAY IT WITH FLOWERS"
Max Schling Flowers
Schling Service Nothing Better
785 Fifth Avenue
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Member of Florists' Telegraph Delivery.

New York
Telephone Audubon 6618
Established 1906
Olympia Florist
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8799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY.
Orders from Other Cities filled with promptness

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS
KOTTMILLER
426 Madison Ave., NEW YORK

New York.
Established 1849
David Clarke's Sons
2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus.

New York's Favorite Flower Shop
G. E. M. Stumpp
Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

New York
J. G. Papadem Co.
(FORMERLY DRAKOS CO.)
2953 Broadway.
Member of Florists' Telegraph Delivery.

New York.
Telephone Lenox 3822
HENRY HART, Inc.
FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.

Chicago
Congress Flower Shop
CONGRESS HOTEL
520 South Michigan Ave.

J. W. RODGERS
Elks' Building, 4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

New York
Malandre Brothers
2077 Broadway, near 72nd St.
'Phone, Columbus 6883
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Salt Lake City, Utah
Evans Floral Co.
261 South State Street
Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.

Oak Park, Ill.
AVENUE STATE BANK BLDG.
WILLIAM PALMER
FLORIST
Member of Florists' Telegraph Delivery.

Pittsburgh, Pa.
A. W. Smith Co.
KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

MEMPHIS, TENN.
Memphis Floral Company
MAIN AND UNION
WIRE US

Randolph & McClements
Floral Experts
5936 Penn Ave., Pittsburgh, Pa.

TERRE HAUTE, IND.
THINK OF HEINL'S

LITTLEFIELD, Florist
WORCESTER, MASS.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florist

JOHN BREITMEYER'S SONS

1314 Broadway

PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

Penn, The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around WASHINGTON, D.C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.
FLORIST
324 Fulton St. cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

The Dominion Floral Co.
484 St. Catherines St., West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

Mention the American Florist when writing

Washington, D. C.

BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

DAYTON, OHIO
W. G. Matthews Co., Inc.
18 West Third Street.
Conservatories in Riverdale.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue

Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

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Staten Island, N. Y. F. T. D.
ALEX. S. GEORGE
(Not Incorporated)
National Florist
FLORAL ARTIST
423-425 Richmond Terrace
(V. M. C.)

Mention the American Florist when writing

Nashville, Chattanooga and Atlanta
THREE STORES
MEMBER Florists' Telegraph Delivery
Joy's

Mention the American Florist when writing

New York

Matthew A. Battista
FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D.
799 Park Avenue
Telephone Rhinelander 3087

Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Members of Florists' Telegraph Delivery.

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.
Quality and Service Assured.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Hartford, Conn.

WELCH'S Flower Shop

Also Store at New Britain, Conn.
Established 1885.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

——FLOWERS——

Mail and Telegraph orders carefully filled.

138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Michigan Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

CHICAGO OPPOSITE FIELD'S **DETROIT**

Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORIST

930 PROSPECT AVE., Erie Building. **CLEVELAND**

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York

A. ECKRICH

(Successor to Charles E. Grunewald)

FLORIST

924 Madison Ave., bet. 73rd & 74th Sts.

Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

Salt Lake City

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass.

First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho.

Members of Florists' Telegraph Delivery.

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers Members
Personal Service F. T. D.

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. **Telephone Market 494**

Mention the American Florist when writing

Brooklyn, N. Y.

HUGO H. JAHN

——FLORIST——

710 Nostrand Ave., cor. Prospect Place
Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Tacoma, Wash.

California Florists

will take care of all telegraph orders.

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel. Next annual meeting, will be held at St. Louis, June 20-21, 1921.

J. C. VAUGHAN, Chicago, has returned from Florida.

THE demand for flower seeds is said to be ahead of that of recent years.

VISITED CHICAGO: W. H. de Graff, of de Graff Bros., Noordwijk, Holland.

BIRMINGHAM, ALA. — George B. McVay, Sr., is taking a rest vacation in Longview, Texas.

VISITED CHICAGO: H. W. Buckbee, Rockford, Ill.; W. H. de Graff, of de Graff Bros., Noordwijk, Holland.

THE Albert Dickinson Seed Co., Chicago, has subdivided 70 acres near its plant into tracts for industrial sites.

HOWARD M. EARL, of the Jerome B. Rice Seed Co., while improving steadily, is still confined to his home at Doylestown, Pa.

NEW YORK.—Carl O. Giessler, manager of Max Schling's seed department, has recently taken unto himself a bride, Miss Faulkner.

PRICE of bags at Chicago, March 30: American, 16-oz., $30.00 per bale, in bale lots or over; Railroads, 16-oz., $30.00; Crown, 12-oz., $23.00.

COLUMBUS, O.—The Wilson Seed Co. has secured a 99-year lease on the 4-story building at 25 E. Town street. The firm expects to move about July 1.

SAN FRANCISCO CALIF.—Lester L. Morse and Frank G. Cuthbertson, of C. C. Morse & Co., are making an eastern trip, due in Chicago the later part of the week.

PITTSBURGH, PA.—Beckert's Seed Store has had exceptionally large sales of flower and vegetable seeds since March 1. Gross sales to date show a considerable increase over the same period last year.

JAMES VICK'S SONS, Rochester, N. Y., advise their business is 25 per cent ahead of last year's to March 15 in number of orders, with greatly increased demand for flower seeds, both wholesale and retail.

THE Pieters-Wheeler Seed Co., Gilroy, Calif., has in course of erection a new seed cleaning plant of capacity far in excess of the firm's present requirements. This proves Mr. Wheeler's abiding optimism, which merits the steady stream of contracts now flowing his way.

JOHN BURROUGHS, the well known naturalist, died March 29. He was an intimate friend of the late John Lewis Childs and it seems strange that both men should die at different times on a New York Central train returning home from California. Mr. Childs passed away March 5.

H. B. HAYT, veteran traveling representative of the Jerome B. Rice Seed Co., Cambridge, N. Y., celebrated his seventy-sixth birthday anniversary at Atlanta, Ga., last week feeding the swans in Druid Hill park, watching the opening dogwood blooms and dreaming of coming days when deflation will be no more.

CINCINNATI, O.—The J. M. McCullough Sons Co. say business in both field and garden seeds is good. The dealers, however, are making more work for the firm by carrying small stocks and ordering in only limited quantities. Orders are ahead of last year, everything moving freely, and the present outlook is for one of the best seasons in recent years.

EVANSVILLE, IND.—Three suits have been filed here against the estate of W. H. Small and the Mercantile Commercial Bank, the trustee of W. H. Small & Co., which made an assignment several months ago, by Guy M. Purcell, H. J. Brinker and Geo. S. Vickery, former employees of the company, asking judgment for varying amounts aggregating $16,900, to cover stock of the company which they bought.

Southern Seed Business Slumps.

H. G. Hastings, head of the H. G. Hastings Co., Atlanta, Ga., and president of the American Seed Trade Association, writes as follows, March 23:

"Our mail order business is very materially less than last year. This was not unexpected, as the 1920 business was abnormally large. January showed a slight increase in number of orders as compared with January of 1920, but the average per order was considerably less. February was off in both number of orders and average per order. March, so far, is comparatively better than January and February, approximating the same number of orders for the same period, but the lower average per order persists. Our business is very largely with farmers in the cotton growing territory, and we attribute the shrinkage in the buying materially to the financial conditions brought about by a drop of 350 to 400 per cent in the price of the farmer's product.

"We are far enough along to know that the season, as a whole, is going to be an unsatisfactory one from the profit making standpoint, and we see no reason for any attempt to camouflage the real situation. When the farmer feels poor, he feels awfully poor and hangs on to what little money he has, very firmly, and this is of course not conducive to the purchase of liberal quantities of seeds. The truck growing situation in Florida along the gulf coast and south Atlantic shows very marked decrease in spring plantings. This is due to the fact that they rightfully figure that between the decreased buying power of the northern markets and increased freight and express rates, their product cannot be sold at prices that will afford anything for the grower. This truck seed situation has been further aggravated by the unloading into this territory of a bankrupt stock of seeds from an eastern source at prices that going concerns cannot meet."

Field Seeds.

The third consecutive week of marked activity in the seed business was recorded during the week ending March 19. The unusually fine weather of the past two weeks continued and the sowing of grass and clover seeds was proceeding rapidly, according to the government report of March 26. Toward the end of the week some of the larger seedsmen noted a decrease in orders from the south but an increase from the north, where sowing operations are not so well advanced. It is thought that the peak of the spring selling season for clovers and grasses has been about reached. There was little change in prices during the week except for the few commodities that are mentioned below.

White clover prices soared $5 to $10 per 100 pounds for the better grades in some cities. Stocks are reported to be small and the demand continues to be excellent. Red clover advanced 25 cents to $1 in some markets but declined the same amount in a few other markets. Over 1,200,000 pounds of red clover arrived at New York from France, exceeding the large imports of the preceding week by nearly 300,000 pounds. Little or no change of importance in demand or prices for aslike and sweet clover took place and the demand in general was only fair to good. Approximately 38,000 pounds of crimson clover were imported from Germany, 33,000 pounds arriving at Baltimore, Md., and the rest at New York. Alfalfa prices were 50 cents to $1 higher in important jobbing markets. Some difficulty is being experienced in obtaining northern-grown seed that contains less than 100 dodder seed per pound of alfalfa.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
PW
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Mention the American Florist when writing

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Burpee's Seeds Grow

W. Atlee Burpee Co. **Philadelphia**

Henry Berrien Fish

Carpinteria, Calif.

I have for immediate delivery seed stock of these varieties, hand-picked and ready for planting:

Fordhook Bush Lima
Wood's Prolific Bush Lima
Large White Pole Lima
Lazy Wife Pole

Write for Quantities and Prices.

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations Throughout America. **Office: Cambridge, New York**

Kentucky bluegrass and orchard grass prices were firmer to somewhat higher because of the improved demand. Approximately 25,600 pounds of redtop were exported to France and Great Britain. Redtop and timothy prices in most cities showed no change from those of the previous week, although redtop was quoted as being firmer in a few cities.

There has been a fairly good demand for cowpeas and soy beans for several weeks. St. Louis, Mo., seedsmen are having difficulty in obtaining Whippoorwill cowpeas to take care of their requirements. Louisiana farmers have been trying to purchase considerable quantities of Clay, Brabham, Iron, and Red Ripper cowpeas at about $3.50 per 100 pounds delivered, but apparently have not entirely succeeded in doing so up to this time.

Prices for Canada field peas have remained at the same level for several weeks and are being offered at $4 to $4.25 per 100 pounds in the principal markets.

The arrival of approximately 218,000 pounds of rape from Holland will help to replenish the reported short stocks that are being held in some cities. Prices were 50 cents to $1 higher. Further imports are expected within a few weeks.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky bluegrass, redtop and red clover at principal points of distribution, March 19, 1921, as given by the Government Market Reporter of March 26, 1921:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	7.25	27.50	14.00	22.00
Baltimore	7.00	26.00	14.00	21.00
Richmond	8.00	28.00	15.00	22.50
Buffalo	7.15	26.75	14.50	22.00
Toledo	6.55	27.50	15.00	20.85
Louisville	7.50	27.00	15.00	23.00
Chicago	6.40	27.00	13.50	21.50
Minneapolis	6.25	26.50	14.00	22.50
St. Louis	6.60	30.00	13.75	19.50
Kansas City	7.00	27.00	14.00	19.00
Denver	7.25	28.00	15.00	21.50
Salt Lake	6.50	30.00	17.00	19.50
Seattle	8.00	28.00	18.00	20.00
Average for the United States same date, 1920	$13.95	$30.40	$20.20	$57.65

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO — CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO — CALIFORNIA

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, **FREMONT, NEB.** Growing Station, **ROCKY FORD, COLO.**

Mention the American Florist when writing

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Mention the American Florist when writing

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Lily of the Valley Pips

EXTRA FINE STRAIN EXHIBITION
Size GERMAN "LUBECK" PIPS
Just Arrived.

Price in cases, 1000, 500 or 250 each, on application.

J. M. THORBURN & CO.
53 Barclay St., NEW YORK CITY

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Seed Growers

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

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ASTERS

CREGO. White, Blue, Shell Pink, Rose Pink, Purple, Lavender—Trade pkt., 40c; $2.00 per oz. Mixed Colors—Trade pkt., 30c; $1.50 per oz.

SEMPLE'S LATE BRANCHING. Separate Colors—Trade pkt., 30c; $1.50 per oz. Choice Mixed—Trade pkt., 30c; $1.25 per oz.

EARLY ROYAL BRANCHING. Separate Colors—Trade pkt., 40c; $2.25 per oz. Choice Mixed—Trade pkt., 40c; $2.00 per oz.

Send for Wholesale Price List offering everything required by the progressive florist.

Henry F. Michell Co.
518-516 Market St.,
PHILADELPHIA, PA.

SEEDS

Flower, Vegetable and Farm
Send your inquiries to
The W. W. BARNARD CO.
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GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

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SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

The Everett B. Clark Seed Co.

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Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

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Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

SPECIAL OFFER
Lily of the Valley Pips
HOLLAND GROWN
At $17.00 per 1000

Packed in cases of 1000 and 2000 each. First-class quality and dormant condition guaranteed. Ready for immediate or later shipment.

C. J. SPEELMAN & SONS
470 Greenwich Street, NEW YORK CITY

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KELWAY'S

choice strains of Florists' Flowers are unsurpassed and we can point to over 300 Exhibition Awards gained in all parts of the world.
Prices always available—spot or growing crops.
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Vanderschoot's Dutch Bulbs

If you are interested in Top Quality of
Hyacinths, Tulips, Narcissus, Crocus, Etc.
for delivery in August next, please ask for our quotations.
WHOLESALE TRADE GROWERS. Established in 1830.
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Flower and Vegetable Seeds
Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

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Importers
Japanese Bulbs, Plants and Seeds

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GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds
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WHOLESALE
46 W. Broadway, NEW YORK CITY

Valley for Mothers' Day

NEW STOCK READY FROM COLD STORAGE.

Bruns' Celebrated Chicago Market Brand

$35.00 ..... per 1000	$10.00 ..... per 250
20.00 ..... per 500	5.00 ..... per 100

Florists' Money Maker Brand

$30.00 ..... per 1000	$8.00 ..... per 250
16.00 ..... per 500	4.00 ..... per 100

I carry over 2,500,000 of the finest **Valley Pips** in storage and my facilities enable me to make shipments the same day or not later than the day following receipt of order.

If it's **VALLEY**, I can supply it. Tell me what you want.

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THE C. HERBERT COY SEED CO.

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Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

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TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

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Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

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Wholesale Bulb Growers and Importers

299 Broadway, New York

Sound Bulbs of Highest Vitality

From W. J. ELDERING & SON, Ltd., Overveen, Holland

We do not crowd our bulbs into marketable size at the expense of vitality and firmness. Our bulbs are absolutely full aged, solid, well matured and free from disease.

Write for prices to the home address, **OVERVEEN, HOLLAND**, or to **Room 309, White Hall Building, - - - NEW YORK CITY**

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Chrysanthemum Novelties My Specialty.

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Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | **Lagarde & Speelman**, Ollioules, Var. France

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470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

CYCLAMEN

We must have room and offer for one week.
2,500 2¼ in. **Cyclamen**, at $10.00 per 100; $90.00 per 1000.
3,000 3 in. **Cyclamen**, at $20.00 and $25.00 per 100.
1,000 4 in. **Cyclamen**, at $40.00 per 100.
Ask for our prices of **Easter Greeting Pelargoniums** and **Ferns.**

GEO. A. KUHL, Wholesale Grower, PEKIN, ILL.

DUTCH BULBS

Standard Bulb Company

BENTON HARBOR, MICH.

Ask prices.

Lily Bulbs

From Storage. Write for Prices.

GIGANTEUM from Chicago, Denver, Toronto and New York. **MAGNIFICUM, RUBRUM** and **FORMOSUM** from New York only.

For Immediate Shipment.

VALLEY PIPS, German and Dutch type; **BAMBOO STAKES**, green and natural; **RAFFIA**, natural and colored; **COCOS WEDDELIANA Seeds**; **Rosa Multiflora JAPONICA** Seeds and Stocks.

Summer-Fall Shipment.

PALM SEEDS. MANETTI STOCKS, FERNS IN FLATS, FRENCH BULBS, DUTCH BULBS, LILY BULBS, VALLEY PIPS, CHINESE SACRED LILIES, FREESIA and CALLA BULBS, DRACAENA CANES.

Write for prices, stating your requirements.

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GET QUOTATIONS FROM

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Seeds Which Succeed

Bloomsdale Farm — BRISTOL, PA.

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President, John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June, 1921.

SOUTHERN florists and nurserymen should not forget the Florida state meeting at Miami, April 9-12.

HOBE SOUND, FLA.—Kumquat trees in half-barrel tubs, fruiting, are being grown by F. Schultz for porch decoration.

CARL CROPP, of Vaughan's Nurseries, Western Springs, Ill., states that the nursery season will be very short unless the cold weather continues.

THE Storrs & Harrison Co., Painesville, O., says it never had so much business in March as it has had this year, on account of the mild winter.

YAKIMA, WASH.—C. W. Hauck, acting district horticultural inspector, has resigned and will take a position with the Bureau of Markets at Columbus, O.

NEW HARTFORD, N. Y.—The formation of a junior branch of the Central New York Horticultural Society was decided on at a recent meeting of that organization in this city.

FRUIT crops of Maryland, Ohio, Arkansas, Oklahoma, Nebraska, Missouri, Wisconsin, Michigan, Indiana and Illinois have been seriously damaged by the cold weather of the past week.

HORNELL, N. Y.—What is claimed to be the largest apple tree in the United States stands in the grounds of L. W. Rockwell. It is 11 feet, eight inches in circumference, and is about 150 years old.

VISITED CHICAGO: C. B. Knickman, of McHutchison & Co., New York, returning from the south, where, he says, the florists are enjoying good business; J. W. Fraser, of the Fraser Nursery Co., Huntsville, Ala.

THE Huntsville Wholesale Nurseries, Huntsville, Ala., report their sales greatly in excess of those of last year. Their surplus is the smallest in many years. Roses, privets, shrubs and evergreens are none too plentiful. Dealers, they say, should buy and sell quickly on account of the short season and limited stocks.

SEATTLE, WASH.—At a recent meeting of the Seattle Horticultural Society, it was decided to hold an exhibition during the week beginning July 12. The following officers were elected for the ensuing year: Ronald E. Chapman, president; R. J. Fisher, vice-president; Dr. Cecil L. Tenney, second vice-president; J. J. Bonnell, treasurer, and H. B. Orr, secretary.

Plant Quarantine No. 37.

NURSERY STOCK ENTRY CONDITIONS.

Hereafter all nursery stock, plant, and seeds entered under Regulations No. three will be refused entry unless and until the notices required in Regulations Nos. 10 and 11 are fully made out and lodged with other entry papers with the collector of customs. Hitherto this requirement has applied only to the notice of arrival, but hereafter it will apply, as indicated, both to notice of arrival at the port of entry and to notice of shipment to the ultimate consignee.

This action has been necessitated by the growing laxity on the part of importers and brokers in submitting the notice of shipment required under Regulation No. 11. Numerous complaints have been received from state nursery inspectors that they frequently receive the notice provided for in this regulation long after the stock has reached destination or even after it has actually been planted. Moreover, in some instances no reports are received at all. The board has a drastic remedy which it is loath to apply under Regulation No. 13, viz., failure of the permittee to give any notice required by the rules and regulations under the quarantine may be made the basis of canceling existing permits and refusal of further permits to the importer at fault. The action now taken will make the submittal of these notices, in the manner indicated, a necessary condition of entry, and customs officials will be so advised. The distribution of these notices to the Secretary of Agriculture and to the duly authorized inspection officer of the state, territory, or district to which the nursery stock and other plants and seeds are to be shipped, will be completed by the inspector in charge of the work of the Federal Horticultural board at the port of entry.

This order will apply merely to ports where the Federal Horticultural board maintains such inspection service. At other ports the importer will be required to make out and submit these notices as formerly, and at such other ports he is cautioned to mail these reports both to the Secretary of Agriculture and to the proper state official before or at the time of shipment and distribution of the imported stock. Failure to do so may lead to the enforcement of the penalties provided for under Regulation No. 13.

C. L. MARLATT, Chairman.
Federal Horticultural Board.

Early Rhododendrons.

Rhododendron Dahuricum has been in European gardens for more than a century, but is still little known in the United States. It has small dark green leaves which in this climate remain on the branches until late in the winter, and small bright rose-colored flowers. These are often destroyed by spring frosts. There is a variety, sempervirens with more persistent leaves and darker-colored flowers. Usually Rhododendron mucronulatum is the earliest of the rhododendrons to bloom in the arboretum. This is a tall, perfectly hardy, deciduous-leaved shrub which has flowered freely every spring in the arboretum for the last 20 years, and is chiefly valuable for the earliness of the flowers which appear on the leafless branches and are rarely injured by spring frosts. In the arboretum the leaves turn bright yellow before falling in the late autumn. There is a group of these plants on the lower side of azalea path.—Arnold Arboretum Bulletin.

Insect Bored Boxes Objectionable.

According to Commerce Reports the federal director of quarantine at Melbourne has brought to the attention of Vice-Consul W. J. McCafferty at that city, the fact that officers dealing with food substances and general cargo imported into Australia from the United States find that the packing cases are not infrequently constructed of wood that shows the borings and workings of insect timber borers. In order that destructive boring insects should not in this manner be introduced into Australia, the federal director of quarantine has requested that the matter be brought to the attention of the United States government and the shippers. It is important that some action should be taken to prevent the packing and shipping of goods intended for Australia in wooden cases presenting evidence that wood-boring insects are or have been present.

VIBURNUM PLICATUM

Also Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO
Robert Pyle, Pres.

WEST GROVE PENN'A.
Asst. Winizer, Vice-Pres.

Ibolium Privet

The New HARDY HEDGE

2-yr. Ibolium Privet.

Resembles California. HARDY AS IBOTA.

Dormant Summer Cuttings, $15.00 per 100

All larger grades sold.

Box-Barberry

Summer Frame Cuttings, $25.00 per 1000 For Lining Out.
10 samples postpaid for 50c.

Hard Wood Cuttings for Greenhouse Bench Propagation, $7.50 per 1000. READY NOW.

SURPLUS

Am. Hemlock, Pin Oak, Gingko, Red Maple Japan Iris.

ELM CITY NURSERY CO.,
Woodmont Nurseries, Inc.
NEW HAVEN, CONN.

Buy Box-Barberry and Ibolium Privet of the Introducers.

Hill's Choice Stock

STOCK FOR LINING OUT

Ornamental Evergreens and Deciduous Tree and shrub seedlings, Rooted Cuttings, Grafts, etc., in large assortment of rare, choice and standard varieties for lining out. Annual output, 2,000,000 plants

LANDSCAPE EVERGREENS

New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

THE D. HILL NURSERY CO., Inc., Box 404, Dundee, Ill.
EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

SOW NOW

ASTERS

Early
- **Queen of the Market,** 10 separate colors, each, ¼ oz., 40c; trade pkt., 25c; per oz., $1.40.
- **Royal,** 5 separate colors, each, ¼ oz., 40c; trade pkt., 25c; per oz., $1.40.

Mid Season
- **Ostrich Feather,** 10 separate colors, each, ¼ oz., 40c; trade pkt., 25c; per oz., $1.40.
- **Crego,** 7 separate colors, each, ¼ oz., 40c; trade pkt., 25c; per oz., $1.50.
- **King,** 6 separate colors, each, ¼ oz., 40c; trade pkt., 25c; per oz., $1.40.

Late
- **Giant Branching,** 9 separate colors, each, ¼ oz., 30c; trade pkt., 15c; per oz., $1.00.

New Sorts
- **Ball's White,** ¼ oz , $3.00.
- **American Beauty,** 3 separate colors, each, ¼ oz., 65c; trade pkt., 35c; per oz., $2.40.
- **Heart of France,** ¼ oz., 55c; trade pkt., 35c; per oz., $2.00.
- **Peerless Pink,** ¼ oz., 50c; trade pkt., 25c; per oz., $1.80.

SWEET PEAS

Spencer
- **King White**.....oz., 55c; ¼ lb., $1.75; lb., $7.00.
- **Lavender George Herbert**.....oz., 50c; ¼ lb., $1.75; lb., $7.00.
- **Countess Spencer,** oz., 40c; ¼ lb., $1.35; lb., $5.00.
- **King Edward VII,** oz., 40c; ¼ lb., $1.30; lb., $5.00.

Grandiflora
- **Dorothy Eckford,** oz., 15c; ¼ lb., 50c; lb., $1.80.
- **Lady Grisel Hamilton**.....oz., 20c; ¼ lb., 60c; lb., $2.20.
- **Gladys Unwin**.....oz., 15c; ¼ lb., 50c; lb., $1.80.
- **King Edward VII,** oz., 20c; ¼ lb., 60c; lb., $2.20.

ASPARAGUS PLUMOSUS NANUS, northern greenhouse grown seed, 1000 seeds, $4.00; 3,000 lots at $3.50 per 1000.
ASPARAGUS SPRENGERI, 1000 seeds, $1.50.
DRACAENA INDIVISA, oz., 40c; lb., $5.00.

For Other Flower Seeds See Our "BOOK FOR FLORISTS"

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Own Root Roses

All the Standard Forcing Roses.
All the Choice Ramblers.
All the Best Bedding Roses.
Send for list.

ROBERTS ROSE CO.
3480 South Emerson St., DENVER, COLO.

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

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FERNS

Good clean stock, all pot grown, shipped without pots. **Bostons, Scotii, Cordeta,** 4-in., $3.60 per doz.; $25.00 per 100; 5-in., $5.40 per doz.; $40.00 per 100. **Cyrtomium Rochfordianum, Holly Ferns,** 3-in., $1.50 per doz., $8.00 per 100; 4-in., $3.00 per doz., $25.00 per 100.

R. Vincent, Jr. & Sons Co.
WHITE MARSH, MD.

Mention the American Florist when writing

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.
342 pages, illustrated. Price, $2.25.

American Florist Co.
440 S. Dearborn St., CHICAGO

Seasonable Stock

READY NOW

	Per 100
Begonia Metallica, M. A. Patten and Sandersoni, 2¼-in.	$8.00
" Glorie de Chatelaine, 2¼-in.	6.00
" Gracilis Luminosa, Prima Donna, Mignon and Eufordia Superba	5.00
Fuchsia—Lord Byron, Mrs. E. G. Hill, Minnesota, Phenomenal, Speciosa and Black Prince, 2¼-in.	6.00
Manettia Bicolor, good for vases and baskets, 2½-in.	6.00
Petunia, double, best named sorts, all colors, for 2¼-in. pots	6.00

The Storrs & Harrison Co., Painesville, Ohio

Robert Craig Co.

HIGH CLASS PALMS
and Novelties in Decorative Plants
NORWOOD, Delaware County, PA.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

SPECIALTY

Easter Potted Plants

To Trade Only.

A. L. MILLER, Jamaica, N. Y.

4,000 2¼-inch

Dunlop Roses

Fine. Ready to shift to make room, $100.00 per 1000.

L. B. Coddington, Murray Hill, N. J

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Doolev, Cook County, Ill, Vice-President; S. W. Severance. Loui ville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

TRUCK crops in Missouri and adjoining states were seriously injured by frost the past week.

Prices of Indoor Fruits and Vegetables.

Chicago, March 29.—Cucumbers, 2-dozen box, $4.50 to $6.00; leaf lettuce, per box, 30 to 32½ cents.

New York, March 25. — Cucumbers per dozen, 75 cents to $2.75; mushrooms, $1.00 to $2.25 per three-pound basket, tomatoes, per pound, 15 to 50 cents; radishes, per 100 bunches, $3.00 to $7.00.

Corn Root Rot Control.

The investigations of the United States Department of Agriculture on corn root rots are by far the most important work on corn that has been done in the last 20 years. Begun as a simple pathologic problem, the study of the root, stalk and ear rots of corn soon developed into a complex study involving many phases. Conservative estimates from this disease place the annual loss in the corn belt at from two to ten per cent., and in some cases much more than ten per cent. where the fields are badly infested. The most effective means of controlling corn root rot yet known lies in selecting seed corn free from disease. The right type of ears should be selected from healthy stalks in the field, cured promptly, and the seed thoroughly tested for germination. The germination test approved by scientists of the Department of Agriculture is made with a special type of rag-roll germinator.

A demonstration of the value of these investigations was made recently in the Utility Corn show at Galesburg, Ill. One of the chief requirements of prize winning ears was that they should be practically free from disease in order to win high rank. To determine freedom from corn root rot the entries were subject to the rag-roll germination test. Types of corn most likely to be free from disease were determined in the course of these investigations. To give these characteristics and the results of the germination tests their proper place in determining the value of seed corn, a special score card was prepared with the various points weighted and interpreted, as follows:

General appearance carried a weight of 45 points and included six classifications, namely: First—Indentation. Ears with a distinctly rough indentation are often imperfectly matured, owing to the presence of disease, and would be discriminated against in the scoring. Second—Kernel composition. Starchy seed ears produce many diseased plants, giving poor yields. Third—Shank attachments. All ears must have the shank attachments intact, just as the ear was broken from the shank. Many ears which have the pink, slightly pink, brown or shredded shank attachments were produced on diseased stalks. Fourth—Tips of ears. The tips of the ears should be bright and free from discoloration of any kind. Fifth—Lustre or polish. Ears having a bright, rather oily appearance, have higher yielding qualities than dead or dry looking ears that have no lustre. Sixth—Kernel characteristics. Kernels from normally matured, healthy ears, are nearly always plump, bright and clean, possessing well developed germs. Such kernels usually have a distinct horny endosperm. The germination record was allotted 35 points. It was important that seedlings in the germination tests should show thick, sturdy sprouts and good root development, while weak, slender seeedlings having short feeder roots were not desirable. Twenty per cent for vitality and vigor and 15 per cent for freedom from disease symptoms, were the weights given by the judges for the germination tests. Twenty per cent was required for perfection in type and uniformity, shape and size of ear and uniformity of kernel being the chief points given consideration.

TUBEROSES.

WHITE BULBLETS (GLADIOLUS)

	1000
America, ½-¾ in.	$ 5.50
America, ½ in. and under	4.50
Mrs. F. Pendleton, ½ in. and under	10.00
Mrs. F. King, ½ in. and under	4.50
Panama, ½ in. and under	6.50

TUBEROSES Well cured, Free from rot.

	100	1000
Dwarf Excelsior Pearl, 1st size, 4-6 in.	$4.00	$35.00
Variegated Leaved, single	3.75	32.50
Albino, single	3.75	32.50
Armstrong's Ever-Bl'm'g	3.75	32.50
Mexican	3.00	25.00

CALADIUMS With Real Sound Center Shoots.

	100	1000
5- 7 inch	$ 4.50	$ 40.00
7- 9 inch	7.50	70.00
9-11 inch	14.00	125.00

GLADIOLUS From Our Own Farms.

	1000
America, First	$27.00
America, Medium	22.00
Halley, Medium	35.00
Mrs. F. King, First	25.00
Mrs. F. King, Medium	20.00
Schwaben, First	60.00
Florist Mixed	25.00
Standard Mixed, First	22.00
Standard Mixed, Medium	19.00

Our Spring Book "For Florists" Now Ready.

CHICAGO Vaughan's Seed Store NEW YORK

Abundance of Stock

Size	100	1000
2¼-in. **Ageratums**, light or dark	$ 2.75	$25.00
2 -in. **Coleus**, red or yellow	2.75	25.00
3 -in. **Cyclamens**, 8 varieties	15.00	....
2¼-in. **Fuchias**, 12 varieties	3.00	27.50
2¼-in. **Heliotropes**, light or dark	3.00	27.50
2½-in. **Marguerites**, fine plants	3.50	30.00
2½-in. **Stocks**, Alice or Nice	2.75	25.00
2¼-in. **Vincas**, variegata	5.00	45.00
3½-in. **Vincas**, variegata	13.00	125.00

Liberal Extras. Correspondence Solicited.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

50,000 Dracaena Indivisa

From 2-inch pots, ready for 3 or 4-inch pots, at $4.00 per 100. From 2-inch pots, good strong average sized plants at $3.00 per 100.

GERANIUMS (Our Specialty)
Nutt. Buchner, Ricard, Poitevine, Viaud. Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Ageratum Fraseri

We feel confident in offering **Ageratum "Fraseri"** to our customers that we are offering what will be one of the most valuable acquisitions to the bedding plant line in recent years, that it is a blue, a decided blue, that would be continually in bloom. In our trial grounds last summer **"Fraseri"** attracted more attention than any other bedding plant. It only grew about 8 to 10 inches high and was covered the entire season with what can easily be classed as immense trusses of flowers, as many of them were over 2½ inches across, while the individual flower would be ⅞ of an inch in diameter. The plant spreads about 12 to 15 inches across. It can easily be used with Alternantheras as a border plant.

Being an early bloomer and dwarf, compact grower, it makes an excellent pot plant.

2-inch, $1.00 per doz.; $ 6.00 per 100.
3-inch, 1.50 per doz.; 10.00 per 100.

R. Vincent, Jr. & Sons Co.
White Marsh, Md.

Mention the American Florist when writing

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request.

Kentfield, Marin Co., Calif.

Mention the American Florist when writing

Ready Reference Section

15 CENTS, NET, PER LINE

ABELIA

Abelia Grandiflora, for growing on, 2¼-in. pots, $8.00 per 100. THE GOOD & REESE CO., Box 52, Springfield, O.

ACALYPHA.

Acalypha Triumphans, fine for color bedding, red foliage, 2¼-in. pots, $6.00 per 100.

THE GOOD & REESE CO.
Springfield, Box 52, Ohio.

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii. A large stock of one and two year in all grades. Two year transplanted are heavy for grades. Some three year with heavy tops and roots. Light stocks for lining out very cheap. CHAS. BLACK, Hightstown, N. J.

ANTHERICUM.

Anthericum, white and green striped foliage, 2¼-in. pots, $6.00 per 100.

THE GOOD & REESE CO.
Springfield, Box 52, Ohio.

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $10.00 per 1,000.

ROMAN J. IRWIN
43 West 18th St. New York

Asparagus Sprengeri, 2½-in., $4.00; 4-in., $10.00 per 100. EDGAR EASTERDAY, Nokomis, Ill.

Asparagus plumosus, 2-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

BARBERRY.

Box-Barberry, well-rooted summer cuttings $25.00 per 1,000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BEGONIAS.

Begonia Chatelaine, 2¼-in., $7.00 per 100; $65.00 per 1,000. Patten (new dark pink Chatelaine), 2¼-in., $8.00 per 100.

Pride of New Castle, 2¼-in., $14.00 per 100.

Ask for price list of Canna Roots and Gladioli Bulbs.

ROMAN J. IRWIN
43 West 18th St. New York

Begonias, Metallica, Otto Hacker and Pres. Carnot, $10 per 100. The Storrs & Harrison Co., Painesville, O.

BOXWOOD.

300,000 Boxwood edging. Suffruticosa, 5 to 6 and 6 to 7-in. Strong bushy plants. Old boxwood hedges. Write for prices. Specialty: moving boxwood hedges and trees without disturbing the roots. ROBERT H. BENDER, Chestnut Hill, Philadelphia, Pa.

BUDDLEIA.

Buddleia varibilis. Butterfly bush or summer lilac. The most popular flowering shrub. 3-inch pot plants that will bloom in short time, $8.00 per 100. H. G. WALKER, 312 W. Chestnut St., Louisville, Ky.

BULBS.

Bulbs, Gladiolus. All bulbs are first-class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

R. A. VAN DER SCHOOT
Hillegom, Holland
Extensive own culture of bulbs and plants. Prices on application.

CANNAS.

Cannas. Guaranteed true to name; 2 to 3 eyes; strong plants.

	100	1000
King Humbert	$4.50	$40.00
Yellow King Humbert	4.50	40.00
Wintzers Colossal	4.00	30.00
Mrs. Alfred Conard	7.00	65.00
City of Portland	7.00	65.00
Golden Gate	3.50	30.00
J. F. Howell	3.50	30.00
David Harum	3.50	30.00
Richard Wallace	3.50	30.00
Chas. Henderson	3.50	30.00
Allemania	3.50	30.00
Kate Grey	3.50	30.00
Indiana	3.50	30.00

NORTH STAR NURSERY
Onarga, Ill.

Cannas. Large-flowering. Fine 2 or 3 eye, plump, dormant roots, true to name. For varieties and prices, see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

CARNATIONS.

Ready Now!
New Varieties:

	100	1000
Harvester, Splendid white and a free bloomer	15.00	120.00
Edna, wonderful red and sure to please	15.00	120.00

Send for Complete Description.

PINK	100	1000
Laddie	$12.00	$ 90.00
Ruth Baur	10.00	90.00
Enchantress Supreme	5.00	45.00
Morning Glow	7.00	65.00
Mrs. C. W. Ward	5.00	35.00
Alice	4.00	35.00
Pink Enchantress	5.00	35.00
Rose-pink Enchantress	4.00	35.00
Miss Theo	5.00	45.00
Rosalia	6.00	50.00
Cottage Maid	5.00	45.00
Rosette	4.00	35.00
RED	100	1000
Ethel Fisher	$10.00	$ 90.00
Nebraska	5.00	45.00
Belle Washburn	5.00	45.00
Aviator	5.00	35.00
Herald	5.00	40.00
Beacon	5.00	40.00
Thenanthos	4.00	35.00
WHITE	100	1000
White Benora	$ 7.00	$ 65.00
Crystal White	5.00	45.00
White Enchantress	4.00	35.00
White Wonder	5.00	45.00
Matchless	4.00	35.00
White Perfection	4.50	40.00

Send Your Order To-Day. Get the Best that Money will Buy.

M. C. GUNTERBERG.
Wholesale Florist
8 East Randolph St., Chicago, Ill.

CARNATIONS.

CARNATION PLANTS.
200,000 from black soil.

	1000
Ward	$25.00
Rose Pink Enchantress	25.00
Enchantress	25.00
White Enchantress	25.00
Thenanthos	25.00
Supreme	35.00
Matchless	35.00
Aviator	35.00

200,000 from sand.

	1000
Ward	$18.00
Rose Pink Enchantress	18.00
Enchantress	18.00
White Enchantress	18.00
Thenanthos	18.00

PETER REINBERG
Wholesale Florist
30 E. Randolph St. Chicago

CARNATIONS
Choice Rooted Cuttings
$5.00 per 100; $40.00 per 1,000.
MATCHLESS
BELLE WASHBURN
$7.00 per 100; $60.00 per 1,000.
Our cuttings are all made from flowering side shoots.
BASSETT & WASHBURN.
178 N. Wasbash Ave., Chicago.

ROOTED CARNATION CUTTINGS

Recognized as the leading quality by growers everywhere. Place your order with us and get the best.

	100	1000
Enchantress	$4.00	$35.00
White Enchantress	4.00	35.00
Matchless	4.00	35.00
Mrs. C. W. Ward	4.00	35.00

WIETOR BROS.
Wholesale Florists.
30 E. Randolph St. Chicago.

CARNATIONS, STRONG ROOTED CUTTINGS

	100	1000
Enchantress Supreme	$5.00	$45.00
C. W. Ward	5.00	45.00
White Enchantress	4.50	40.00
Aviator	4.50	40.00
Matchless	4.00	35.00

CHAS. N. MILLER & BRO.
Morton Grove. Illinois.

CARNATIONS — NOW READY
STRONG ROOTED CUTTINGS

Mrs. C. W. Ward	$5.00	$45.00
Enchantress Supreme	5.00	45.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Matchless	4.00	35.00
Pink Enchantress	4.00	35.00

J. A. BUDLONG CO.
184 North Wabash Ave., Chicago, Ill.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUM PLANTS
In 2-inch pots.

Our celebrated early white pompons are ready to ship anywhere. This variety commences to bloom October 1, and will continue three months, producing quantities of double white pompons, which are fine for either cut flowers or potted plants.

$ 6.00 per 100
60.00 per 1000

BASSETT & WASHBURN
178 N. Wabash Ave. Chicago.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CHRYSANTHEMUMS.

CHRYSANTHEMUM PLANTS.
50,000 from black soil.

	1000
Golden Glow	$20.00
Smith's Early Rose	20.00
Oconto	20.00
Golden Queen	20.00
Yellow and White Razer	20.00
Pink and White Chieftain	20.00
Nagoya	20.00
Dr. Enguehard	20.00
Seidewitz	20.00
Harvard	20.00
Buckbee	20.00
Golden Chadwick	35.00
White Chadwick	35.00

POMPONS.

	1000
Frank Beu	$18.00
Yellow Baby	18.00
Diana	18.00
Baby Marguerite	18.00
Golden Wedding	18.00
Godfrey	18.00
Buckingham	18.00
J. Hamilton Lewis	35.00

PETER REINBERG
Wholesale Florist
30 E. Randolph St. Chicago

CHRYSANTHEMUMS. ROOTED CUTTINGS.
Clean, healthy stock free from midge.
Standard Varieties.
Golden Glow, Early Frost, Charles Razer, Seidewitz and all other standard varieties. $3.50 per 100; $30.00 per 1,000.
Pompons—Hardy Early Flowering, Single varieties. Anemones, $3.50 per 100; $30.00 per 1,000.
Choice Commercial Varieties.

White Chadwick	White Turner
Pink Chadwick	**Yellow Turner**
Yellow Chadwick	White Mistletoe
Bronze Chadwick	Golden Mistletoe
Sun Glow	December Gem
Glen View	Odessa
Wells' Late Pink	

Price on all above, $5.00 per 100; $45.00 per 1,000.
White Seidewitz, $6.00 per 100.
Hamburg Late White, $5.00 per 100; $35.00 per 1000. Pink Turner, $2.25 per dozen, $15.00 per 100.
Ask for Price List of Carnation Cuttings.
ROMAN J. IRWIN
43 West 18th St., New York

Chrysanthemums. Hamburg Late Pink. One of the best pinks for commercial purposes. Rooted cuttings, $8.00 per 100; $75.00 per 1000. 2-in. stock, $9.00 per 100; $85.00 per 1000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

CINERARIAS.

Cinerarias. Columbian Mixture and Stellata. In bloom. Just the thing for Easter. 4-inch, 20c each; 5-inch, 40c each. Cash with order. MATTHEWSON'S, Sheboygan, Wis.

CINNAMON VINES.

Most beautiful and fragrant of all climbers. Easily handled, quickly sold. Good "money-makers" every day for florists. Now is your time. Particulars and colored plate free. Address largest grower in the world. A. T. COOK, Seedsman, Hyde Park, N. Y.

CLEMATIS.

Clematis Paniculata, 2-in. pots, $5.00 per 100; $45.00 per 1,000. THE GOOD & REESE CO., Box 52, Springfield, O.

CUPHEA.

Cuphea, 2¼-in. pots, $4.00 per 100. THE GOOD & REESE CO., Box 52, Springfield, Ohio.

COLEUS.

COLEUS ROOTED CUTTINGS.
$1.50 per 100; $14.00 per 1,000, by express. If postpaid, special delivery and insured, at customer's risk, add 15c per 100; 75c per 1,000. Golden Bedder, Verschaffeltii, Queen Victoria, Firebrand, Beckwith Gem, Trailing Queen and others.
American Beauty and Brilliancy, $2.50 per 100; $20.00 per 1,000.
Ask for Price List on All Bedding Plants.
ROMAN J. IRWIN
43 West 18th St., New York

Coleus. Best bedding kinds, 2-inch pots, $3.00 per hundred. Cash. JOSEPH BANCROFT & SONS, Cedar Falls, Iowa.

COLEUS. Rooted Cuttings. Trailing Queen, $1.50 per 100. H. G. WALKER, 312 W. Chestnut St., Louisville, Ky.

CYCLAMEN.

Cyclamen. The kind you have been looking for. Strong, well grown named varieties in separate colors in the following:

From 2½-in. pots	$12.00
From 3 -in. pots	20.00
From 4 -in. pots	40.00
From 5 -in. pots	75.00

Write for discounts on large orders.
We pay special attention to boxing and packing and the using of paper pots should insure safe arrival at destination. The stopping of express cars at our plant enables us to make direct shipments without unnecessary rough handling, which will be appreciated by our customers. Plants are moving fast and we advise ordering at once.
J. W. DAVIS COMPANY
Terre Haute, Indiana.

Cyclamen Seedlings. We offer for immediate delivery, strong transplanted seedlings, grown cool, 5 to 8 leaves, ready for 3-in. pots:

Glory of Wandsbek	White—Carmine Eye
Daybreak	Rose of Marienthal
Brilliant Red	Magnifica
Christmas Cheer	Lavender
Pure White	Rococo Improved

$80.00 per 1000, net. Strong, hardy, a superior strain and grown cool.
J. A. PETERSON & SONS
Westwood, Cincinnati, O.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

Dahlias. Trade list of 340 fine florists' cut flower sorts at very low figures. 100, our choice assortment, labeled to name, $5.50. Cash. INDIANA DAHLIA FARMS, New Albany, Ind.

Sylvia Dahlia. The profuse blooming dahlia and splendid cut flower; white with delicate pink eye. $5.00 per 100. H. G. WALKER, 312 W. Chestnut St., Louisville, Ky.

Dahlias. Best cut flower varieties; get our list before placing your order. LYNDHURST FARM INC., R. F. D. No. 2, Hammonton, N. J.

DAISIES.

DAISIES. Single White, 2¼-inch, $6.00 per 100; $50.00 per 1000. Boston Yellow, 2¼-inch, $8.00 per 100.
Ask for Price List on Ferns, Cyclamen Seedlings, Etc.
ROMAN J. IRWIN
43 West 18th St., New York

DELPHINIUMS.

Delphinium Belladonna and Gold Medal hybrids, 2½-in. pots, ready for shift, $5.00 per 100. H. G. WALKER, 312 W. Chestnut St., Louisville, Ky.

DRACAENAS.

DRACAENA INDIVISA. Extra fine well-rooted, 5-inch pots, bushy and ready for a shift, $40.00 per 100; 3½-inch pots, $17.00 per 100; 2¼-inch pots, $5.00 per 100.
ROMAN J. IRWIN.
43 West 18th St., New York.

Dracaena Indivisa, for growing on, 2-in. pots, $4.00 per 100. THE GOOD & REESE CO., Box 52, Springfield, O.

Dracaena Indivisa. 2-in., ready for 3 or 4-in., $4 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

FERN RUNNERS ready April 5, $15.00 per 1000. FOLLOWING VARIETIES: Boston, Roosevelt, Teddy Jr., Whitmanii, Whitmanii Comp. and Verona.
2¼-inch of above, also Scottii, $6.00 per 100, $50.00 per 1000. New Macawii, 2¼-inch, $10.00 per 100, $95.00 per 1000. Larger sizes ask for prices.
Bostons, 3-inch pots, $15.00 per 100; 3½-inch pots, $24.00 per 100; 4-inch pots, $26.00 per 100.
ROMAN J. IRWIN
43 W. 18th St., New York.

Ferns. Boston, Roosevelt and Harrisii. 2¼-in., $7.00 per 100; $65.00 per 1,000. Macawii, 2¼-in., $12.00 per 100; $100.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Ferns. Table and fern dish. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Ferns. 6-in., $1.00; 8-in., $1.50 and $2.00 each. Birds-nest, 5-in., $1.50; 6-in., $2.50 each. Wm. K. Harris, 55th and Springfield Ave., West Philadelphia, Pa.

Ferns. Pot grown and in good shape. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Boston Ferns, good strong bushy stock. 5-in., at 50c. Add 5 per cent for packing. DAVIS FLORAL CO., Davenport, Ia.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns. Ill. descriptive list mailed. L. MOSBÆK, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums, Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GLADIOLUS.

GLADIOLI
Jack London, Anna Eberius, Thomas T. Kent, Mrs. H. E. Bothin. The four greatest and most perfect gladioli in existence. They have won the greatest admiration wherever shown and will soon be grown by the million. Our new catalog showing some of our varieties in natural colors and describing many of our other new creations is free on request. Write for it today.
RICHARD DIENER CO., INC.
Kentfield, California.

Gladioli. Mrs. Francis King, No. 1, $20.00 per 1000; No. 2, $15.00 per 1000; No. 3, $12.00 per 1000. America, No. 1, $20.00 per 1000; No. 2, $15.00 per 1000; No. 3, $12.00 per 1000.
THE GOOD & REESE CO.,
Springfield, Box 52, Ohio.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

MYRTLE.

MYRTLE. HARDY CREPE VARIETY for covering graves, etc., $7.00 per 100; $60.00 per 1,000.
ROMAN J. IRWIN,
43 West 18th St. New York.

OTAHEITE ORANGES.

Orange, Otaheite, fine plants, not too tall, 4-in. pots, 35c each, $35.00 per 100.
THE GOOD & REESE CO.
Springfield, Box 52, Ohio.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

PANSIES.

PANSY PLANTS. LARGE STRONG STOCK.
July sown, from Steele's Mastodon Seed.
Satisfaction guaranteed.
Fall transplanted plants......$10.00 per 1000
Seedlings .... 6.50 per 1000
JOHN JENSEN & SONS,
9801 S. Western Ave. Chicago.

Pansies. Steele's Mastodon. cold-frame grown, fall transplanted, beginning to bloom, $2.00 per 100; $17.00 per 1,000. 500 at 1,000 rate. Express. EDGAR EASTERDAY, Nokomis, Ill.

Giant flowering and Giant Trimardeau pansy seedlings. Superb selection of mixed colors and gigantic blossoms, $4.00 per 1000; $17.50 per 5000, prepaid. Price list on request. HILLCREST GARDENS, Albert Lea. Minn.

Pansies. August seedlings, fine strain, $4.00 per 1000. H. HILLS, Bristol, Ind.

PHLOX.

Phlox Luffruticosa Miss Lingard. Strong 3-inch pot plants, $1.50 per doz; $10.00 per 100; $90.00 per 1,000. Henry A. Dreer, 714-16 Chestnut St., Philadelphia, Pa.

POINSETTIAS.

50,000 California field-grown poinsettia stock plants weighing on an average of two-thirds of a pound each, and which should produce 25 cuttings in one season. True Red Variety plants and Early Variety plants, famous for holding their foliage. $18.00, $25.00 and $30.00 per 100. PAUL ECKE, 1226 Hayworth Ave., Los Angeles, Calif.

PETUNIAS.

PETUNIAS.
Dieners' Ruffled Monsters, single. The largest and most beautiful ruffled varieties of Petunias in existence. Ruffled monster seed in separate colors, pink, red, variegated, white, red with black center, pale lilac, and all colors mixed.

The following somewhat smaller than the Ruffled Monsters, colors, flesh pink frilled, (Pearl of Kentfield), purple or blue, and white frilled (dwarf). Price, per package, 50c. Catalogues will be sent free on request. Write for it today.

Mr. W. I. Ferguson, Smiths Falls, Ontario, under date of Dec. 2nd, 1919, writes us the following in regard to our petunias:

"Last year I purchased petunia seed from you. I think every seed germinated and the blooms were the finest ever seen in this part of Canada. Only about 8% of the plants could be classed as common. I want more of the same quality each year."

Mr. Rudolph Nagel, Lancaster, Pa., under date of Dec. 14th, 1919, writes us:

"I had, last year, just a few of your petunias, but I am sure I could have sold thousands of them. They surely came up to your claim and way ahead of my expectation."
RICHARD DIENER CO., INC.,
Kentfield, California.

PINKS.

Hardy Scotch Pinks, 4 sorts, 2¼-in. pots, $5.00 per 100. THE GOOD & REESE CO., Box 52, Springfield, O.

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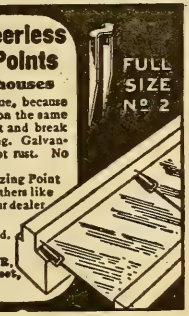

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THE AMERICAN FLORIST

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Vol. LVI. **CHICAGO AND NEW YORK, APRIL 9, 1921.** **No. 1714**

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Toronto, Ont., 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

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AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at Hotel Pennsylvania, New York, September 27-30, 1921. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK 205 Elwood Ave., Newark, N. J., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Boston, Mass., 1921. LEE R. BONNEWITZ, Van Wert, O., President; A. P. SAUNDERS, Clinton, N. Y., Secretary

SUGGESTIONS FOR PLANT GROWERS.

Cyclamens.

The plants of cyclamen grown from seed sown last fall will now be nice, stocky little plants if properly grown and should be large enough to transplant to 2½ or three-inch pots. The soil should be live fibrous loam with about one-third leaf mold, and in mixing a liberal sprinkling of sand should be included. In potting, the small bulb should be so placed that the soil just covers it; many leave the bulb out of the soil, but best results are obtained with the young stock to leave the bulb in the soil. Later, after the bulb has grown large and mature, this is not so necessary. The plants should be placed in a cool house and if possible near the glass and where they can have all the ventilation possible. Just as soon as safe they should be removed to frames outside and plunged in the soil even with the rim of the pot. The cyclamen will not tolerate poor drainage and if anything happens to block the drainage the plant quickly sickens. This sometimes happens where the pots are sunk in the soil and is often caused by angle worms. Where these are seen or the appearance of lumps on the top of the soil denotes their presence, they should be removed at once. In the final potting, be sure and place plenty of crocks in the bottom of the pot.

Salvias.

There are few more popular plants for bedding purposes than the salvia and when properly grown they are a great ornament to a garden either as beds by themselves or as an edging for cannas or other tall plants, the dwarf varieties being especially adapted to this purpose. To make a showing in mid-summer the plants should be started early either by cuttings or seeds so that the plants at this time should be large enough for a three-inch pot and should have been pinched back at least once and beginning to branch. These can be potted into four-inch pots in April and will be showing bud by the time for planting them outside in June. Such plants of course cannot be sold as cheaply as the late-sown seedlings that are grown closely together, and allowed to run up to a single stem, but it will not take so many of the former plants to fill the same space and the bed will be in flower through the summer and fall while with the latter too often there is no bloom until just before frost, and when the first frosts are early the plants are not in bloom but a few weeks. The early plants are much more satisfactory to the customer and will cost but little more owing to the larger space which they will cover during the season.

Geraniums.

At the approach of spring, the geraniums and other bedding stock will make rapid growth and from those which are large enough, a top cutting may be taken now. While these cuttings will not make good-sized plants for bedding out, yet they can be grown on for stock plants for another year. It is time now to take account of the stock on hand and look over the amount that has been required in the past, and if it is found that there will be a probable shortage of any varieties procure them at once. They can be obtained at this time, either small plants or rooted cuttings, at low prices. Many growers lose every year by putting off their buying too late when the prices have advanced to such a figure that there is no profit in handling them. It is seldom that one who has much bedding to do has geraniums enough, especially of S. A. Nutt or Alphonse Ricard, and this is the time to procure the stock, and if a grower has any room to spare it is good business to stock up with these varieties, for there

is a guaranteed sale for all well grown plants in May. The plants that are now in three-inch pots will require going over often and spacing out that well-grown stocky plants may be had. If crowded now, tall, weak, spindly plants are too often the result, and when grown in this way, are not fit to make a good showing in the bed when planted.

Bedding Plants.

The plants for bedding out in the spring will take not only much of the plantsman's time, but will keep demanding more room, for the growth from now on will be rapid, and unless constantly watched and cared for, the plants will quickly get crowded and much of the stock injured. The final shift of the geraniums in the northern section of the country may be delayed until the first of April, but the plants should not be allowed to get badly pot-bound, and they should be given plenty of growing room. The propagating bed should be full of cuttings of the more rapid growing plants and the seedlings will have to be potted as soon as of proper size. The cannas and other bulbs that have been started should be potted and given good location for growing on. Now is the time to take account of stock and see of what kinds there is going to be a shortage and of what there will probably be an oversupply and obtain the first and dispose of the second. This is the time to buy, for the stocks are large and shipments can be guaranteed, and the prices are low compared to what they will be a month hence. The amount of stock that annually goes to waste is large and a little foresight will prevent much of it. Every summer some growers throw away thousands of plants that have cost much in labor and should have made returns. Auction sales in some sections are the means of disposing of much of this stock, but this is generally at low prices. This stock can most all of it be disposed of by a little judicious advertising and letting the other fellows know where it can be obtained. An attendant at any plant sale in early spring will find many growers looking for all kinds of stock. It is often quite difficult to know just how much of each kind of bedding stock is wanted, but as soon as an oversupply is noted let the other growers know where they can obtain it, and place a price on it that will guarantee a sale. It is much better to move it at some price than to throw it away. The wide-awake, up-to-date growers clean up their stock every year.

HUDSON, N. Y.—G. C. Niebergall, proprietor of the Forest Flower shop, is adding one house 25x150 feet.

WASHINGTON, D. C.—With congress convening next week, a decided increase in trade is expected by the florists.

GOTHA, FLA.—H. Nehrling is moving to Naples, where he finds rich virgin soil and a nearly frost-free climate.

NEW CASTLE, IND.—P. J. Lynch reports business far ahead of last year's, due to his fine stock of rose plants and in some measure to the early season.

PUEBLO, COLO.—The Minnequa Greenhouses, 1400 Berkley avenue, were reopened March 26, by J. M. Fine, who has leased the property from Judge Joseph Dye. The houses, which have been closed for two years, covers space of 100x150 feet.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

Everyone likes to be busy and keep busy and there is no better way to encourage trade than to keep things moving by featuring this or that article, having it in quantity so that the customer is heard to exclaim, "My, you sell a lot of these, don't you?" Then orders can be selected and put up a little in advance which, if tagged and placed near the front of the store, will add to the busy atmosphere. One florist makes a practice of having some plants and tied up cut flower boxes, tagged ready to go, conspicuously placed in the shop in front of which are the real deliveries, these being changed as their time arrives. He also marks some of the plants and other articles sold, all of which helps he says, to create the impression that his is a busy establishment.

Hydrangeas are good plants to carry at this time. Stock that did not make Easter is now fine and very decorative. When any of the colors are attractively trimmed with appropriate ribbons and good pot covers, they are most suitable for a birthday or wedding gift. With daffodils and other bulbous stock out of the market and sweet peas shortening up, daisies, white and yellow, and calendulas can be strongly featured. Larkspur is now offered freely and is a great favorite with flower lovers. The belladonna, with its lovely light blue color, arranges very well with pink roses or snapdragon in all kinds of vase or spray work. It is also beautiful with calla or Easter lilies.

Push the window and porch box campaign hard before there is any sign of the summer's exodus. There are seven weeks before the first of June and the most should be made of this as a talking point. Porch plants will soon be in demand and florists, particularly in the residential districts, should feature these in appropriate jars and pot covers. Many of these plants can be sold and much business of this nature be worked up that would never come of its own accord. Once get two or three in a row displaying plants and showing how nice they look and others will follow.

INTRODUCING NEW SPECIALTIES.

The canvassing, giving away of samples and other advertising methods that many manufacturers use to get some new article introduced, would, if such intensive propaganda was used by the florists increase their business wonderfully. It is not yet the custom, however, and will take some live wire, full of pep and enthusiasm to get it going, and then all will feel the benefit.

Hanging baskets could be sold in quantity if they were shown well filled in variety. Nothing is so decorative for the porch enclosure as well filled hanging baskets with their graceful vines.

As the time approaches for setting out bedding plants, a supply of these, out of pots with roots in paper, packed in baskets of damp moss and kept in greenhouse until well in flower, will be found very showy and salable. These baskets will be carried off by the customer when the plants in pots would not be noticed.

Out-of-door lilacs will soon be in. While they last but a short time, a week in any one neighborhood at the most, it is a popular flower and almost everyone wants to carry home a bunch or two. A good quantity well featured and sold at a popular price will attract the most buyers and in this respect while there is not much profit yet it greatly increases the number of the day's sales. Many storekeepers consider the total of the sales rather than the quantity in figuring up the day's business.

Great attention should be paid to the number of transactions as each sale means a visitor to the store, and the more there are, no matter how trivial the purchase, the greater the shop becomes known. Not only do small sales count up in the aggregate, but each individual purchase leads to a larger one. For this reason, and to increase interest in the establishment, there should always be featured, particularly on Saturdays, a lot of small

THOMAS ROLAND, NAHANT, MASS., AND DAUGHTER FLORA.
Mr. Roland is Working Hard to Make the Boston Rose Show a Success. Miss Roland was Born During the Last Big Rose Show.

things, or small portions of stock, such as roses, sweet peas and carnations, priced for quick selling. Also plants that can be sold singly at a low price. One cannot start an original sale of this kind and make a clean-up at first, but if well planned and carried on with vigor, such offerings will attract customers, whose number will increase rapidly and add greatly to the prestige of the store.

Custom is Everything.

For some purposes the custom of buying flowers has become almost universal; particularly is this true for funerals, when a sympathy is aroused that alone finds its solace in flowers. It is most important that everything should be done to encourage this demand, without which the business would undergo a wonderful transformation. Attempts have been made to break up the sending of flowers to funerals by clergymen, private individuals of prominence, and associations, which latter have sought to obtain the money for so called memorials, as founding sick beds in hospitals, etc. No perceptible difference has ever been noticed however, as a result of these various propagandas, and the demand continues as pronounced as ever. It can be said that sending flowers to funerals is now the established custom and the proper thing to do.

There are a great many situations in life that call for recognition; times of distress or accident, when notes of sympathy and offerings of service are tendered, when great success has been attained and notes of congratulation are in order, and at the coming of the stork, when there is always joy in the household. The recognition of birthdays is always a source of delight. Wedding anniversaries as they round out year after year, are always remembered. Finally there is the annual return of the day when the memory of loved ones passed away is always revered with flowers.

The importance of the custom of sending plants and flowers as gifts at Christmas and Easter cannot be over estimated, yet the writer in his experiences can remember when there was no demand for plants at Easter, and only a few grown to be used in church decorations. Sending gift plants at Easter is a beautiful custom, which has been largely brought about by the many beautiful flowering plants that have been forced for this holiday in the exchanging of which for gifts, there has been created a demand that is now universal.

To increase the sale of plants and flowers and make it the custom to use them for all the social events of life, is up to the florist. He must, by exhibiting and featuring them in connection with all social occasions, make it the custom to use or send them, which is the proper thing to do. It takes time, as the small event that only interests a few people, does not have the advantage of an Easter demand to magnify it. On the other hand, however, the small celebrations are continuous, every day affairs, of even more importance as they are with us all the year round, and once the custom of sending flowers is established, will be a wonderful incentive to business everywhere. The trouble with most men in the business is they are satisfied to let well enough alone. They would like to see business better, but they cannot sell flowers when there is no demand for them. To stock up and make a show and try and force their sale they consider folly, running a risk that would be almost sure to fail.

BASKET OF SPRING FLOWERS.

It would seem as if it was up to some national organization or local committee in the large cities to take these doubting Thomases in hand and by decorated windows and store fronts and stocking them up with flowers, give them a demonstration of modern up-to-date storekeeping that in the returns would open their eyes to things they never thought possible. There are customs to be broken up as well as established. The custom of being satisfied to stay in the old rut, which is so prevalent, should be rooted out, and the new, up-to-date, reaching out for and encouraging business, installed in its place.

A custom that the entire trade should be most aggressive in bringing about is the wear a flower habit. At every opportunity customers should be given a flower to wear. Everyone in the business who goes out on the street should be so decorated. It is a very simple thing this wearing a flower in the buttonhole; but if it becomes the custom, it will have a wonderful influence on the cut flower business. Its possibilities are beyond computation. What custom will do is splendidly exemplified in the great success of the recent New York Spring Show, which closed with a record attendance. This is because it has become the social event of the season; it is the custom to attend, the proper thing to do. This success was not brought about by the people, but by the men who made the show, and installed such a beautiful and wonderful display that New York's best citizens endorsed it unanimously and everybody went as a matter of habit. They simply had to go, as it was the one great event of the season.

Follow Ups.

When the hunter is out after game he keeps his eyes intently ahead on the lookout for the slightest evidence or trail of his quarry, which once perceived, he pursues relentlessly to the end. The business man always striving to add to his list of customers should try out and follow up every lead or trail that appears to promise results. There is the list of prospects that can be worked over and over again. This is a good deal like throwing stones into the bushes in hopes of scaring something out, but if only once in a dozen times something does materialize, the returns more than warrant the effort.

In all large advertising campaigns, follow-up letters are used to reach and interest those who have been attracted sufficiently to write for literature. These names are carefully filed and indexed and letter after letter sent, until a sale is made or the account is considered hopeless. There are many leads in the business of the flower shop which can be followed up to advantage, and if carried out in a careful, diplomatic and business-like manner, one is almost certain of a satisfactory increase in the list of customers. Perhaps the most promising line to follow up is the list of the friends of customers to whom flowers are sent. If the service and flowers are as they should be, they are sure to make a favorable impression, and be well spoken of in the note of thanks. All such names should be added to the mailing list of the store. When the first of the literature arrives, it will be

remembered as the store from where Mrs. Smith sent that lovely box of flowers. Later on, a small box of a "first of the season" sample of a flower just in, will make a good impression.

A list of these prospects should be kept separate and the literature and other attention paid them checked up. It is a follow-up campaign that will admit of great variety of attack, yet must not be overdone. Although results may be disappointing at first, the system of continuous calling will in time bring in quite a few who otherwise would never have known of the store.

There are those, formerly good customers, who for some reason have ceased buying. The progressive storeman will be quick to notice their absence and will have a special follow-up in force at once. A note regretting not seeing them at the shop recently and hoping this was not due to any neglect in the service, should be sent in a box of flowers, which will be almost certain to bring a response.

There is a great deal of bidding for new business that should be followed up until there is some kind of answer. Multigraph letters in form to suit various occasions, such as school openings, birthday and other anniversaries, can have date and names filled in and when sent have all the appearance of personal communications. List of students and their home addresses are available at most schools and when circularized as above and followed up are productive of good business. Birthdays of prominent men are nearly always remembered with flowers. A list of these and the persons who are most likely to do the buying is not difficult to obtain and if followed up at the proper time is a likely source of good business.

Many association anniversary dinners occur almost every month during the season. This is a very fertile field that can be followed up to great advantage. Frequently a new committee has the matter in charge who are glad to see a well planned decoration which relieves them of the work of running around. One should be early on the scene when there is a wedding in prospect. A well planned decorative effect for both church and house may not bring a direct answer, when there should be follow-up plans suggesting changes, and if these are not successful, new plans should be put forth. Such persistent methods have frequently won out.

Not only is this a good plan to pursue in seeking new trade, but also in the conduct of the business where one success should closely follow another. It is the greatest incentive to buying to offer to customers something bright and new, an entire change from what they saw before. It requires careful planning, perhaps presenting old things in a new way, but it can be done and if followed up makes the house famous for its originality.

TOPEKA, KAS.—James Hayes is planning to enlarge his shop at 825 Kansas avenue.

HARTFORD, CONN.—Thomas Webb, florist at the state hospital, died recently of heart trouble.

DAYTON, O.—The range of the Furst Floral Co. will be torn down this summer and replaced with new houses.

DUBUQUE IA.—A. L. Glaser's Sons are asking an extension. Inopportune building operations are blamed for conditions.

EASTER TRADE.

Business Highly Satisfactory.

Confirming the early accounts of the Easter trade in last week's issue, later reports, some of which are presented herewith, show it was very satisfactory.

EVANSVILLE, IND.—Sales this year were very much better than last year, according to Wm. Blackman Floral Co. During the early part of the week prospects did not look favorable for a good business, but on Friday and Saturday, trade so improved that a complete disposal of stocks resulted. Prices were the same as a year ago, with a supply ample for all purposes. In plants, lilies were the most popular, with hyacinths and hydrangeas closely following. Roses were the favorite among cut flowers.

WICHITA, KANS.—While prices were slightly lower than last year's level, the increase in business which amounted to nearly 10 per cent was very satisfactory says Chas. P. Mueller. All well grown flowering plants met with ready sales, lilies not being in large enough supply to meet the demand. Hydrangeas and roses sold well, while there was little call for cinerarias. In cut flowers, lilies went well. Telegraph orders were numerous and showed an increase over 1920.

SPOKANE, WASH.—With an increase of 15 per cent in the volume of trade over the previous year, and with prices remaining at the same level, business was very satisfactory with Hoyt Bros. Co. The supply in both cut flowers and plants was generous and made it possible to meet the choice of the customer in nearly all cases. In cut flowers, daffodils were the most popular, while in plants, lilies headed the list. Cinerarias were off the call.

ST. PAUL, MINN.—Holm & Olson report a 10 per cent increase in the volume of their business compared with a year ago, with prices about the same. All cut flowers sold remarkably well, and in plants, the lilies cleaned up a day before the occassion. Hydrangeas were not much sought.

DETROIT, MICH.—While prices were lower, everybody was surprised with the large volume of business, in many cases greater than that of last year. Sweet peas, violets and other small flowers for corsages were short. Lily plants were short, but rambler roses were plentiful and sold well. There was a surplus of bulbous stock.

LOS ANGELES, CALIF.—Wolfskill Bros. & Morris Goldenson report an increase of nearly 10 per cent in the volume of their business compared with a year ago, with prices a trifle lower. All cut flowers sold remarkably well, and in plants, the lilies were far behind the demand. Trade was the best experienced in many years.

NEW HAVEN, CONN.—Coombs Florist reports an exceptional business considering the fact that they have been established in this city only four months. The supply in both cut flowers and plants was generous, and telegraph orders were very good. In cut flowers roses were the leaders.

WINCHESTER, IND.—Business in this city was 50 per cent better than for the same period last year. Prices were lower, and all stock cleaned up well. Lilies as usual had a heavy call, and in cut flowers roses were the favorite, with sweet peas following, according to Miss Sadie Tillson.

TAMPA, FLA.—The Tampa Floral Co., experienced a satisfactory business with sales about the same as for 1920, and prices remaining at the same level. All flowering plants were much sought, and in cut flowers, lilies, carnations and roses were the leaders.

LAWRENCE, KANS.—With sales about the same as last year, A. Whitcomb reports that both cut flowers and plants met with good demand. All plants sold readily, and cut flowers, with roses as leaders, registered a complete cleanup.

TACOMA, WASH.—With total sales fully equal to last year, prices held their own, with some of the plants selling at a higher figure, lilies excepted. The higher priced plants were in great demand. Carnations were carried over.

CYCLAMENS GROWN PAST SEASON BY J. A. PETERSON & SONS, CINCINNATI, O.

MONTREAL, QUE.—With prices remaining the same as last year the number of sales were considerably more, although the actual money value was no greater. With a generous quantity of both cut flowers and plants, combined with ideal weather, a satisfactory week was experienced by the trade. Lilies, azaleas, roses and all bulbous stock cleaned up nicely, with spiraeas and hydrangeas not much in demand. Cut flowers did not sell readily, and there was a considerable surplus of all varieties carried over.

TORONTO, ONT.—With prices at about the same level as the preceeding year, Manager Geo. M. Geraghty, of H. Dunlop's Ltd., reports a 20 per cent increase in the volume of their trade. Business was exceptionally good throughout the city, largely due to co-operative advertising in all of the local papers. The demand for both cut flowers and plants was excellent, with lilies the most called for in the latter group. A large increase in telegraph orders was also enjoyed by the trade.

FREDERICTON, N. B.—With 100 per cent increase in volume of trade over that for 1920. John Bebbington & Sons closed the week with the best business in their history. Although plant prices remained the same, cut flowers retailed at an exceptional figure. In the former class, daffodils were in short supply, although all other stock sold remarkably well. Roses in the cut flower group were the leaders, with red carnations, violets, marguerites and snapdragons closely following.

ROCHESTER, N. Y.—While total sales were 10 per cent greater than a year ago, J. B. Keller & Sons report that prices were nearly as good as last year. The supply in both cut flowers and plants was generous and made it possible to meet the choice of the customer in nearly all cases. All plants sold well and in cut flowers sweet peas and violets were the leaders, with carnations slow.

SAVANNAH, GA.—A. C. Oelschig & Sons report that the volume of trade enjoyed at their store was 10 per cent better than for the same period a year ago, with prices about the same. Roses were the most called for in cut flowers, but all high grades sold very well, with the supply running short before the end of the week. In plants, lilies easily led in popularity.

PROVIDENCE, R. I.—With prices much better than during 1920, the volume of this year's trade showed a 10 per cent increase, according to Macnair. Plants were of fine quality and of sufficient supply with the exception of lilies. Ferns moved slowly. Violets and sweet peas, in cut flowers, were the leaders, although other stock met with ready sale, except carnations, which were left unsold.

BLOOMINGTON, ILL.—With prices about the same as last year, the volume of trade experienced by A. Washburn & Sons, was satisfactory. Lilies had a very good sale, and in cut flowers, roses were the most popular, with sweet peas following. Carnations were used only for funeral work.

SYRACUSE, N. Y.—Gustav Bartholme reports that the volume of his trade was the same as for 1920, with prices holding firmly. In cut flowers there was not nearly enough sweet peas to go around, and all bulbous stock sold exceptionally well, especially lilies and hyacinths.

THE S. A. F.

Executive Committee Meeting.*

THE JOURNAL.

The matter of the publication of the Journal coming up for discussion, Mr. Penn, for the Journal committee, reported that it was the sense of the committee that it would be unwise to continue the publication, for the present at least, and moved that it be discontinued. The motion was seconded and carried.

COMMITTEE ON FINAL RESOLUTIONS.

J. F. Ammann, for the committee on final resolutions, presented resolutions as follows:

"That we, the executive board of the Society of American Florists in session, herewith express our sincere appreciation for the hospitalities received at the the hands of the members of the Florists' Club of our capital city. We have enjoyed the beautiful meeting room used through the courtesy of the Arlington Hotel Company; we especially commend Vice-President Adolph Gude and his genial brother William, for their every effort to make our stay in the city a pleasant one and for all the arrangements made to help us so successfully, promptly to dispose of the great amount of business which came before our meeting. To the Chamber of Commerce we also wish to extend our hearty thanks for their entertainment at lunch, and interest manifested in our welfare.

J. F. AMMANN
ANDERS RASMUSSEN
CARL HAGENBERGER
I. S. HENDRICKSON
HENRY PENN."

The resolutions were adopted by a rising vote.

After a short address by President Roland, in the course of which he thanked the members heartily for their attention to the business of the meeting, the board adjourned.

National Flower Show Committee.

A meeting of the national flower show committee was held at the New Willard hotel, Washington, D. C., January 26, 1921.

The following were in attendance at the first session, which opened at 11 a. m.: Chairman George Asmus, Chicago; President Thomas Roland, Nahant, Mass.; Secretary John Young, New York; Treasurer J. J. Hess, Omaha, Nebr.; Patrick Welch, Boston, Mass.; Frank H. Traendly, New York; Wm. H. Duckham, Madison, N. J.; Herman P. Knoble, Cleveland, O.; Joseph H. Hill, Richmond, Ind., and S. S. Pennock, Philadelphia, Pa., representing the American Rose Society. There were also present: C. H. Totty, Madison, N. J.; W. R. Pierson, Cromwell, Conn.; F. C. W. Brown and Carl Hagenburger, Cleveland, O. The meeting was called to order by Chairman Asmus.

Secretary Young read the minutes of the last meeting, which were approved with the exception of the part referring to a motion made by President Roland, and seconded by Mr. Duckham, that retail florists who would agree to make exhibits at the Cleveland National Flower show should be given each a space, free of charge, 15 feet by 15 feet, it being understood that if they should require further space they could purchase it in the trade section. Mr. Roland stated that, although it was of record, that he made the motion, it was not his intention to limit any retailer to a space of the size mentioned located among these exhibits, and believed anyone should be privileged to purchase extra space in this location in order to make a larger exhibit. Mr. Knoble said that the retail florists of Cleveland were perfectly satisfied with the ruling, considering the same both fair and equitable. Mr. Roland, insisting that the ruling as recorded was against his views, asked that the motion be stricken from the record, but stated that he would not oppose a motion covering a ruling that would best suit the desires of a majority of the local people, and he so moved. Mr. Duckham, as seconder, consented to the withdrawal, and Mr. Roland's motion, duly seconded, was carried.

After some discussion, Mr. Knoble offered the original motion in his own name, seconded by Mr. Duckham, and the motion was passed. A slight alteration was made in the minutes referring to the publication of the official programme, striking from it the direction that this programme should be gotten out on the same lines as the Philadelphia show programme, and adding that no contract should be made or expense incurred in connection with it without first submitting such matters to the national flower show committee.

Chairman Asmus, for the sub-committee, then reported the preparation of a set of rules and regulations to govern the executive committee of the Cleveland National Flower show. These rules and regulations were offered for discussion, and Secretary Young read them ad-seriatim, each being discussed as passed. Finally the set as a whole was, on motion of Mr. Welch, seconded by Mr. Pennock, adopted as follows:

EXECUTIVE COMMITTEE DUTIES

1. The executive committee shall be composed of all of the members of the national flower show committee and the chairman of each of the working committees as appointed by the chairman of the national flower show committee.

2. The presiding officer at the session of this committee shall be the chairman of the national flower show committee, and in his absence the vice-chairman shall preside.

3. This committee shall meet at least once a month, and as more often as business may necessitate.

4. At these meetings the chairman of various committees shall bring in reports of the work done, with suggestions and recommendations for the full discussion and approval of the majority of members of the board.

5. Where there is an appropriation necessary or desired, the individual committee will first discuss and work out plans that will give efficiency without a great expenditure.

6. When the committee has passsed such actions, the chairman shall go to the meeting of the executive board with such a report and recommendations for the discussion of the executive board, who then will pass upon the passing of the appropriation. Such recommendation will then be passed to the national flower show committee, who will give the authority for the final appropriation.

7. The executive board shall have full power to elect its own secretary to take the minutes of the meeting and to exercise control over the office, which will be opened at the proper time to promote the exhibition and for the use of the committees, and also for the proper filing of all records.

*Continued from issue of March 19.

There also shall be a treasurer elected, he to be a member of the admissions committee, as this committee through its sale of trade tickets will have the greatest need for a treasurer.

8. This committee shall have full power to regulate the conduct of the show, but always subject to the supervision or revision of the national flower show committee.

9. The following is a list of the committees whose chairmen shall have representation on the board of directors: Committee on printing, admissions, exterior decorations, interior decorations, music, lectures and school gardens, securing out of town exhibits, securing retail exhibits, securing local exhibits other than that of retail florists, securing nurserymen's exhibits, publicity, transportation, bureau of information, special features, concessions, aquarium, and securing special premiums in Cleveland and vicinity.

The duties of the various committees then came under discussion. At the Philadelphia National Flower show, a system covering directions to the chairmen and members of the local committees was devised, and the results were wonderfully good. Every member of a committee knew exactly what was expected of him and of his committee, and there was no interlapping of functions, and absolutely no friction. The work of each committee dovetailed into the work of the executive committee and the management. With the experience gained at the last show, some improvements in and additions to these directions were suggested by Chairman Asmus, and as presented to the committee entailed considerable discussion. The following is an abstract of the principal duties of these committees:

Committee on Retail Exhibits.—This committee will secure exhibits from retailers in Cleveland and throughout the country, no charge for space excepting when space beyond that alloted to all is reserved. The committee will explain to these exhibitors certain rules adopted governing care and conduct of the exhibits.

Committee on Special Features.—This committee is, in importance, second to none, aand is responsible for the conception and carrying out of features calculated to please and educate the public in the use of flowers and plants. Hardly any limit is placed upon the services of the members of this committee, although their reports must be presented to the general committee for approval.

Committee on Securing Premiums Outside of Cleveland—It will be the duty of this committee to solicit special premiums from horticultural clubs, societies and similar organizations, from wholesale and supply houses in all allied lines, all donors being entitled to special mention in the final premium list as well as in the official programme. All such premiums are required to be in the hands of this committee 30 days in advance of the opening date of the show.

Committee on Concessions.—This committee is to work in conjunction with Secretary Young, who has charge of the sub-letting of all space, and will pass upon the desirability of accepting concessionaires for the sale of soft drinks, candies, restaurant privileges, check room, etc.

Committee at Large.—The duties of this committee are various, and includes the work of obtaining privileges and concessions from the municipal authorties likely to swell the attendance and insure its safety. They also include such work as making announcement regarding the show at large meetings and gatherings, and assisting the publicity committee in different ways.

Committee on Aquarium Exhibit.—It is the work of this committee to arrange for the staging, if at all possible, of an exhibit of fancy fish and water plants, such as staged at the Philadelphia show.

Committee on Securing Special Premiums in Cleveland and Vicinity.—The duties of this committee are similar to those of the committee to be organized for the same work outside of Cleveland.

Lecture and School Gardens Committee.—This committee will have in charge the educational features of the show, which are very important. At the coming show this committee is expected to provide lecturers, or aids, to make repetition of a lecture possible at various times during the day for which it is scheduled. The school gardens, and exhibits of children's drawings of flowers, for prizes to be offered, will be in charge of this committee.

Committee on Local and Out-of-Town Exhibits Other Than Retailers.—This committee is expected to assist materially in drawing the attention of prospective exhibitors to the many classes for which exhibits may be prepared, to interest the private gardener, and the amateurs it may be possible to reach.

Bureau of Information Committee.—The work of this committee is very important, and includes the engaging of competent persons to disseminate knowledge on mattters botanical as well as information tending to the comfort and convenience of visitors to the show, and also to see that plants are properly described, and labeled according to the rules. A sign writer will, in consequence, be placed at the service of this committee.

Admissions Committee.—This committee will have charge of the disposal of trade tickets, the advance sale of which also promotes a great deal of publicity. It will also have charge of the sale of all other tickets, receive monies for same, and turn them over to the treasurer each day.

The national flower show committee discussed at length the subject of the issue of passes, and, by motion, decided that only members of the Society of American Florists in good standing would be entitled to a season pass.

Committee on Printing.—This committee will have charge of all printing, including stationery, posters, and form letters. Estimates will be obtained for all work, and submitted in due course to the executive committee.

Exterior and Interior Decorating Committees.—These two committees will take care of outside and inside decorations of all kinds. Both are expected to work in conjunction, as far as possible, with the committees on special features and publicity.

Music Committee.—This committee will make suggestions and obtain bids covering musical programmes or similar features.

Committee on Nurserymen's Exhibits.—This committee will promulgate its own ideas, and is expected to work in conjunction with the committees on decorations.

Committee on Advertising.—All matters of advertising and publicity will be in charge of this committee. After a long discussion in regard to aggregate and preliminary advertising and publicity, on motion of Mr. Roland, $1,000 was appropriated for preliminary work.

Committee on Transportation.—The duties of this committee will be to disseminate to exhibitors information as to the best means and time for shipping material, securing freight rates, rates for trucking, and facilities, and generally to see that arrivals are moved without delay.

PERSONNEL OF COMMITTEES.

On motion of Mr. Welch, seconded by Mr. Hess, the directions to the committees as amended were adopted unanimously. There was a long discussion as to the personnel of the committees, and it was decided that Chairman Asmus meet the Cleveland interests and appoint the chairmen, with a view to having the committees completed in time to make a report at a meeting of the national flower show committee to be held in New York in March, during the period of the Spring show.

The poster design or sketch secured for the projected St. Louis show was exhibited, and, on motion of Mr. Duckham, adopted for use in Cleveland. Estimates for poster stamps, or stickers, were presented and there was some discussion, but the matter was eventually referred to the committee on advertising to be appointed.

The matter of appointing a committee to judge any novelty that may be originated, with the idea of recommending an award to be made by the national flower show committee, under its powers, was discussed at length, and, on motion of Mr. Roland, it was resolved that any member of the Society of American Florists wishing the committee to pass upon a novelty of his own introduction, could present it for such purpose before a special committee by arrangement with the national flower show committee.

Secretary Young presented for inspection the Society of American Florists' medals in silver and bronze. As it was found there was no wording on the medals to connect the national flower show with the Society, the secretary was requested to ascertain from the engravers whether it would be possible to have this addition made to the die, and report on the matter at the March meeting of the committee.

UNIFORM BACKGROUND FOR EXHIBITS.

The question of uniform background and decoration of exhibits at the show was discussed at length. At many shows deficiency in this respect marred the general effect, and a flower show should not be open to criticism in this respect. On motion of Mr. Hill, seconded by Mr. Knoble, the chairman was instructed to appoint a committee to present at the March meeting data concerning decorative materials and prices of same, with a plan, if possible. The appointed are Mr. Young, Mr. Knoble and himself as such committee.

Mr. Roland pointed out the necessity for a budget committee to consider finances and expenses covering the Cleveland show, and moved, seconded by Mr. Noble, that the chair appoint such a committee, to report at the March meeting. The chair announced the following as the committee: Messrs. Traendly, Young, Duckham, Knoble and Roland.

There being no further business, the committee adjourned to meet in New York during the week of the Spring show.

National Publicity Committee.

A meeting of the publicity committee of the Society American Florists was held at the Society's administration offices, 43 W. 18th street, New York, on Thursday, March 17. There were present: Chairman Henry Penn, Boston, Mass.; J. Fred Ammann, Edwardsville, Ill.; George Asmus, Chicago; Secretary John Young, New York, and Major P. F. O'Keefe, Boston, Mass. Mr. Asmus outlined the publicity work of the Allied Florists' Trade Association of Illinois, especially insofar as it related and contributed to the national publicity campaign. Concluding his remarks, he handed to the secretary a check for $1,179.63, being 25 per cent of the total amount collected by the association for publicity purposes during the month of December, 1920. Secretary Young submitted a financial report for the months of January and February, 1921, showing receipts from all sources to have been $20,293.91. A supplementary report to March 17, showed additional receipts amounting to $1,844.63. The secretary was instructed to write to all delinquent subscribers, urging that remittances on subscription guarantees be made promptly, so that the work of the campaign could be continued.

Mr. Ammann made a report covering his field in connection with the campaign. He expressed himself as heartily in accord with the plan of organizing allied trade associations in every district, and declared his willingness to devote his entire time to such work for a limited period, but pointed out that it would be impossible for him to assume the work on a permanent basis, or for an indefinite period. He had in preparation, he said, a little pamphlet embodying advice and suggestions as to whom to form these associations, copies of which would be distributed in localities where it seemed possible to organize. Discussion of the plan showed that it was the consensus of opinion that for the present it would seem good policy to devote a portion of campaign funds available to organization work, lending every assistance in forming allied trade organizations, contributing the necessary expenses of representatives who would go into the different districts to perform missionary service along the lines determined upon. Such action would undoubtedly result to the financial advantage of the campaign and promote the raising of a continuous fund for financing the national publicity campaign. Mr. Asmus outlined a proposition to send Mr. Ammann on a trip to the west and northwest, to visit the trade in and around 15 or more of the larger cities in the interests of the campaign. Mr. Ammann announced his readiness to start on such a trip some time after May 1. The project received the unanimous approval of all present. Further particulars in regard to this trip will be forthcoming later.

Major O'Keefe gave his views in response to many questions as to practical ways of continuing the campaign, and submitted a large collection of colored pages showing how generously flowers were being featured in the advertising of many prominent concerns in the country from which florists certainly received a great deal of benefit without any cost whatever. Mr. Asmus was authorized to prepare and send out an inexpensive folder as part of an imediate effort to dispose of the balance of the slogan billboards on hand.

That all subscribers to the national publicity campaign fund might be informed as to the financial status of the campaign, the secretary was instructed to issue a folder showing the amount of money subscribed, the money received, and sums not yet collected, and the amounts received from allied trade associations and other sources, with a summary of disbursements under general headings. He was also instructed to send to the trade papers a list of subscriptions and cash received from all sources from January 1, 1921, and to send other lists at proper intervals. Many plans and suggestions were considered looking to an immediate resumption of the national advertising, but action was deferred pending development.

JOHN YOUNG, Sec'y.

The Late Walter W. Harnden.

Walter W. Harnden, president of the Harnden Seed Co., Kansas City, Mo., died at St. Joseph's hospital, that city, early April 5. Mr. Harnden was actively engaged in his business until March 31, when he submitted to an operation rendered necessary by an attack of pneumonia.

Mr. Harnden, 62 years of age, was born at Flat Rock, Mich., in 1859. He was with the D. M. Ferry Seed Co., of Detroit, Mich., until 1886, when he located in Kansas City and organized the Harnden Seed Co. there. He was an upper house alderman four years, served as judge of the county court two years, was president of the fire and water board in the Edwards administration and chairman of the Republican city committee in the Brown administration.

Evansville, Ind.

AMPLE SUPPLY WITH GOOD DEMAND.

The Easter business was quite active and the local florists enjoyed a rush for three or four days before the arrival of the holiday. There was a good demand for the staples, such as roses, carnations, violets, Easter lilies and sweet peas. Most of the florists report that their supply was equal to the demand. The quality of the flowers this year was up to the standard of last year and prices were fairly satisfactory. There were few weddings in March, but more are scheduled for April. A good many deaths occurred and this fact alone brought the florists a good trade. The out-of-town as well as the local demand has been exceptionally good during the past week.

W. B. C.

BRISTOL, TENN.—Fairmount Gardens enjoyed a 65 per cent increase in the volume of their business over 1920, with prices considerably better. In cut flowers roses were the favorites, with a very good call for corsages. Sweet peas and violets also went well. There was little demand for hydrangeas, while the supply of lilies was exhausted before the week was over.

DES MOINES, IA.—Sales this year were 12 per cent greater than for the same period during 1920, at the establishment of the J. S. Wilson Floral Co. Plant prices held their own, but a decrease of 20 per cent in cut flower values was noted. There was an ample supply of lilies, but hyacinths and tulips were in short supply. In cut flowers, daffodils, violets and roses were very popular, while there was a little call for carnations and mixed boxes of spring flowers. Telegraph orders were 50 per cent better than last year.

American Rose Society.

EXECUTIVE COMMITTEE MEETING.

At a meeting of the executive committee of the American Rose Society, held at the Old Colony Club, New York, March 16, the following members were present: F. L. Atkins, Rutherford, N. J.; James Boyd, Haverford, Pa.; J. Horace McFarland, Harrisburg, Pa.; S. S. Pennock, Philadelphia, Pa.; Geo. H. Peterson, Fair Lawn, N. J.; Wallace R. Pierson, Cromwell, Conn.; Thomas Roland, Nahant, Mass.; John C. Wister, Philadelphia, Pa., and President Robert Pyle, West Grove, Pa. The secretary's report was read and Mr. McFarland, editor of the Rose Annual, stated that the first copies of that publication were ready for distribution, and that the handbook of the Society would be off the press early in April. By action of the board, Benjamin Hammond, Beacon, N. Y., was constituted secretary emeritus, and was invited to attend all sessions of the Society and the executive committee.

S. S. Pencock, reported progress in the Portland, Ore., excursion. To charter a special train, 125 persons are necessary. For less than this number special cars can be had for each unit of 24 persons. A trip of 35 days would cost about $700. There will be an opportunity to leave the party at Portland and return independently. It was recommended that a slip-in for envelopes be printed, giving information about this trip and that this be inserted in all mail leaving the Society's office.

The following arrangement was decided upon for the dissemination of the Van Fleet roses:

"That the American Rose Society arrange with the several persons or firms agreeing to have distributed to them propagating stock or material of one of the new Van Fleet roses in equal quantity for propagating. That opportunity be offered to participate in such distribution, to members of the Society who are rose growers, who issue a retail catalogue, and will agree to the conditions as to naming, pricing, etc., as arranged with the Department of Agriculture; and who will further agree to propagate from material assigned and offer prominently in their catalogues, the resulting plants in two-year form, and to pay to the Society at the end of one selling year as royalty 25 per cent of the retail price as agreed upon, making a deposit on account of such royalty of $50, as a guarantee of good faith not less than 30 days prior to the distribution of such propagating material. That the committee on new roses arrange with the participating persons or firms for uniform distribution and offering of such roses."

The appointment of judges for the Boston Rose Show was left to the committee on commercial cut flower interests, Wallace R. Pierson, Chairman. The silver medal offered by the Garden Club of America was accepted with thanks and offered as a sweepstake for the best vase of 50 cut roses in competitive classes at the Boston Show.

The National Flower Growers' Association having indicated its desire to adopt the American Rose Society's standard of judging cut roses, permission was gladly granted them to do so. A letter from Federation Nationale des Syndicatie Hortoicoles de France was read and it was carried that the secretary write this organization asking whether the American Rose Society might become affiliated with it.

JOHN C. WISTER, Sec'y.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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JOSEPH GODSEFF many years manager of Sander & Sons, St. Albans, Eng., died March 5, age 75 years.

PRESIDENT HARDING is reported to have promised Ferdinand W. Peck, of Chicago, that he will wear a white carnation every day.

TULIP bulbs which have been subjected to cold storage (32 to 34 degrees Fahrenheit) are said to root and bloom more quickly than bulbs not so treated.

NEW YORK.—Late buyers of bulbs the past season were greatly favored. In the first place, they bought the bulbs at their own price; secondly, the lateness of arrivals compelled the growers to use these bulbs for the latter part of the season and it so happened that Easter bulbous stocks brought much better prices than any, except those forced very early.

Glass Cheaper.

Window glass prices have been cut 21 per cent by the American Window Glass Co., Pittsburgh, Pa.

BUSINESS in Japan continues stagnant according to advices by bankers. As a result of the large volume of gold held, prices remain high and exports are small.

Coal.

During the week ending March 19, the production of bituminous coal amounted to 6,525,000 tons compared with 12,000,000 tons weekly produced several months ago. In the first week of March, 2,600 soft coal mines reported to the Geological Survey an average employment of only 19 out of a possible 48 hours. There are 204,000 coal cars idle on sidings.

Boston Flower Show.

The rose show of the American Rose Society and the Masachusetts Horticultural Society opened at Horticultural hall, Boston, April 6 with favorable weather, a splendid display of roses, orchids and azaleas in groups and a fine variety of cut carnations. Especially noteworthy were the orchids of Albert C. Burrage, the Julius Roehrs Co.'s and J. T. Butterworth. The rose gardens of Thomas Roland and Breck-Robinson Nursery were very attractive. Prof. Sargent's collections and the Arnold arboretum were well represented. The show continues to April 10, inclusive.

National Flower Growers' Association.

The National Flower Growers' Association is endeavoring to compile data with a view of getting valuable information disseminated among the flower growers of this country pertaining to insurance protection, a simplified and uniform bookkeeping system, including ways to figure cost of production, depreciation, etc. Any answers to the following inquiries mailed to the undersigned at Edwardsville, Ill., will be appreciated by those in charge of this work and materially assist in getting some definite results:

First—Do you carry insurance, and if so, what kind? Name the companies and rates paid. Second—Explain in brief outline your system of bookkeeping and how you figure cost of production, and depreciation. Third—please give such other information that in your opinion would assist materially in the above work.

J. F. AMMANN, Sec'y.

ST. LOUIS DISTRICT.

The St. Louis, Mo., District branch of the National Flower Growers' Association will meet at Springfield, Ill., Tuesday, April 19. This meeting is of great importance to all flower growers in this section. If you are a member we expect you to attend. If you are not we urge you to attend and become one. The meeting will open promptly at two p. m., and the executive committee will meet at one o'clock to transact such business as may come before it. W. J. Hembreiker, Springfield, Ill., chairman of the entertainment committee has arranged an interesting programme, which consists of much business and some pleasure. St. Louis and St. Louis County has promised a large delegation which will leave St. Louis on the Chicago & Alton R. R., at 8:40 a. m., April 19, arriving in Springfield 11:25 a. m. Fare is $4.04 one way. Let us count on you for a visit to the capital city of Illinois and meet with a lot of good fellows. You will never regret it.

J. J. BENEKE, Sec'y.

Tulips at the New York Botanic Garden.

Tulip lovers and others will be given a great opportunity, in the latter part of May, to visit and inspect the largest collection of Darwin and breeder tulips ever brought together in one place in this country. Through cooperation with the General Bulb Growers Society at Haarlem, Holland, a collection of over 17,500 tulips, the gift of that organization, was planted last fall in the horticultural gardens, located just opposite Fordham hospital on Southern boulevard. This collection embraces 121 kinds of Darwin tulips and 65 of breeder. Another collection at the same place, the gift of John Scheepers & Co., New York, contains over 5,400 bulbs, representing 56 kinds of Darwin tulips, 32 of breeder, and 25 of cottage. In the two collections there are about 23,000 bulbs and 241 kinds. Allowing for duplication of kinds, there are 140 varieties of Darwin, 73 of breeders, 24 of cottage, two of species, and two miscellaneous.

Another collection, more comprehensive in the types represented, is located in the beds in the court of conservatory range No. 1. Here there are over 9,800 bulbs in the seven beds, and 167 kinds, as follows: Darwin, 68; breeder, 37; cottage, 38; late double, two; early single, eight; early double, eight; Rembrandt, three, and bizarre, three. The combined display at the horticultural gardens and in the court of conservatory range No. 1, represents a total of over 32,800 bulbs, and, allowing for duplication, 325 kinds.

The Darwin, breeder, cottage and Rembrandt tulips come into bloom usually from the middle of May to the last of June, depending on the variety and the forwardness of the season. These are the tulips which are popular now, their soft colors, taller habit, and usefulness for cut flowers giving them prominence over the early tulips. The early tulips may commonly be expected to blossom the first week in May.

GEORGE V. NASH.

Personal.

Dr. R. W. Thatcher, dean of the department of agriculture and director of the experiment station, University of Minnesota, was recently elected director of the New York Experiment station, Geneva, to succeed Dr. W. H. Jordan, who retires July 1. Dr. U. P. Hedrick, chief of the horticultural department of the station, and well known authority on fruits, was elected vice-director.

Dr. George I. Moore, director of the Missouri Botanical Garden, St. Louis, is a member of the first board of trustees of the new science publicity organization, Science Service, the formation of which at Washington, D. C., was announced April 3.

Charles Thorley, New York, has an article in the April issue of the American Magazine on flowers and their uses.

Cancelitis Deferred.

An American would find humor in his own funeral. Here's a joke Dr. Denney is telling:

A retailer sent a rush telegram to a manufacturer reading, "Cancel my order at once." An hour or so later he got this answer: "A lot of people ahead of you. You must take your turn."

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date and place of meetings.]

Boston, Mass., April 12, 8 p. m.—Florists' Association of Boston at Parker house. W. J. Thurston, secretary, Boston.

Chicago, April 13, 8 p. m.—Gardeners' and Florists' Union No. 10,615 at 180 W. Washington street. Bernard Wahlsted, secretary, 851 N. Trumbull avenue, Chicago.

Cincinnati, O., April 11, 8 p. m.—Cincinnati Florists' Society at 532 Race street. Alex. Ostendarp, secretary, 14 E. Third street, Cincinnati.

Columbus, O., April 11, 8 p. m.—Columbus Florists' Association at the Neil house. E. A. Munk, secretary, 19 S. High street, Columbus.

Davenport, Ia., April 14, 8 p. m.—Tri-City Florists' Club at homes of members. Wm. Knees, Jr., secretary, Moline, Ill.

Hartford, Conn., April 14, 8 p. m.—Hartford Florists' Club, George Marchant, secretary, 13 Huntington street, Hartford.

Knoxville, Tenn., April 12, 8 p. m.—Knoxville Florists' Society at stores of various members. Robert E. Mapes, secretary. Box 116, Knoxville, Tenn.

Lake Geneva, Wis., April 16, 8 p. m.—Lake Geneva Gardeners' and Foremen's Association at Horticultural hall. Geo. Bainbridge, secretary, Lake Geneva.

Lenox, Mass., April 13, 7:30 p. m.—Lenox Horticultural Society at Town hall. Hy. Heeremans, secretary.

Louisville, Ky., April 13, 8 p. m.—The Kentucky Society of Florists at Y. M. H. A. hall. Jos. Abele, secretary, Louisville

Madison, N. J., April 13, 8 p. m.—Morris County Gardeners' and Florists' Society at Masonic hall, Edward Reagan, secretary, Morristown.

Newark, N. J., April 14, 8:30 p. m.—Essex County Florists' Club at Rovers hall. David Murphy, secretary, 181 Clinton avenue, Irvington, N. J.

New London, Conn., April 14, 8 p. m.—New London Horticultural Society at Municipal building. Stanley Jordan, secretary, Harkeners estate, Waterford, Conn.

New Orleans, La., April 10, 2 p. m.—Gardeners' Mutual Protective Association at 5001 Rampart street. John Parr, secretary, 4559 Rampart street, New Orleans.

Newport, R. I., April 14, 8 p. m.—Newport Horticultural Society at Music hall. Fred P. Webber, secretary, Nelville, R. I.

New York, April 11, 7:30 p. m.—The New York Florists' Club at Engineering building, 33 W. 39th street. John Young, secretary, 43 W. 18th street, New York.

New York, April 13, 8:30 p. m.—Greek-American Florists' Association at 119 E. 23rd street. Angelo Sakas, secretary, 260 Third avenue, New York.

Poughkeepsie, N. Y., April 13, 2 p. m.—Dutchess County Horticultural Society at Falkill building. Theo. H. De Groff, secretary, Hyde Park, N. Y.

Seattle, Wash., April 12, 8 p. m.—Seattle Florists' Club at Henry building. Thos. Wylie, secretary, Holly street, Seattle.

Seattle, Wash., April 10, 8 p. m.—Florists' and Gardeners' Union No. 16,667 at I. O. C. T. hall. E. Popp, secretary, Fort Sellacoom, Wash.

Springfield, O., April 11, 7.30 p. m.—Springfield Florists' Club. Arthur Leedle, secretary, Springfield.

St. Louis, Mo., April 11, 2 p. m.—St. Louis Florists' Club. J. J. Beneke, secretary, 3648 Humphrey street, St. Louis.

St. Louis, Mo., April 11, 8 p. m.—Retail Florists' Association of St. Louis. Oscar Ruff, secretary, 3119 S. Grand avenue, St. Louis.

Toronto, Ont., April 11, 8 p. m.—Toronto Retail Florists' Club at Dunlop's hall. H. W. James, 10 Adelaide street, West, Toronto.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Greenhouses for Sale—Containing 20,000 feet of glass; well stocked with roses, carnations, sweet peas, etc. New boiler recently installed. Located in Chicago, on northwest side, south of six corners and one block from street car line. Doing a fine retail trade. Reason for selling, old age. Address,

Key 554, Care American Florist.

Situation Wanted

Position in a leading retail store by an experienced designer and decorator capable of taking charge. Twenty years experience in one Broadway, New York store. New York City or vicinity preferred. Best of references.

GUSTAV M. KAPPEL
580 Academy Street, NEW YORK CITY
Telephone Wadsworth 9631.

HELP WANTED

Experienced Salesman, Designer and Decorator.

References; permanent position.

C. FRAUENFELDER, Inc.,
3343 West Madison Street, CHICAGO

HELP WANTED

First-class storeman, designer and decorator. Must be able to take entire charge of retail store. References wanted as to ability and perfect honesty. Permanent position and good chance for the right man. Wages, $40.00 to start. Address

Key 553, care American Florist.

Help Wanted

Experienced saleslady and designer.

MANGEL, Florist
17 East Monroe Street, CHICAGO

FOR SALE

Glass: 16x24, 16x20, 16x22, per box	$5.50
16x16, 14x16, per box	4.50
12x16, 10x16, per box	4.00
1¼ in. wrought iron pipe, per foot	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each	2.50
Rafters or sash bars, per foot	.02
Shafting (heavy), per foot	.10
Shafting (light), per foot	.06
Ventilating arms, each	.25
Ventilating hangers, each	.10
Garland iron gutters, per foot	.40
	Per 1000
6 ft. wire stakes	$13.50
5½ ft. wire stakes	10.00
5 ft. wire stakes	10.00
4 ft. wire stakes	7.50

PETER REINBERG
30 East Randolph Street, CHICAGO

HELP WANTED

Landscape gardener for permanent position. Must be able to take charge of work and handle help. Only willing worker need apply. State wages wanted and references in first letter.

ERIC BUCHHOLZ, Florist, Muncie, Ind.

For Sale

SECOND-HAND PIPE

All sizes from ¾ inch to 10 inch, A-1 condition, good collars and threads. Also lot of 14 inch pipe suitable for culverts. Write Dept. F.

MAX ZEIGLER & BROS., Muncie, Indiana

Forced Sale

Exceptionally fine greenhouse property in Evanston, Illinois, must be sold by order of court to close litigation. Located on corner, 172x251 feet; greenhouses cover over 30,000 square feet and are equipped with concrete benches. There is also a 7-room heated dwelling on the premises and necessary sheds, etc. Property worth double what you can buy it for now.

Frederick H. Brammer
138 North La Salle Street
CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Home-Grown Stock

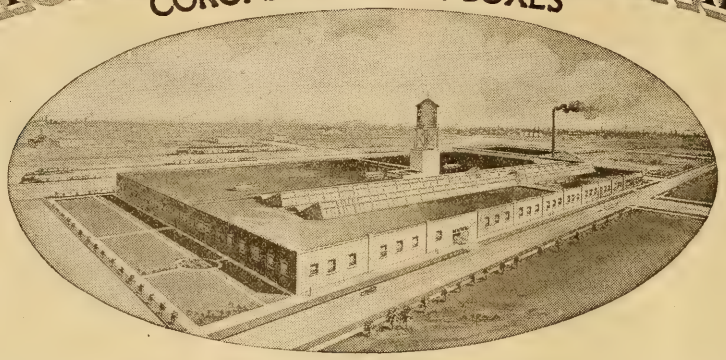
Greatly Increased Demand

If you have any to offer, or are likely to have any soon, **advertise in these columns now.**

AMERICAN FLORIST CO.
440 South Dearborn Street, CHICAGO

CHICAGO CARTON COMPANY

CORONA FLOWER BOXES



Representatives:
M. E. CHAPIN
516 Fifth Avenue
New York City

T. A. DIXON CO.
1526 Blake St.
Denver, Colorado

T. S. FINCH
601 Elm St.
Dallas, Texas

Home Office
and Factory
4433 Ogden Ave.
CHICAGO
Telephone
Lawndale 906

For Violets and Corsages

Size		Per 100
7 x 4 x 4	2-inch Top	$ 5.00
10 x 6 x 5½	2-inch Top	6.00
12 x 8 x 5½	2-inch Top	7.65
14 x 10 x 8	2-inch Top	12.60

For Cut Flowers

18 x 5 x 3	2-inch Top	$ 6.10
20 x 4 x 3	2-inch Top	6.05
21 x 5 x 3	2-inch Top	7.25
24 x 5 x 3½	2-inch Top	7.70
24 x 8 x 4	2-inch Top	10.80
28 x 8 x 4	2-inch Top	12.10
28 x 8 x 5	2-inch Top	13.05
30 x 5 x 3½	2-inch Top	9.25
36 x 8 x 5	**2-inch Top**	**16.20**

The sizes given here are carried in stock, in the popular MIST-GRAY and GREEN colors.

5% DISCOUNT
CASH WITH ORDER

The prices quoted herewith are f. o. b. Chicago.

When printing is wanted there will be a charge of $9.00 per color for printing 500, $12.00 per color for printing 1000.

Border printing and embossing will be charged for as time work in accordance with the amount of work involved.

Mention the American Florist when writing

For Sprays, Designs and Cut Flowers

Size		Per 100
16 x 16 x 8	Telescope....	$29.25
20 x 20 x 8	Telescope....	38.95
21 x 5 x 3	Telescope....	7.25
24 x 5 x 3½	Telescope....	8.90
24 x 24 x 10	Telescope....	55.75
30 x 10 x 5	Telescope....	22.00
30 x 12 x 6	Telescope....	30.25
32 x 32 x 8	Telescope....	63.75
36 x 10 x 5	Telescope....	25.20
36 x 12 x 6	Telescope....	36.35
36 x 14 x 8	Telescope....	46.55

San Francisco.

EXCELLENT SUPPLY WITH A GOOD DEMAND.

Easter trade was fully up to expectations and a satisfactory report is heard from all quarters as to the amount of business transacted. The volume of sales, according to the latest reports, shows an advance over last season, which will long be remembered as a banner year. While the average store reports a greater number of orders than last Easter, the individual sales were hardly as large. There was a strong call for stock, especially flowering plants, at prices ranging from $4 to $7.50 each. The big surprise was the decrease in the demand for rambler roses. Even medium priced plants did not enjoy their former popularity, and it was no easy matter to move large quantities. The florists, however, anticipated that the medium priced roses would meet with the strongest demand and did not feature so many large size plants as formerly. All the popular varieties of ramblers were to be had and the supply was larger than last year. It has been many years since the stores were able to offer the buying public such a fine stock of both pot grown and cut lilies as was the case this Easter. The supply was excellent, but it was none too large for the demand which cleaned up all the stock offered. When obtainable at moderate prices, the Easter lily is still the favorite plant in this market. Single stem plants retailed at from $3 to $4 each and made up plants sold readily at from $10 to $12.50 each. Hardly any lilies were on hand at any of the stores after the last delivery on Sunday. Many elaborate church decorations were executed and a heavy amount of lilies was used in this way. Many varieties of ericas were offered as pot plants and plants that were not too large and were moderately priced found a ready market. Large specimens did not move well. A large and varied assortment of azaleas were placed on sale. There seemed to be too many white varieties, but every other color cleaned up readily. Rhododendrons were in short supply. Pans of lily of the valley were offered for the first time in years and were very popular. Cinerarias were very plentiful and so were primulas, which found ready sale where inexpensive plants were required. Made-up baskets of flowering plants, together with crotons, dracaenas and other foreign stock, were more in evidence than heretofore, and enjoyed a fine sale. Glory of Nordrecht ferns, finely grown specimens, occupied a prominent place in all the stores. Large quantities of asplenium, cibotiums and nephrolepis were ready sellers. The demand for cut flowers showed an increase over previous years. Prices of all cut stock were well maintained previous to Easter and the large supply sold out completely. Roses in all varieties were prime favorites and on Sunday morning there was hardly anything to offer in the wholesale market. Mrs. Chas. Russell was in short supply and was gone quickly. Fine Columbia and Premier also sold readily. The amount of American Beauties received was small. There was a very heavy demand for red roses which caused a sharp advance in prices. At that, more could have been disposed of if available. There was a decided increase in the Cecile Brunner supply, which was very acceptable. Carnations were quoted much higher during the latter part of the week, but they were in good demand and sold well. The supply of Laddie fell short of the demand. Cattleyas were a very scarce item. There was a continuous call for this flower. Gardenias and lily of the valley were in strong demand throughout the week. Daffodils fell off greatly and only a few were received, but tulips were in good supply and brought from $4 to $5 per 100, according to quality. Hyacinths were very scarce as were freesias. The arrivals of sweet peas were light and they sold at good prices. The receipts of violets also showed a great falling off. The first lilac, both white and purple, came in and good stock found a ready market. The iris arrivals did not sell well owing to the poor color of the variety offered. Peonies and snapdragons were scarce and high. Outdoor stock, such as acquilega, pansies, marigolds and myosotis were plentiful and entered largely into basket work, for which a strong demand was noted. The asparagus and fern supply was entirely adequate. A fine call for decorative greens and fruit blossoms was enjoyed.

NOTES.

B. M. Joseph, chairman of the advertising committee of the Retail Florists' Association, is entitled to great credit for the Easter advertising. It was agreed that all the stores remain open on Sunday to facilitate deliveries and file orders. All the telegraph offices displayed large window cards, surrounded by bulbous plants and cut flowers, advising the public to "Say It With Flowers" to their eastern friends. This without doubt helped to stimulate the sending of flowers by wire to a large extent.

Seventeen thousand young shade trees have been received from Dresher, Pa., and are being replanted at the state nursery near Davis, and will be trans-

GROWERS---AFTER-EASTER---PLANNING

FORCING BULBS FOR IMPORT

When you buy imported bulbs from us, you buy them by measure, by centimeters or inches and so stated in the order. This means much, as against those people who sell first, second and third and give you no assurance as to what their bulbs will measure.

With Easter behind us we know what Forcing Bulbs have sold well and paid a profit during the past five months The retail flower grower as well as clerks now know what flower buyers most appreciate and these details are fresh in their minds. This is the time therefore to make up the Import Bulb list for the coming season.

1st. **Long and satisfactory connections with the best foreign houses.**

2nd. **Credit arrangements and closest buying at favorable exchange rates.**

3rd. **First early shipments, followed by one or more later ones covering entire shipping season.**

4th. **Earliest deliveries of early forcing items which cannot rightly be delayed for main supply.**

5th. **Covering by us of all "fancy" and excess brokers' fees and port charges at New York, in which nearly every U. S. Florist grower has been persistently robbed for the past five years. We eliminate this.**

6th. **Because of the above, we ask that you submit to us a list as nearly as possible of what you expect to use between now and next November in these imports, part of which we specify below, and let us submit to you approximate prices and certain further details regarding delivery dates which we know will interest you.**

We take this opportune time to list here a few vital reasons why Vaughan's Seed Store at New York and Chicago is especially well prepared to take the responsibility of supplying in season at right prices your whole list of Forcing Bulbs both American grown and imported French, Dutch and Japanese.

NEW YORK **VAUGHAN'S SEED STORE,** **CHICAGO**

Quantity growers of **Gladiolus, Cannas, Etc.**

ORIENTAL POPPY.

ORIENTAL POPPIES

There is a general scarcity of this showy and popular perennial, which has prompted us to make early fall propagations and we are now in position to supply a thrifty lot of good plants from 3 inch pots, of the following choice varieties:

MRS. PERRY
Beautiful salmon-rose.

ORIFLAMME
A large, gorgeous orange-scarlet.

PERRY'S WHITE
Pure satiny white, with a crimson-maroon blotch at the base of each petal.

Price, thrifty 3-inch pots, $1.50 per doz.; $10.00 per 100.

PHLOX MISS LINGARD

We offer an exceptionally fine stock of this grand, free, early flowering, white variety, which comes into bloom late in May or early in June and continues to bloom during the entire season.

Strong plants, $1.50 per dozen; $10.00 per 100; $90.00 per 1000.

HENRY A. DREER

714-716 Chestnut Street, PHILADELPHIA, PA.

The above prices are intended for the trade only.

LARGE-FLOWERING CANNAS

Fine 2 or 3 eye, plump, dormant roots, true to name

	Doz.	100	1000
AUSTRIA. Lemon chrome, spotted red, green foliage, 5 feet	$0.60	$3.75	$32.50
A. BOUVIER. Rich velvety red, green foliage, 5 feet	.60	3.75	32.50
BEAUTE POITEVINE. Crimson, green foliage, 4 feet	.65	4.00	35.00
CHAS. HENDERSON. Deep crimson, green foliage, 4½ feet	.60	3.75	32.50
FLORENCE VAUGHAN. Yellow spotted red, green foliage, 5 feet	.60	3.75	32.50
GLADIATOR. Deep yellow, dotted red, green foliage, 4½ feet	.65	4.00	35.00
GLADIOFLORA. Crimson with irregular edge of gold	.65	4.00	35.00
KING HUMBERT. Scarlet, bronze foliage, 4½ feet	$0.85	$5.50	$50.00
LOUISIANA. Bright scarlet, green foliage, 7 feet	.60	3.75	32.50
PENNSYLVANIA. Vermilion scarlet, green foliage, 5 feet	.60	3.75	32.50
PILLAR OF FIRE. Brilliant red, green foliage, 6 feet	.65	4.00	35.00
PANAMA. Rich orange, red bordered with a broad edge of golden yellow, green foliage, 5 feet	.65	4.00	35.00
RICHARD WALLACE. Light yellow, green foliage, 4½ feet	.60	3.75	32.50
WINTZER'S COLOSSAL. Bright scarlet, green foliage, 5 feet	.85	5.50	50.00

A. HENDERSON & CO., 166 N. Wabash Ave., CHICAGO, ILL.

planted next year along the various state highways. This shipment is to be followed by others from eastern nurseries until the total approximates a million young shade trees. The first shipment consisted of Betula, Ulmus, Poplar, Robinia and Liriodendron trees.

One of the largest Easter decorations was that by the Art Floral Company at St. Ignatius church. There was an elaborate use of lilies, both pot grown and cut flowers. Quantities of rambler roses in the larger sizes were also used together with a large amount of seasonable cut flowers. P. Vincent Matraia personally superintends this decoration every Easter.

The seventh annual show of the California Wild Flower Conservation League will be held April 28-30, at the St. Francis hotel. Thousands of school children of the city will visit the show without charge, the object being to educate them in the permanent preservation of the native trees and flowers of the state.

Now that the holiday is over, the committee in charge of the fall flower show of the Retail Florists' Association will get to work in earnest. The exhibition hall will be selected during the next week and the committee will meet soon after to draw up the schedule of prizes.

Pelicano, Rossi & Co. sold hundreds of rambler roses in all sizes. They were fortunate in having a fine supply of azaleas and rhododendrons. This firm has purchased two additional White delivery trucks for their service.

The regular session of the Retail Florists' Association was held April 6, at Native Sons hall. The report of the committee in charge of subscriptions to the new wholesale market for white growers was presented.

Podesta and Baldocchi's store was very beautiful with large specimens of rambler roses, rhododendrons and numerous varieties of ericas. They did a larger business than in 1920.

H. Plath, proprietor of the Fern eries, says the demand for ferns and foliage plants was most satisfactory, shipping trade being particularly heavy. His stock was in demand from stores all over the coast.

The Bertrand Flower Shop in the Palace hotel was completely redecorated for the Easter trade which, Fred Bertrand says, was ahead of expectations. Many fine specimens of flowering plants were sold here.

The beautiful wistarias in tubs displayed in the windows of the MacRorie-McLaren Co. proved a great attraction during the week.

The finest collection of Easter plants seen in the city was on display at the A. O. Stein store.

The shop of B. M. Joseph featured specimen ramblers and Easter lilies exclusively.

Ferrari Bros. had a fine lot of Lilium Giganteum.

JAMES T. LYNCH.

SPECIAL SALE

Rose, Carnation, Chrysanthemum and Pompon Stock

Owing to the death of the proprietor, plans made for next season have been changed to such an extent that all the stock listed below and grown for our own use will be sold immediately. **Everything is guaranteed to be in first-class condition and an exceptional bargain.** Orders filled in strict rotation. Wire, phone or mail in your order right away. Hurry!

Rose Plants

2¼-inch Own Root Stock	1,000		1,000
Premier	$110.00	Butterfly	$140.00
Columbia	75.00	Sunburst	75.00
		Dunlop	90.00

3-inch Own Root Stock	1,000
Premier	$125.00
Columbia	90.00
Ophelia	75.00

Carnation Plants

200,000 from Black Soil	1,000
Ward	$ 25.00
Rose Pink Enchantress	25.00
Enchantress	25.00
White Enchantress	25.00
Thenanthos	25.00
Supreme	35.00
Matchless	35.00

	1,000
Aviator	$ 35.00
200,000 from Sand	
Ward	18.00
Rose Pink Enchantress	18.00
Enchantress	18.00
White Enchantress	18.00
Thenanthos	18.00

Chrysanthemum Plants

50,000 from Black Soil	1,000
Golden Glow	$ 20.00
Smith's Early Rose	20.00
Oconto	20.00
Golden Queen	20.00
Yellow and White Razer	20.00
Pink and White Chieftain	20.00
Nagoya	20.00
Dr. Enguehard	20.00
Seidewitz	20.00
Harvard	20.00
Buckbee	20.00

	1,000
Golden Chadwick	$ 35.00
White Chadwick	35.00
POMPONS	
Frank Beu	18.00
Yellow Baby	18.00
Diana	18.00
Baby Marguerite	18.00
Golden Wedding	18.00
Godfrey	18.00
Buckingham	18.00
J. Hamilton Lewis	35.00

CASH WITH ORDER.

PETER REINBERG

Wholesale Florist, 30 East Randolph St., CHICAGO

Boston.

STOCK SELLING SLOWLY.

The market this week experienced the usual slump felt after a holiday. Prices reacted from those of the past week. At the opening on Monday and as the week progressed prices declined more each day with stock moving very slowly. Quantities of flowers were sold on the street at ridiculous prices but even that was some help. Roses and carnations which were leaders for Easter were first to give way to the reaction. Then all other stock followed quickly. Jonquils, tulips and other bulbous stock sold more readily than anything else. There was a small demand for White sweet peas and lily of the valley for wedding work, but not what was anticipated. Pansies, marguerites, mignonettes, etc., are better in quality but that does not seem to help the sales any. The callas and Easter lilies are still arriving fairly good and market this week at eight to 10 cents. Annunciation lilies were seen in the There is not much outlook for an increase in business in the near future unless something unforseen happens.

NOTES.

Israel Quint, an old time florist of Roxbury, died at his home early in the week. He was buried Wednesday. He leaves several children among them being Harry Quint, a well known retail florist in the Hotel Victoria.

Thos. F. Galvin, Sr., for 50 years a leading retail florist of the city, severed his connection with the Thos. F. Galvin Inc., on April 2. He will be associated with his son, Thos. F. Galvin, Jr., at 256 Devonshire street.

The National Rose Show opened in Horticultural hall on Wednesday, April 6. James Wheeler, Natick, is in charge.

E. F. S.

Spokane, Wash.

SUPPLY SUFFICIENT FOR ALL PURPOSES.

With fine weather for the week preceding the holiday, and an ample supply of both cut flowers and plants on hand, a very satisfactory trade was enjoyed. The volume of trade was considerably more than last year. Prices were not advanced on any stock on account of Easter, which proved to be quite a factor in increased business. Plenty of good Darwin tulips, spiræs, well formed cyclamens, Primula obconica and malacoides cleaned up nicely. Hydrangeas were on the short side. Rhododendrons and rose bushes in baskets sold as high as $20, while pot hyacinths could be had for 75 cents. In cut flowers, daffodils met with a heavy call.

H. B.

Choice Roses in Quantity

We grow our own Roses especially for the Shipping Trade. Give us a Trial Order.

Buy Direct from the Grower

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST—Subject to Market Changes

RUSSELL	Per 100
Fancy Long	$20.00
Good Length	16.00
Medium	8.00 to 10.00
Short	5.00 to 6.00

COLUMBIA	
Fancy Long	$20.00
Good Length	16.00
Medium	8.00 to 10.00
Short	5.00 to 6.00

PREMIER	
Fancy Long	$20.00 to $25.00
Good Length	16.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

HOOSIER BEAUTY	Per 100
Long	$16.00
Medium	$10.00 to 12.00
Short	5.00 to 8.00

OPHELIA	
Long	$10.00 to $12.00
Medium	6.00 to 8.00
Short	4.00 to 5.00

SUNBURST	
Long	$10.00 to $12.00
Medium	6.00 to 8.00
Short	4.00 to 5.00

WHITE KILLARNEY	
Long	$10.00 to $12.00
Medium	6.00 to 8.00
Short	4.00 to 5.00

ASSORTED ROSES
—OUR SELECTION—

Good short and medium, including some **Russell, Columbia and Premier.** In lots of 200 or more. $6.00 per 100.

Fancy Ferns, per 1,000	$4.50 to $5.00
Adiantum, per 100	1.50
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	.35

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

STOCK IS VERY PLENTIFUL

Stock is very plentiful at this writing and obtainable in large lots at attractive prices. Business the past week has been rather quiet and, outside of the call for wedding work and funeral flowers, the demand was most disappointing. Lily of the valley has had a heavy call and fancy stock is holding firm at $8 per 100. Gardenias and orchids are moving nicely and white roses continue to clean up well right along. Sweet peas are more plentiful and there is some very choice stock obtainable at reasonable prices. Lilies are arriving in good sized quanities and considerable pushing is needed to move them. Callas are plentiful and are seen in large numbers at a few of the stores. Snapdragons are arriving in larger quantities. White, yellow and blue daisies are obtainable. Lupines and stocks are on the list of offerings, together with larkspur, pansies, forget-me-nots, tulips, Darwin tulips, mignonette, calendulas, freesias, Narcissus poeticus, lilac and amaryllis. Carnations are in heavy supply and are obtainable in quantity and the supply of roses is exceptionally large. Mrs. Chas. Russell, Columbia and Premier are having the best call in roses. Mrs. Aaron Ward, Sunburst and Ophelia are moving fairly well, considering the general market conditions; but roses, like everything else, with one or two exceptions, are in oversupply at this writing. The weather has been mild almost all the week, consequently stock in general arrived in such large quantities that some of it had to be disposed of at exceedingly low prices to make room for the new shipments.

FLORISTS' CLUB MEETING.

At the regular meeting of the Florists' Club, to be held at the Hotel Randolph, April 7, Dr. P. A. Lehenbauer, department of floriculture, will address the members on "What We Are Learning About Plants." Dr. Lehenbauer's lectures and addresses are always valuable and interesting to florists.

Mayor Thompson is scheduled to address the club and allied organizations on the coming Pageant of Progress and the various branches of the trade should show the head of our local government that they are now and always ready to promote the city's best interests in every way possible.

The ladies' night dance proposed for this meeting has been postponed.

Do not take any fake or imitation thread, claimed to be the Meyer silkaline, or smilax threads. Be sure the name Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from and you will notice that our threads run full two ounces of thread to the spool. Be sure and get the Meyer thread.

Mention the American Florist when writing

NOTES.

It is rumored that a new retail store will be opened in the loop on a gigantic scale provided a suitable location can be secured.

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Excellent Roses

SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red GOOD CROP

Including the finest Mrs. C. W. Ward on this market, bar none

JONQUILS, TULIPS, DARWINS, DAFFODILS, GLADIOLI, SNAPDRAGONS, LUPINES, VALLEY

White and Blue Daisies, Calendulas, Lilies, Larkspur, Sweet Peas, Pansies, Forget-Me-Nots, Stocks and all other seasonable Cut Flowers.

Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

Wietor Bros. are busy planting and have one section of 25,000 Columbia roses already benched. Premier will be housed next, followed by Mrs. Chas. Russell, Butterfly and Sunburst. Their entire range will be planted next season, which means that about one-third of the place that has been closed for several seasons will again be in operation.

The many friends of Miss Clara Wienhoeber, the popular assistant in Vaughan's Seed Store, flower seed department, will regret to learn that her doctors have prescribed a long vacation in a more genial climate. Miss Wienhoeber has our best wishes for her early and permanent recovery.

Ronsley will be at his present stand on East Jackson boulevard for Mother's day, but will move immediately after to his new location on South Wabash avenue.

Louis Choromokos, proprietor of the La Bonte Floral Shop at Wilson avenue and Broadway, has sold out to Metos Bros. for $25,000.

Corsage Shields

	Per doz.
Lace Shields (all colors)	$2.25
Invisible Shields (green only)	2.25
Colonial Shields (green only)	1.25
Celluloid Shields (per 100, $5.00)	.75

Corsage Pins

4½ Inches Long.
(With glass heads, any color.)

Per gross	$1.50
5 gross or more, at	1.40

Get Our Complete List of Other Items. It's free.

GEO. H. ANGERMUELLER CO.
Wholesale Florists, 1324 Pine St., ST. LOUIS, MO.

The funeral this week of the well known restaurant man, John Z. Vogelsang, brought considerable business to many retailers.

H. V. Hunkel, of the Holton & Hunkel Co., Milwaukee, Wis., was here on a combined business and pleasure trip March 31.

E. H. Meuret of Park Ridge, has returned from California, where he spent the winter with his family.

Sphagnum Moss

Vaughan's Seed Store
Chicago & New York

Single Bales or Carlots

Fred Dubois, formerly with George Wienhoeber, is now with Johnson & Chronis.

HEAVY SUPPLY
ROSES & CARNATIONS
Exceptionally fine stock in all the leading commercial varieties at the right prices. You give your customers the best stock obtainable when you fill their orders with our cut flowers.
WIETOR BROS., 30 East Randolph St., L. D. Phone Randolph 2081. Chicago

Adam Zender and son, Ed., who will operate 22 houses, 28x270 feet, of the present Peter Reinberg range after June 1, have repaired some of the benches and are housing a part of the young rose stock. The range will contain about 80,000 plants, mostly Premier and Columbia, and will be in charge of Ed. Peterson.

E. F. Winterson is on the job every day at his farm at Highland Park, which accounts for his absence at the store. The Winterson establishment is in charge of his son, Edgar, and Fred. Krauss.

At Zech & Mann's store sweet peas are arriving in larger quantities and are in good demand owing to their quality. Lilies and callas are having a good call at this establishment.

The Census Bureau gives the population of this city as 2,701,705. The state has 6,485,280, the latter showing an increase of 15 per cent since 1910.

Vaughan's Seed Store is showing fine blooms of their special hybrid amaryllis as well as extra spikes of Lilium formosum.

J. J. Budlong will build several additional houses this season, all material, except glass, being now secured.

T. E. Waters, with Poehlmann Bros. Co., returned home from an eastern business trip April 2.

The J. A. Budlong Co. is receiving regular shipments of southern grown gladioli.

A. L. Vaughan & Co. moved a large quantity of southern jonquils the past month.

Poehlmann Bros. Co. is in good crop with orchids and lily of the valley.

Buck & Rayner sold 68,000 roses in their three loop drug stores April 2.

Kansas City, Mo.

EASTER TRADE BEST IN YEARS

Easter business was the largest in the history of this city. All stock was just about sold out before Sunday, and a great many customers could not buy what they wanted, especially in lilies. The assortment of blooming plants, made-up baskets, novelties and cut flowers was the best and largest supply that was ever put before the public, and the prices more reasonable. Business was running smoothly when early Saturday morning the temperature dropped to 22 degrees above zero. This called for better wrapping, and not only that, but out-of-doors stock was injured considerably.

NOTES.

The Kansas City Wholesale Cut Flower Co. states that their only drawback was not having enough stock.

The Muehlebach Flower Shop could not have handled more trade, as they were completely snowed under.

The Alpha Floral Co. had a large shipping business, running short of both plants and cut flowers.

A fine cemetery trade that almost equaled Decoration day business was had by A. F. Barbee.

Flowers for Profit

YOUR

PROTECTION

Can the retail greenhouse establishment meet the competition of the exclusive retail store when the actual cost of every cut flower grown by the retailer must be less than the wholesale market values from Chicago?

In consulting our wholesale market letters, you possess the means of making the retail price.

MAILED WITHOUT CHARGE

Principal Location in The Market

KENNICOTT BROS. CO.
174 N. Wabash Avenue
CHICAGO

Mention the American Florist when writing

Samuel Murray had a very fine line of lilies, made-up baskets, hydrangeas, etc.

A complete cleanup was had at the Pinehurst Floral Co. establishment.

The Rock Flower Co. had attractive displays which helped business.

An exceptional trade was experienced by Arthur Newell.

Henry Kusik & Co. had the best trade in years. E. J. B.

Tacoma, Wash.

BUSINESS IN GOOD CONDITION

Easter business was fully equal to that of last year, with prices somewhat higher in certain classes of plants, lilies excepted. Rhododendrons, rambler roses and azaleas did not move as quickly as lilies. The cut flowers supply was excellent, with few exceptions. Very fine stock was offered at all of the establishments. Some good Maud Dean chrysanthemums were offered at one shop, and found ready buyers at 50 cents each. Cut lilies sold at 50 cents, bud and bloom, but did not measure up in quality to offerings of last year. Red carnations sold very slowly. Plenty of bulbous stock was offered, most of it grown out-of-doors. The Van Sion narcissus is looking fine, brought along by the warm weather. Ferns are plentiful, some of them being six feet in length.

S. L. HARPER

PORT CLINTON, O.—W. S. Woner has been cutting sweet peas in quantity recently.

LOUISIANA, Mo.—Lloyd Seibert who recently opened a store at 320 Georgia street, has also purchased the house formerly owned by Miss Ruth Foreman.

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

You Get the Best Stock in the Chicago Market at the prices quoted when you place your orders here

Buy Direct From the Grower — CURRENT PRICE LIST — Subject to change without notice

	Per 100
MRS. CHAS. RUSSELL and PREMIER	
Specials	$25.00
Fancy	20.00
Select	15.00
Medium	12.00
Short	8.00 to 10.00
OPHELIA and SUNBURST	
Specials	$20.00
Select	15.00 to 18.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

	Per 100
COLUMBIA	
Specials	$25.00
Fancy	20.00
Select	15.00
Medium	12.00
Short	8.00 to 10.00
Killarney and **White Killarney** Special	$20.00
Select	15.00 to 18.00
Medium	10.00 to 12.00
Short	6.00 to 8.00
ROSES, OUR SELECTION	8.00

CARNATIONS—All colors.....$3.00 to $8.00

Sweet Peas, all colors	1.50 to 4.00 per 100
Jonquils, Golden Spur	6.00 to 8.00 per 100
Tulips, all colors	6.00 to 10.00 per 100
Valley, order of us for the best.	8.00 per 100
Ferns, per 1000	5.00

	Per 1000
GALAX	
Bronze	$2.00
Green	2.00
Adiantum, per 100	$2.00
Asparagus, per bunch	.50

Order from us and get the freshest stock and of best keeping quality and have the assurance of supplies such as can only come from 2,000,000 FEET OF MODERN GLASS

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 **CHICAGO**

Heavy Supply Cut Flowers

Roses, Lilies, Carnations, Orchids, Peas, Etc.

Everything you need of the finest quality obtainable in this market.

St. Louis, Mo.

STOCK IN GOOD SUPPLY.

Generally speaking, there is an abundance of stock of all kinds on the market. Business is not active this week, due to the fine Easter trade. The weather has brought on all plants with a rush, and consequently the stock is not holding up as it ordinarily would. It is predicted that business will increase during the next week. Spring flowers are not in as great demand as of pervious weeks, due to the fact that the out-of-doors spring flowers are beginning to come in. Roses are leading again and the demand is good, with prices holding their own. Premier, Mrs. Chas. Russell, Columbia, Butterfly, Ward and Killarney are the varieties in greatest call. There are no American Beauties to be had. The market is flooded with carnations of all colors and they are to be had at all establishments. A limited supply of Laddie carnations are offered at from 8 to 10 cents each. The demand for them is comparatively good. Lilium Harissii is common, and good stock is being offered very reasonably. There are some fine callas among the offerings. The majority of them are used for funeral work. Fine pot plants of callas are to be had at widely ranging prices. Lily of the valley is scarce this week and is consequently valuable property. A limited supply of out-of-door stock is offered at a few stores. Jonquils are plentiful and the demand continues to be brisk. Some good outside stock has found its way into the market and is much preferred to the other stock. Exceptionally fine calendulas are plentiful and the call is poor. Tulips are in good supply and few are being sold. Darwins are

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Milady Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MISCELLANEOUS

Valley Cattleyas

CARNATIONS

Callas Mignonette

SWEET PEAS

Candytuft

Yellow Daisies White

Snapdragons

Calendulas

GREENS

Plumosus Sprengeri

Bronze and Green Galax

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood

scarce and bring a good price. Plants of tulips are still plentiful and the demand is fairly good. There are no Roman hyacinths on the market, although many pot plants are being sold, the price depending upon the number in the pot. The supply of Narcissus poeticus is increasing. Mignonette is not to be had this week at any price. Snapdragons of exceptionally fine quality are coming in in limited quantities. The call for them is good and none is left over. Sweet peas are more than plentiful, but are in great demand for corsage and table use. Long steinmed fancy varieties are bringing $7.50 per 1,000. White varieties are scarce. Some fine white and yellow varieties of daisies are found among the offerings, and the demand for them is excellent. They are becoming very popular for table use, used in combination with tulips, snapdragons and ferns. A very limited quanity of Spanish iris of excellent quality and good size is coming in and is selling rapidly. Violets may be said to be entirely out of season. Cattleya orchids are scarce and valuable. There are no cypripediums on the market. Lilacs were seriously injured by the frost which occurred the fore part of last week, and good plants are very scarce. Genistas and pot plants of large hydrangeas are seen at all establishments, but are poor sellers. Cinerarias are very scarce. A few are displaying some fine pot plants of amaryllis. Willows are no longer in use and primroses are scarce. There are some fine begonias coming in and pink and white varieties of baby primrose are seen in all windows. They bring from $1 to $10. Pandanus, dracaenas, crotons, and fern plants are common, the prices showing very slight fluctuations. Greens are plentiful. Ferns are limited as to quantity. Pansy and English daisy plants are to be had at moderate prices and baskets of ferns and other plants have a great call at present.

NOTES.

The "Say It With Flowers" Bowling League held a meeting, April 2, at the residence of Mr. S. A. Windler to decide upon the prizes to be given and the place at which the bowling contest will be held the latter part of April, 1921.

The St. Louis Gardens Association held a meeting, April 6, at the Forest Park Municipal greenhouses. A special program was prepared and all the members reported an enjoyable evening.

The Florists' Club held their regular meeting, April 7. Geo. H. Pring of the Botanical Garden gave a lantern-slide lecture on the New York Spring Show.

The F. H. Weber Floral Co. has nothing left over after the holiday rush. The trade was exceptional in that section of the city.

The Missouri Botanical garden has a very attractive exhibition of lilies and orchids, being held in the floral display house.

The Mullanphy Floral Co. has an exceptionally fine lot of table baskets and flower specialties this week.

The Bourdet Floral Co. reports that the Easter trade was exceptionally good in hydrangeas.

Grimm & Gorly has a very pleasing window display. Large crowds are attracted.

An unusually attractive spring flower window is seen at the Fred C. Weber shop.

The Windler Wholesale Floral Co. is cleaning up on roses and sweet peas.

C. A. Kuehn reports a large business in sweet peas and lily of the valley.

A heavy trade in roses is had by the St. Louis Wholesale Cut Flower Co.

H. G. Berning reports an active trade in his part of the city.

R. D. M.

Pittsburgh.

SPLENDID BUSINESS REPORTED.

The usual after holiday dullness has prevailed in the local market the past week. The early part of the week was very slow, with a larger demand towards the end of the week until by Saturday nearly every item on the list was pretty well sold out with the exception of a few roses and carnations. Stock receipts have been heavy and the quality of the best. Roses, carnations and sweet peas are in the largest supply, with lilies, snapdragons, mignonettes, calendulas, lily of the valley and orchids about equal to the demand. Some fine Darwin tulips are seen, and a few jonquils are still arriving. Southern greens are coming in better shape and are cleaning up daily. We have yet to hear from a single person connected with the business in this section, be he grower, wholesaler or retailer, who was not more than satisfied with the Easter business They all claim that while it might not be the biggest in dollars and cents, but in stock handled and customers served it was a record breaker.

NOTES.

The Easter Flower shows at the Park conservatories excel any show held here for several years and Mr. Jones of Schenley Park and Mr. Moore of West Park deserve much credit for the same.

James Riley, assistant manager of of the factory operated by the McCallum Co., and Miss Jennie Coey of the accounting department were married recently at Wellsburg, W. Va.

Ed Weaver, manager at Randolph & McClements, reports several large wedding decorations on the list for April that will tax their decorating department to the limit.

The regular session of the Retail Florists' Association was held at the Seventh Avenue hotel, April 7.

The Florists' and Gardeners' Club held their regular monthly meeting April 5, at Carnegie hall.

A large number of after Easter orders are booked at the Mrs. E. E. Williams establishment.

The A. W. Smith Co's., decorating and landscape department is working to full capacity.

E. C. T.

All Cut Flowers

Are More Plentiful Now

Roses, Carnations, Sweet Peas, Lilies, Callas, Tulips, Snapdragons, Valley, Daisies, Lupines, Calendulas, Jonquils, Violets, Orchids, Narcissus Poeticus, Etc.

☛ This is a good time to conduct special sales owing to the large quantity of stock available at such reasonable prices. Write for special prices on quantity lots.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Mention the American Florist when writing

Cut Flowers in Quantity

Roses, Lilies, Carnations, Orchids, Sweet Peas, Tulips, Gardenias, Valley, Calendulas, Callas, Jonquils, Etc. Greens.

Discriminating buyers always place their orders with us. There's a reason.

JOSEPH FOERSTER CO.
WHOLESALE FLORISTS
160 N. Wabash Avenue, CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

HUCKLEBERRY
$7.50 Per Case, F. O. B. Chicago
THE E. F. WINTERSON CO., Central 6004 L. D. Phone: 166 No. Wabash Ave., Chicago, Ill.

Toledo, O.

EXCELLENT HOLIDAY TRADE.

An excellent Easter trade was experienced. Business started in early in the week, and increasing in volume came to a big climax on Saturday, which was an ideal day from every standpoint. The weather was fair and balmy. On Sunday morning a rain storm put a damper on business but not enough to make noticeable inroads. Everything seemed to favor the business and it was a splendid array of flowering plants that greeted the eyes of the public in the various flower shops. Due to the fact that so many people are out of work here, the demand was mostly for the medium priced pots but the increase in the number of these sold made up in volume for the lower prices. Sales in most instances were larger than last year depending upon the confidence displayed by the florist in buying in time. Prices on cut flowers were lower than last year and plants were reduced about 15 per cent. The supply of plants was equal to the demand and their quality was excellent. Lilies were scarce and soon sold out at 65 cents per bloom. Pot tulips, daffodils, hyacinths and hydrangeas led in the selling although there was a good call for miscellaneous stock such as cinerarias, genistas, primroses, begonias and rose bushes of which there was a good supply. The supply of cut flowers was hardly equal to the demand. Sweet peas and roses led in the selling with daffodils and jonquils a close second in favor. Roses brought from $3 to $6 per dozen. Violets were scarce, some shipments coming in spoiled. Carnations were in good supply, bringing $2, but the demand was light. There was an unusual demand for corsages this year. There was a noticeable increase in outgoing and incoming telegraph orders which were stimulated by some intelligent publicity. Again we say this part of the flower business is still in its infancy and the possibilities have hardly been touched. Florists can be thankful for this Easter and have nothing to fear from now on, for flowers have come to be a necessity.

NOTES.

Schramm Bros. were the only florists who did any extensive advertising. They used half page ads in the papers and handsome folders with splendid results noted. A little paragraph in the ad explaining the telegraph service brought surprising and illuminating results. This firm went after Easter trade with a vim, bought heavily and decorated their greenhouses with artistic skill. Wild smilax was twined around the posts and here and there and in the corners, bird houses were placed. They did the largest seven days' business in their history.

Miss Helen Patten, president of the Florists' Club, was swamped with orders for corsages, at her shop, her stock being completely exhausted by Sunday morning. She told the writer that she never saw such a demand, in her business life here.

William Krueger, who makes a specialty of sweet peas and roses, sent in some great stock for Easter and sold everything he could cut. His houses are in excellent shape for a large spring trade.

Zaller & Spanner rented an additional store room, which they filled with attractive plants. They also had a stall in the West Toledo market house. Business was rushing at all of these places.

William Feniger, who recently bought the Freeman Flower Store just a half block from his Adams street shop, reported a tremendous demand for all seasonable plants and cut flowers.

At their stall in the Cherry street market house, the Navarre Flower Shop sold a great quantity of Easter plants. Their Superior street store also experienced a lively demand.

Mrs. E. Suder's establishment had an excellent trade. Armine Suder is the new manager here.

The report from retailers in all sections of the city show an excellent business for the week.

Splendid lilies and hydrangeas were grown for this market by Harry Heinl.

A. K.

Columbus, O.

PLENTIFUL SUPPLY MOVING SLOWLY.

With Easter a thing of the past, business has settled down to the even tenor of its ways. Trade is fairly good at all of the down-town establishments, although some say that a certain amount of this quietude can be attributed to the unsettled industrial conditions. The trade is equal to that of the previous year as far as the number of orders is concerned, but on the average the orders were not as large as formerly and this reduced the volume calculated in dollars and cents. The supply of flowers which are in season is plentiful and the quality is generally good. The leading features are roses, carnations, sweet peas, jonquils and some spring flowers. Roses are now selling from $3 to $8 per dozen. The varieties being featured are Premier, Mrs. Chas. Russell, Butterfly, Columbia and Sunburst. Carnations sell around $3 per dozen with several kinds in the market. Sweet peas of several varieties and shades sell for $2 per bunch and the demand is quite good. There is a fairly good call for plants and the supply is dwindling and only a few varieties are obtainable. Calla lilies are still selling well. Greens are in good demand. Funeral work has been active and a good supply of flowers has gone into that channel. There is a falling off in party work. Corsages have been selling fairly well, as there are a few informal dances now taking place.

NOTES.

The meeting of the Flower Growers' and Dealers' Association, which is still in process of formation, was held April 6 when a large attendance gathered. The constitution and by-laws were adopted.

An excellent window display during the week following Easter and which attracted a good deal of attention was seen at the Art Floral Co. This shop is one of the progressive establishments here.

Thos. J. Ludwig had an excellent trade and was very well satisfied with results. He believes that business will improve steadily from this time on and has made preparations accordingly.

J. W. L.

MOUNT VERNON, N. Y.—The establishment of Arthur Dummett, 25 South Fourth avenue, was purchased by Oscar Anderson recently, who will continue the business.

Huckleberry Foliage
For prompt service, write or wire
DUNCAN JACKSON
KINSTON, ALA.

Tonner
CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

Seligman & Stein
FLORISTS' SPECIALTIES
116 W. 28th St., New York
IMPORTERS—MANUFACTURERS

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue

CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 8179 154 N. WABASH AVE. CHICAGO ILLINOIS

ARTIFICIAL VALLEY ARTIFICIAL FLOWERS

Write for prices

Grossberg-Tyler-Finnerman Co.

Manufacturers and Importers

30 E. Randolph Street, CHICAGO

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Wire Hanging Baskets

The well made kind. Painted, bound with galvanized wire. 6 at dozen rate, 50 at hundred rate.

10-inch..... $2.25 per doz.; $16.00 per 100
12-inch..... 2.50 per doz.; 20.00 per 100
14-inch..... $3.25 per doz.; $25.00 per 100
16-inch..... 4.25 per doz.; 32.00 per 100

GREEN SHEET MOSS Long Green Sheets for Hanging Baskets Per bag....$2.00 10 bags....$17.50

Michigan Cut Flower Exchange, 1452 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST.

		Dozen
Roses, Beauty	3.00@	8.00
		Per 100
" Mrs. Chas. Russell..	8.00@	40.00
" Butterfly	8.00@	35.00
" Columbia	8.00@	35.00
" Dunlop	8.00@	35.00
" Premier	8.00@	40.00
" Hoosier Beauty	8.00@	35.00
" Killarney Brilliant..	6.00@	25.00
" White Killarney....	6.00@	25.00
" Mrs. Geo. Shawyer..	6.00@	25.00
" Milady	6.00@	30.00
" Mrs. Aaron Ward..	6.00@	20.00
" Sunburst	6.00@	20.00
" Ophelia	6.00@	20.00
" Dble. W. Killarney.	6.00@	25.00
" Cecile Brunner.....		4.00
" Our Selection		6.00
Calendulas	3.00@	6.00
Freesia		3.00 to 6.00
Jonquils		4.00 to 8.00
Violets	.75@	1.50
Mignonette	6.00@	8.00
Sweet Peas		1.50 to 4.00
Cattleyas, per doz	10.00@	15.00
Cypripediums, per doz....		4.00
Valley	6.00@	8.00
Carnations	3.00@	6.00
Lilies, per 100	15.00@	20.00
Adiantum	1.50@	2.00
Ferns .....per 1,000		4.50 to 5.00
Galax .....per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays		35c to 50c per bunch
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry .....case		7.50

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

Bailey's New Standard Cyclopedia of Horticulture

SIX SPLENDID VOLUMES.

Price, $48.00.

Sold Only in Complete Sets.

Carriage paid to any part of the United States.

American Florist Co.

440 S. Dearborn St., CHICAGO

Raedlein Basket Co.

713 Milwaukee Avenue

CHICAGO, - - ILLINOIS

Write for Catalog and Prices.

Oriental Goldfish & Supply Co.

Send for catalogue.

3757 Cottage Grove Ave., CHICAGO

There is an ample supply of

Beauties

If you are in the habit of getting regular shipments of Beauties two or three times a week, you will do well to place that order with us.

You can always depend on us for Beauties.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

EDWARD REID

CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

Philadelphia.

LULL FOLLOWS EASTER RUSH

From a money standpoint the past week has been very disastrous. Growers always plan for their greatest production for holiday weeks when there is a tremendous demand. Easter week, they produced the stock and there was the expected demand which took it all, so that everyone was pleased. The past week owing to the favorable weather or peculiar condition of the crops, there was more stock sent in than the week before and one-fifth the call. The quality was very fine all along the line. Superb roses, carnations, sweet peas, snapdragons, calendulas, bulbous stock, Easter and Calla lilies, lily of the valley, cattleyas, etc., were everything that could be desired and all at one's own prices. Those who were busy were in luck, as any sign of quantity buying met with offers galore. One of the dealers declared there was four times too much stock and we had to do the best we could with it. It was one of the market conditions that occurs once in a great while and the trade just has to put up with it. A better market is expected from now on. The roses were superb and the quantity of long stemmed stock that was sold by the street merchants was lamentable. Carnations, very nice flowers, were sold at 25 cents for a bunch of 25, to 25 cents a dozen. Alice and carnations of that shade were the hardest to move; Wards and bright colors sold best. Daffodils are selling poorly. A good quality of larkspur is now coming in and as it is only grown in limited quantities will no doubt command its own price. Hydrangeas that did not quite make it for the holiday are now seen in the stores; they are very decorative, and help out in the numerous wedding decorations. The growers are now rapidly filling up their empty benches with pot roses and spring bedding plants. The early Easter gives an opportunity for having a fine line of this class of stock to offer by May 1, when at this time all danger of frost should be past, although the danger date has previously been about May 10.

BOSTON, APRIL 6.		Per 100
Roses, American Beauty	6.00@	75.00
" Russell	6.00@	20.00
" Dunlop	6.00@	16.00
" Pilgrim	6.00@	20.00
" Crusader	6.00@	20.00
" White Killarney	6.00@	16.00
" Ward	6.00@	16.00
" Maryland	4.00@	12.00
" Hoosier Beauty	6.00@	16.00
" Columbia	6.00@	16.00
" Hadley	6.00@	25.00
" Ophelia	6.00@	16.00
" Premier	6.00@	20.00
Adiantum		2.00
Asparagus bchs, per bch	.50@	1.00
Asparagus Strings, doz		12.00
B. Buttons	1.50@	2.00
Calendulas	3.00@	4.00
Carnations		6.00
Carnation, Laddie		10.00
Cattleyas, per doz		15.00
Lily of the Valley	10.00@	12.00
Longiflorum Lilies	20.00@	25.00
Pansies		2.00
Smilax, per doz	4.00@	6.00
Snapdragons, doz	2.00@	3.00
Mignonette	4.00@	6.00
Sweet Peas	2.00@	5.00
Callas	2.00@	3.00
English Daisies		.75
Jonquils, Spur	5.00@	6.00
Cypripediums		4.00
Marguerites	2.00@	4.00
Tulips		6.00
Bicolor Jonquils	6.00@	8.00
Myosotis, per bch	.25@	.50
Hyacinths		6.00

BUFFALO, APRIL 6.		Per 100
Rose, White Killarney	6.00@	10.00
" Dbl. Wht. Killarney	6.00@	15.00
" Richmond	6.00@	12.00
" Maryland	6.00@	12.00
" Sunburst	5.00@	12.00
" Ward	4.00@	6.00
" Columbia	6.00@	25.00
" Ophelia	5.00@	20.00
" Russell	6.00@	20.00
" Premier	5.00@	20.00
" Cecile Brunner	4.00@	6.00
Calendulas	3.00@	6.00
Calla Lilies	12.00@	25.00
Carnations	3.00@	6.00
Easter Lilies	15.00@	20.00
Freesias	4.00@	6.00
Mignonette	4.00@	6.00
Rubrum Lilies	6.00@	8.00
Snapdragons	4.00@	10.00
Golden Spur Narcissi	4.00@	6.00
Paper White Narcissi	5.00@	6.00
Soleil D'Or Narcissi	6.00@	8.00
Sweet Peas	1.00@	3.00
Violets	.75@	1.25
White Tulips	4.00@	6.00
Yellow Tulips	4.00@	6.00
Forget-me-nots, per bch		.25
Delphinium	6.00@	10.00
Valley	8.00@	10.00

NOTES.

Carnation growers here appear to have enjoyed top prices for their holiday cut. A retailer recently in eastern Pennsylvania, and now located in a large town in Missouri, writes to one of his old dealers in this city, that he purchased in St. Louis, Mo., 30,000 carnations for his Easter trade at $12.50 per thousand. What would the Chester or Lancaster county growers have said of such returns for one of the best weeks of the year?

The Jos. G. Neidinger Co. report large advance orders for Memorial day wreaths and prepared flowers for the same. Such stock has now become a staple for the trade, particularly in the New England states, where the Memorial day trade is exceptionally strong, and where it is necessary to have larger stocks worked up well in advance, which would not be possible with fresh cut flowers.

The entire trade of this community would welcome such a proposition as that introduced into the British parliament recently, to make Easter a fixed date, the day selected being the second Sunday in April. Plants and cutflowers could then be moved along by a fixed schedule year after year, adjustable and varied to the state of the weather.

Robert A. Craig and Cornelius Vander Breggan sailed April 2 to visit the Robt. Craig Co.'s tropical nursery at San Juan, Porto Rico. H. C. Geiger, who returned recently from San Juan, states that the stock at the Craig Co.'s nursery looked very promising.

The Leo Niessen Co. state that the trade of the past week was difficult to handle, there being such an oversupply of flowers. Mr. Niessen looks for a better market from now on. Exceptionally fine roses in all grades are leaders at this establishment.

It is just one month to Mothers' day, Sunday, May 8, and every preparation in the way of publicity should be put

Write For Our

Price List

On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Berger Bros.

The Choice of the Market in

EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, APRIL 6.		Per 100
Roses, Premier	6.00@	20.00
" Russell	6.00@	20.00
" Columbia	6.00@	20.00
" Butterfly	6.00@	20.00
" White Killarney	6.00@	20.00
" Pink Killarney	6.00@	20.00
" Sunburst	6.00@	20.00
" Mrs. Aaron Ward	6.00@	20.00
" Ophelia	6.00@	20.00
" Baby Doll	4.00@	8.00
Carnations	4.00@	6.00
Easter Lilies and Callas	15.00@	20.00
Ferns, per 1,000		4.00
Forget-Me-Not, bunch		.25
Freesia	3.00@	4.00
Galax, per 1,000		1.50
Jonquils	3.00@	4.00
Leucothoe, per 1,000	5.00@	6.00
Plumosus (south) per bch		.25
Smilax, per string	.15@	.25
Snapdragons	10.00@	15.00
Violets	1.00@	1.50
Primulas, bunch		.50

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.
Mention the American Florist when writing

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers.
116-118 Seventh Street,
PITTSBURGH, - PA.

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506.
444-446 Milwaukee Street,
MILWAUKEE, WIS.

forth at once. It is uncertain at this time whether the local papers will feature this day as they should.

Ed. Reid declares the retailers have a grand opportunity at the present time when flowers are so plentiful and cheap, to stock up, run special sales, make money for themselves and relieve the market at the same time.

The Jos. Heacock Co. are much pleased with the Frank Dunlop rose which has done well all winter and is now producing superb flowers.

Snapdragons, lupines, roses and carnations are being featured at Berger Bros.

The counter trade at the seed stores is immense this season.

C. W. Liggett finds a very good demand for young plants. K.

Newark, N, J.

HOLIDAY TRADE SATISFACTORY.

A general satisfaction among the trade is expressed over the results of the Easter business. The retailers were well stocked with plants and cut flowers and so far as could be learned, sold out well. All the Broad street florists have reported excellent business.

NOTES.

The Victoria Florist with a store on Springfield avenue and a branch opposite the Hudson Tube terminal, had a fine business.

Charles Luthy, who has a good shop at 363 Springfield avenue, was well pleased with the holiday business.

Statements from retailers located in other parts of the city were that Easter business was quite satisfactory.

Penek Brothers of the Rosary Floral Co. experienced a clean-up on both plants and cut flowers.

At Henry S. Stein's Flower Shop in the Public Service terminal, the holiday report was favorable.

Phillips Bros. stated that their business was much better than last year.

A better trade than last year was reported by Washington Florist.

A fine business was had at the Aug. G. Begerow establishment.

A. F. F.

Wholesale Flower Markets

PHILADELPHIA, APRIL 6. Per 100

Roses, Beauty, special	30.00@	50.00
" " fancy	10.00@	20.00
" Mrs. Chas. Russell	6.00@	35.00
" Killarney	2.00@	6.00
" Hadley	10.00@	40.00
" Sunburst	4.00@	10.00
" Wards	3.00@	6.00
" Ophelia	2.00@	10.00
" Columbia	3.00@	20.00
" Premier	6.00@	20.00
Adiantum	1.50@	2.00
Asparagus, bunches		.50
Asparagus, strings	.75@	1.00
Calendulas	1.50@	3.00
Carnations	2.00@	6.00
Cattleyas	1.00@	1.50
Easter Lilies	20.00@	25.00
Lily of the Valley	6.00@	8.00
Smilax		.35
Snapdragons, per doz.	.75@	1.50
Mignonette	3.00@	4.00
Callas	10.00@	20.00
Sweet Peas	.25@	1.50
Freesia	2.00@	4.00
Tulips	2.00@	4.00
Larkspur, per doz.	3.00@	5.00

PITTSBURGH, APRIL 6. Per 100

Roses, Beauty, spl., per doz.		6.00
" " fcy., per doz.		5.00
" ex., per doz.		4.00
" " No. 1, per doz		2.50
" Killarney	6.00@	15.00
" Maryland	6.00@	15.00
" Sunburst	6.00@	15.00
" Mrs. Aaron Ward	6.00@	15.00
" Russell	8.00@	30.00
" Columbia	6.00@	25.00
" Ophelia	6.00@	15.00
" Hilda	4.00@	12.00
" Premier	8.00@	30.00
" Madam Butterfly	6.00@	20.00
Carnations	4.00@	6.00
Cattleyas, each		1.00
Easter Lilies	20.00@	25.00
Ferns, per 1,000		5.00
Galax, per 1,000		2.00
Plumosus, per bunch		.50
Sprengeri, per bunch		.50
Calendulas	3.00@	4.00
Sweet Peas	1.00@	3.00
Narcissus Paper Whites		6.00
Violets	.75@	1.00
Baby Primroses	.75@	1.00
Smilax, per doz. strings		4.00
Jonquils	4.00@	6.00
Valley	6.00@	8.00
Tulips	4.00@	6.00
Lilies, Calla	15.00@	20.00
Snapdragons, per doz.	1.50@	3.00

CASPER, WYO.—The Casper Floral Co., has opened an attractive flower shop in the Midwest building, and have closed their store at Fifth and Center streets.

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.
Mention the American Florist when writing

ST. LOUIS, APRIL 6. Per 100

Roses, Premier	6.00@	25.00
" Columbia	6.00@	15.00
" Ophelia	6.00@	15.00
" Killarney	3.00@	8.00
" White Killarney	6.00@	12.50
" Russell	8.00@	30.00
" Ward	5.00@	8.00
" Sunburst	6.00@	12.50
Calendulas	3.00@	5.00
Carnations, Laddies	10.00@	12.50
Ferns, per 1,000		5.00
Valley		6.00
Narcissius		3.00
Mignonette		8.00
Sweet Peas	.50@	1.50
Smilax, per string		.20
Leucothoe		.75
Galax, green, per 1,000		1.50
" bronze, per 1,000		1.50
Carnations, fancy	1.00@	6.00
Violets		.50
Callas	10.00@	15.00
Jonquils	1.00@	5.00

MILWAUKEE, APRIL 6. Per 100

Roses, Kill'n'y, W. Kill'n'y.	8.00@	20.00
" Ward	8.00@	15.00
" Premier	10.00@	35.00
" Ophelia	10.00@	25.00
" Columbia	12.00@	35.00
" Hoosier Beauty	10.00@	25.00
Callas, per doz.	3.00@	4.00
Calendulas	4.00@	8.00
Carnations	8.00@	10.00
Daffodils	4.00@	6.00
Hyacinths	8.00@	12.00
Lilies		25.00
Orchids, per doz.		12.00
Sweet Peas	1.50@	4.00
Violets	1.00@	1.50
Paper Whites	6.00@	8.00
Freesias	4.00@	8.00
Tulips	6.00@	12.00
Wild Smilax, per case		6.00

New York.

LITTLE DEMAND FOR STOCK.

Both literally and figuratively speaking, a frost struck the florists and their business soon after Easter. March 28, until five p. m., was like a June day. The first intimation one had of a change was great clouds of dust swirling through the streets. By six a. m., March 29, the thermometer registered 25 and 22 degrees, according to locality. The weather continued cold throughout the week. As usually happens after a great holiday trade, the fountains of business almost dried up. A few buyers would visit the wholesale district, give the boxes and piles of cut flowers the glassy stare and go off, possibly with a dollar's worth under one arm. As a consequence there was a drop in prices and for quite a lot of stock there was no price at all. Tea roses that in times of scarcity would have been classed as specials, sold for $10 and $12 per 100. Orchids, gardenias, carnations and the bulbous stock were just as slow. As for violets they were well nigh impossible; but we repeat that there was a good Easter trade.

April 4.—Business continues light. The weather is fine and mild, which is bringing in good supplies.

NOTES.

Adolph Meyer and wife celebrated their tenth wedding anniversary at their home, 26 E. 120th street, on the evening of April 3. As everybody knows—or should know—the tenth anniversary calls for a tin wedding. William Hanft, the clever decorator of the Meyer shop, thought it a good opportunity to do an artistic job, and as Mark Tapley would have said: "Get some credit." The decorations were elaborate and original inasmuch as the entire room, about one foot from the ceiling was wired in the shape of a spider's web from the central chandelier to all corners of the room. Then, suspended from the wires were garlands of tin ivy leaves, about 200 sprays with six leaves to a spray, and tinfoil garlands about three feet long, fastened between the drapery. The drapings were of wild smilax that had been treated with alumina. In the northeast corner of the room, under a shower bell of tin leaves, the mock marriage took place after which the couple were showered with confetti and real live canary birds, released for the occasion, to be captured by the guests. We regret that a good photograph of this ingenious piece of work was not available.

The next meeting of the Florists' Club will be held in its hall in the Engineering Building, 39th street, near Sixth avenue, on the evening of April 11. Deferred business is likely to be taken up and there will doubtless be talks relating to the success of the late Spring Show. A prospect of good exhibits is likely.

Trepel & Landsman is a new retail firm that has recently started in business on Quincy street, near Broadway, Brooklyn. Mr. Trepel of this firm was for a number of years employed by J. K. Allen, the well known wholesaler. The Landsman family is well known in the trade, one brother being a grower near Flatbush.

Chatmas Florist, Eighth avenue and 145th street, who has the finest store in that section of the city, had it well filled with plants two days before Easter, and sold out well, besides doing a good business in cut flowers.

Rigo Brothers, two enterprising young men, who opened a store six years ago at 808-810 Madison avenue, say that it was the best Easter trade they have had since going into business.

Robert Christatos, who conducts a shop at Park avenue and 80th street in connection with Christatos & Koster of 717 Madison avenue, has stated that his business was excellent.

As reports of the Easter trade continue to come in from the retailers they all confirm what was outlined in our letter of April 2, to wit; that the business was excellent.

An excellent Easter business with a great sale of plants, was experienced by Mrs. Katie Kopp, who has a fine establishment at Broadway and Marion street.

Easter business exceeded the expectations of Herman Wiener, who for several years has been located at 753 Flushing avenue, Brooklyn.

A fine business in both plants and cut flowers, was experienced by the New Lexington Florist, 636 Lexington avenue.

S. H. Calamaras, who recently opened a shop at 115 E. 34th street, reported a good Easter trade.

A. F. F.

Rochester, N. Y.

FINE HOLIDAY SUPPLY CLEANS UP NICELY.

The holiday trade just closed has been one of the largest in many years. The bulk of the business came the last three days and everything in cut flowers and plants was completely sold out. The demand for violets was unusually large with the supply limited. Sweet peas were very fine as were Cecile Brunner roses, cattleyas and orchids. Carnations were of fair quality and brought a fancy price. Roses of all kinds were excellent and the price firm. In blooming plants the cinerarias, genistas, rambler roses, in red and pink, spiraeas and bulbous stock were all fine and in great demand. Azaleas and rhododendrons were very scarce because of the embargo on such stock from foreign ports. Everything in the plant line sold well.

NOTES.

Wm. S. Riley celebrated his 19th year of service with the park department. He was originally named as a member of the park board, and later was made deputy commissioner and when A. B. Lamberton resigned, Mr. Riley was made commissioner.

Large sprays of cherry blossoms are being featured in the windows of the Salter Bros. establishment.

Mrs. Marie Jacobs is again employed at J. B. Keller & Sons on S. Clinton avenue.

C. Curtis, Irondequoit, disposed of a large quantity of plants of all kinds.

Horace J. Head recently returned from a business trip in Pennsylvania.

Quantities of fancy plant baskets were sold by J. B. Keller & Sons.

A fine trade in plants and corsages was had by H. E. Wilson.

CHESTER.

NEW PHILADELPHIA, O.—The Endres Floral Co., has purchased 86 acres of land near this city, for nursery stock.

LIBERAL, KANS.—A flower store was opened here recently by Misses Blance and Zula Weidensaul, on Kansas avenue.

HUTCHISON, KANS. — The Parker greenhouses, owned by F. L. Parker, were sold recently to the Grovier-Starr Produce Co., who will continue their operation.

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Wholesale Florist
VIOLETS
104 West 28th St., NEW YORK CITY
Phone Watkins 2260. Consignments Solicited.
Mention the American Florist when writing

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WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.
Mention the American Florist when writing

WHOLESALE FLORISTS
A. L. Young Co.
34 WEST 28th ST. NEW YORK
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121 West 28th St, NEW YORK
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J. J. COAN, Inc.
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Importer and Manufacturer of
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Geo. J. Polykranas
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NEW YORK
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55-57 W. 26th St., New York
Telephone: 2046 Watkins
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PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins NEW YORK CITY

CARNATIONS LILIES VIOLETS
For prompt and satisfactory results consign your cut to
SULLIVAN BROS. & CO.
WHOLESALE FLORISTS
112 W. 28th St., Phone Watkins 3439 NEW YORK
NOVELTIES ROSES ALL SEASONABLE FLOWERS

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Carnations and Sweet Peas of Fine Quality.
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All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
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M. C. FORD
31 and 43 W. 18th St., NEW YORK
Telephones: 3870-3871 Watkins
A complete assortment of the best in the market can always be relied upon.
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109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
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WHOLESALE FLORIST
31 and 43 W. 18th St., New York
Prompt and careful attention to your interests. Consignments Solicited.
Mention the American Florist when writing

J. K. ALLEN
Wholesale Cut Flower Commission Dealer
43 West 18th Street, NEW YORK
Near the main entrance on 18th Street Wholesale Flower Market.
We are in short supply of Roses, Carnations, Valley and Orchids. Would be glad to correspond with small or large growers, same particular attention is given to all. Give me a trial and be convinced.
Established 1887. Telephones Watkins 167 3058
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, APRIL 6.

		Per 100	
Roses,	Beauty	5.00@	50.00
"	Mdm. Butterfly	6.00@	20.00
"	Pilgrim	6.00@	20.00
"	Hadley	6.00@	30.00
"	Dunlop	6.00@	20.00
"	Dbl. Whit. Killarney	4.00@	15.00
"	Columbia	4.00@	15.00
"	White Killarney	4.00@	12.00
"	Aaron Ward	6.00@	20.00
"	Ophelia	4.00@	15.00
"	Mrs. Chas. Russell	4.00@	25.00
"	Premier	6.00@	25.00
"	Sunburst	4.00@	15.00
"	Scott Key	10.00@	40.00
Adiantum Croweanum and Hybridum		1.50@	2.00
Asp. Plumosus, per bch		.25@	1.00
Bouvardia, doz.		.40@	.50
Carnation Laddie		8.00@	10.00
Carnations		3.00@	6.00
Cattleyas		50.00@	150.00
Forget-Me-Nots, pr. dz. bchs.			.75
Gardenias, per doz.		1.00@	4.00
Lilies, white		10.00@	20.00
L. Rubrum		5.00@	16.00
Lily of the Valley		2.00@	6.00
Lilac, per bch		.25@	.50
Acacias, cut, per bch		2.00@	2.50
Narcissus, Paper White, doz.		.40@	.50
Narcissus, Majors and Spurs, per doz.		.25@	.50
Callas, per doz		1.50@	2.50
Smilax, doz. strings		2.00@	2.50
Snapdragons, per doz		1.00@	2.00
Stocks, per doz		.50@	.50
Violets		.25@	.40
Daisies, yellow		1.50@	3.00
Tulips, Darwin, per doz.		.50@	.75
Tulips		.25@	.35
Mignonette, per doz		.50@	1.00
Wallflowers, per doz		.20@	.25

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments Solicited.
Mention the American Florist when writing

HERMAN WEISS
121 W. 28th St., NEW YORK
'Mums, Snapdragons, Roses, Carnations, Bouvardias, Pompons and Orchids.
As Well As All Other Flowers in Season.
Member
New York Wholesale Florists' Protective Ass'n
Mention the American Florist when writing

Telephones 4422 Watkins D. J. Pappas, President
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK

PHONE 2335 2336 WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK

Traveling Wholesale Florist
INC.
31 and 43 W. 18th St., NEW YORK
Telephone 9760 Chelsea.
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Alpha Floral Company

Northwest Corner Wabash Ave. and Adams St.

Our Motto: Satisfaction, Quality and Service.

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Johnson & Chrone's Florists

Southwest Corner 47th St. and Lake Park Ave.

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Miami's Largest Florist

The Exotic Gardens

801 12th Street

Prompt Deliveries to All Points in Southern Florida

Member F. T. D.

Rochester, N. Y.

J. B. KELLER SONS,

FLORISTS

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Rochester ph. 506. Long Dist. Bell ph. 2189

Members of Florists' Telegraph Delivery.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

Newark, N. J.

Begerow's

MEMBER

946 BROAD ST.

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

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2094 Broadway, S. E. Cor. 72d St.

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ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

BOHANNON FLORAL CO.

75 East Monroe Street, CHICAGO

Member of F. T. D.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST

ELEVEN STORES

Main Store— **Lewis Ave. Cor. Hancock St.**

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Members of Florists' Telegraph Delivery.

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Albany, N. Y.

Danker

FLORIST

The Best Service

MEMBER

Mention the American Florist when writing

Toronto, Can.

Canada's Best Known and Most Reliable Florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

Steamers arriving at or leaving any port can be served at a few hours' notice.

(Members F. T. D.) **Bees Ltd** (Members F. T. D.)

Bold Street

LIVERPOOL

Mention the American Florist when writing

Boston, Mass. MEMBER

Houghton Gorney Flower Shop

UNDER THE PARK STREET CHURCH

Centrally located. Each order receives my personal attention. Best facilities for shipping

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Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City

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Washington, D. C.

Louise Flower Shop

Connecticut Ave. at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders
We have the Best Facilities in the City
Established 1857

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The FLORIST

2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"
Get in touch with
MATTHEWSON'S, SHEBOYGAN, WISCONSIN.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Chicago

Congress Flower Shop
CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing

J. W. RODGERS
Elks' Building,
4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

TERRE HAUTE, IND.
THINK OF HEINL'S

Mention the American Florist when writing

LITTLEFIELD, Florist
WORCESTER, MASS.

Mention the American Florist when writing

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.
Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHARLES L. SCHMIDT
23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

Steamship Sailings.

FROM NEW YORK EXCEPT AS NOTED.

April 12.

FROM PORTLAND, Turcoman, I. M. M. Lines (Liverpool-Avonmouth).
Rochambeau, French Line (Havre).
Aquitania, Cunard-Anchor Line (Cherbourg-Southampton).
Italia, Cunard-Anchor Line (Naples-Fiume).
Caserta, Italian Lines (Genoa).

April 13.

FROM BALTIMORE, Soestdyk, Holland-America Line (Rotterdam).
FROM BALTIMORE, Maryland, I. M. M. Lines (London-Antwerp).
Porto Rico, Porto Rico Line (San Juan-Arroyo).

April 14.

Drammensfjord, Norwegian-America Line (Bergen).
Manchuria, I. M. M. Lines (Hamburg).

April 15.

FROM NEWPORT NEWS, Soestdyk, Holland-America Line (Rotterdam).
FROM PHILADELPHIA, Deronof, I. M. M. Lines (Hamburg).
FROM PORTLAND, Vennonia, Cunard-Anchor Line (London).
FROM BOSTON, Wathena, I. M. M. Lines (Hamburg).

April 16.

FROM BOSTON, Turcoman, I. M. M. Lines (Liverpool).
FROM PHILADELPHIA, Galahad, I. M. M. Lines (Glasgow).
FROM PHILADELPHIA, Triumph, I. M. M. Lines (Hamburg).
Carmania, Cunard-Anchor Line (Liverpool).
Cedric, I. M. M. Lines (Liverpool).
Menominee, I. M. M. Lines (London).

Chicago.

A. Lange
77-79 E. Madison Street
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New Orleans, La.
CHAS. EBLE
Oldest Florist South
121 BARONNE STREET
Members of Florists' Telegraph Delivery.

HENRY **Wittbold Co** OF EVANSTON
Chicago.
30 East Randolph Street
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Kansas City, Mo.
The Apollo Flower Shop
4 East 11th Street
We Carry the Largest Stock of Cut Flowers in the City. We Please the People.
Home Phone: Main 3652 Bell Phone: Main 1634

NEWARK, N. J.
Philips Bros.
938 BROAD STREET
Members of Florists' Telegraph Delivery.

Kansas City, Mo.
Samuel Murray
1017 Grand Avenue
Member Florists' Telegraph Delivery

Mention the American Florist when writing

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F.T.D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members of Florists' Telegraph Delivery

Milwaukee, Wis.

FOX'S

Incorporated
437-39-41 Milwaukee Street
Members of Florists' Telegraph Delivery.

Omaha Neb.

Hess & Swoboda

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1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

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Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

For St. Louis

WIRE

Grimm & Gorly

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

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Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Members of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—American Beauty Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans,La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—A. Eckrich, 924 Madison Ave.
New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Dard's 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—N. Christatos.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
New York—The Boulevard Florist.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

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JOHN WOLF

The Largest Grower of Cut Flowers in the South

Mention the American Florist when writing

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Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.
Members F. T. D.

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W. J. Barnes FLORIST, K.C.Mo.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

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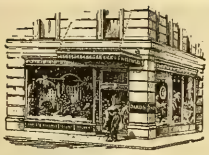
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.



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The Leading Florist for nearly Half a Century

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Hession

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AT REASONABLE PRICES

Plant Specialists

Phones: Rhinelander 107—420—775

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"SAY IT WITH FLOWERS"

MaySchling Flowers

Schling Service
Nothing Better

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New York — Telephone Audubon 6618
Established 1906

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3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY.
Orders from Other Cities filled with promptness

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Mention the American Florist when writing

New York's Favorite Flower Shop

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Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

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New York

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Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York. — Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

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Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

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St. Louis, Mo.

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N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.

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New York

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The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
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261 South State Street
Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.

Mention the American Florist when writing

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WILLIAM PALMER
FLORIST
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Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 — Incorporated 1909

Mention the American Florist when writing

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Memphis Floral Company

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WIRE US

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Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florist
JOHN BREITMEYER'S SONS
1314 Broadway
PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders In or around WASHINGTON, D.C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery & Exc
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

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Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to
The Dominion Floral Co.
484 St. Catherines St., West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

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Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

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W. G. Matthews Co., Inc.
18 West Third Street.
Conservatories in Riverdale.
Members of Florists' Telegraph Delivery

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Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Staten Island, N. Y. F. T. D.
ALEX. S. GEORGE
(Not Incorporated)
National Florist
FLORAL ARTIST
423-425 Richmond Terrace
(V. M. C.)

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Nashville, Chattanooga and Atlanta
THREE STORES
MEMBER Florists' Telegraph Delivery
Joy's

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Out of Town and Steamer Orders Promptly Filled

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EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

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SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D.
799 Park Avenue
Telephone Rhinelander 3087

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HENRY W. SHEPPARD
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Successor to the HILL FLORAL CO.
Good Stock and Good Service.

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Members of Florists' Telegraph Delivery.

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Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.

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Hartford, Conn.

WELCH'S Flower Shop

Also Store at New Britain, Conn.
Established 1885.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

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The Park Floral Co.

O. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

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A. Newell FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

LOUISVILLE, KY

AUGUST R. BAUMER,

MASONIC TEMPLE

Members of Florists' Telegraph Delivery.

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El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Michigan — Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

CHICAGO OPPOSITE FIELD'S — DETROIT

Central Floral Co. 132 N. State, CHICAGO 1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

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Seattle-Rosaia Bros. Finest floral studio in Northwest. Member F.T.D.

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Passaic, N. J. F. T. D. Paterson, N. J.

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LEADING FLORIST

930 PROSPECT AVE., Erie Building. **CLEVELAND**

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LOUISVILLE, KY.

THE F. WALKER CO.

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CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

New York

A. ECKRICH

(Successor to Charles E. Grunewald)

FLORIST

924 Madison Ave., bet. 73rd & 74th Sts.

Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

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Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass.

First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho.

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WICHITA, Kansas — Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers Personal Service — Members F. T. D.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

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HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place
Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Tacoma, Wash.

California Florists

will take care of all telegraph orders.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel. Next annual meeting will be held at St. Louis, June 20-21, 1921.

SWEET PEAS in California are looking well, acreage normal.

BLUE GRASS seed advanced three to four cents at Chicago the past 10 days.

MILLETS in the east central territory have advanced 55 cents to $1.35, with equal declines everywhere.

A. H. GOODWIN of the W. W. Barnard Co., Chicago, has been under the weather with bronchial trouble.

TREASURY decision No. 38,600 has been distributed and is of interest to all importers of clover and field seeds.

GEORGE W. PARK, the old time Pennsylvania seedsman and plantsman, is now permanently located at Dunedin, Fla.

WALTER W. HARNDEN, president of the Harnden Seed Co., Kansas City, Mo., died April 5. For further details, see obituary.

SAN JOSE, CALIF., seed growing district has had more rain, making a normal supply to date, and the crops are looking well.

ROBT. LIVINGSTONE, of the Livingstone Seed Co., Columbus, O., returned last week from his winter vacation on the Pacific Coast in very good health.

THE sowing of seed for the production of large onions in the vicinity of Chicago is practically finished. The seed planted for set production at this date is about 40 to 50 per cent of the expected plantings.

VISITED CHICAGO: Lester L. Morse and Frank G. Cuthbertson, of C. C. Morse & Co., San Francisco, Calif., E. S. Gunn, of the Gunn Seed Co., Lincoln, Neb.; Fred H. Hunter, of the Hunter Seed Co., San Francisco, Calif.

THE demand for white clover has been about normal or above. Country stocks in south-eastern Wisconsin, which is the principal producing section, are reported exhausted, but the big demand for this seed has already been met.

Grass Seeds.

Prices for grass seed, according to the government report, were unchanged from last week except that Kentucky bluegrass was quoted 50 cents to $1 or more higher in a few important markets. Redtop and orchard grass were firm at last week's prices. No improvement in the timothy demand was noted and exports during the week amounted to only about 13,000 pounds to Great Britain. Most seedsmen indicated a smaller than normal demand for timothy during March.

SAGINAW, MICH.—A. T. Ferrell has returned from his southern vacation and reports the business outlook good, with wage costs more favorable.

NEW YORK.—Counter trade, which, on account of the cold snap, was rather dull last week, took a great start April 4 and the leading seed stores were thronged.

John Bodger, Los Angeles, Calif.

John Bodger, president and founder of John Bodger & Sons Co. Los Angles, Calif., is celebrating his 75th year by touring the seed growing centers of Europe. He will first visit his boyhood home in Somersetshire, England, where he began his career as a florist, nurseryman and seedsman. For 30 years after his early marriage he catered to a steadily growing trade and a still more

John Bodger and Sons.
Walter Bodger. Jo C. Bodger. John Bodger.

rapidly increasing family, until on the advice of a well known seedsman, who had visited San Francisco, Calif., in 1880, he decided to dispose of his retail business in England and start life over again in California as a seed grower. The year 1891 found him established with his family in Ventura county, growing flower and vegetable seeds on a scant acre of poor ground. For the first 10 years the new enterprise had a hard struggle for life. This is not strange, considering the fact that Mr. Bodger and his sons were handicapped by scanty knowledge of California farming conditions, by adverse weather, and last but not least, by insufficient funds. However, the whole family put in their best efforts, and Mr. Bodger steadfastly fixed his hopes on that success which his sanguine nature believed to be always around the corner. To day his dreams have been abundantly realized—one might say literally a thousand-fold—as the firm of which he is still an active member, has expanded from a one-acre plot to considerably over a thousand acres of rich soil, employing scientific methods and up-to-date machinery. This large acreage, which centers about Los Angeles, is now recognized as a reliable source of supply, not only for the United States, but for countries all over the civilized globe.

The firm grows standard varieties of flower and vegetable seeds, but Mr. Bodger's personal favorities among the flowers are asters and zinnias, and for the past ten years, working in conjunction with his sons, he has not only perfected the older varieties of asters and zinnias, but has produced many entirely new types. Prominent among the asters is the long stemmed Beauty type, a valued addition to the florists' collection. Chief among the zinnias is that magnificent new race, known as Dahlia-flowered. Authorities on the subject agree that this new type is as important an advance in the development of the zinnia as was the Spencer selection in the history of the sweet pea. So large are these zinnias, so velvety in texture and so diversified in color range that they have risen from their humble place as the plebeians in grandma's garden to the proud patrician of exclusive florists' shops. The demand for these flowers is so great that the company is devoting 200 acres this season to asters and zinnias alone.

While Mr. Bodger is in Europe, his firm will be carrying on business as usual under the able supervision of his sons, Walter Bodger, vice president, John C. Bodger, secretary, Thos. M. Bodger, superintendent. The photograph for the accompanying illustration was taken just before Mr. Bodger and his wife started for New York, where they will embark for Southampton, Eng., sailing April 12. Their many friends in the seed trade tender them their best wishes for a safe and pleasant journey.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Mention the American Florist when writing

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

SOW NOW

ASTERS

Early
- **Queen of the Market,** 10 separate colors, each, ¼ oz., 40c; trade pkt., 25c; per oz., $1.40.
- **Royal,** 5 separate colors, each, ¼ oz., 40c; trade pkt., 25c; per oz., $1.40.

Mid Season
- **Ostrich Feather,** 10 separate colors, each, ¼ oz., 40c; trade pkt., 25c; per oz., $1.40.
- **Crego,** 7 separate colors, each, ¼ oz., 40c; trade pkt., 25c; per oz., $1.50.
- **King,** 6 separate colors, each, ¼ oz., 40c; trade pkt., 25c; per oz , $1.40.

Late
- **Giant Branching,** 9 separate colors, each, ¼ oz., 30c; trade pkt , 15c; per oz., $1.00.

New Sorts
- **Ball's White.** ¼ oz , $3.00.
- **American Beauty,** 3 separate colors, each, ¼ oz., 65c; trade pkt., 35c; per oz., $2.40.
- **Heart of France,** ¼ oz., 55c; trade pkt , 35c; per oz., $2.00.
- **Peerless Pink,** ¼ oz., 50c; trade pkt., 25c; per oz., $1.80.

SWEET PEAS

Spencer
- **King White**.....oz., 55c; ¼ lb., $1.75; lb., $7.00.
- **Lavender George Herbert**.....oz., 50c; ¼ lb., $1.75; lb., $7.00.
- **Countess Spencer,** oz., 40c; ¼ lb., $1.35; lb., $5.00.
- **King Edward VII,** oz., 40c; ¼ lb., $1.30; lb., $5.00.

Grandiflora
- **Dorothy Eckford,** oz., 15c; ¼ lb., 50c; lb., $1.80.
- **Lady Grisel Hamilton**.....oz., 20c; ¼ lb., 60c; lb., $2.20.
- **Gladys Unwin**.....oz., 15c; ¼ lb., 50c; lb., $1.80.
- **King Edward VII,** oz., 20c; ¼ lb., 60c; lb., $2.20.

ASPARAGUS PLUMOSUS NANUS, northern greenhouse grown seed, 1000 seeds, $4.00; 3,000 lots at $3.50 per 1000.
ASPARAGUS SPRENGERI, 1000 seeds, $1.50.
DRACAENA INDIVISA, oz., 40c; lb., $5.00.

For Other Flower Seeds See Our "BOOK FOR FLORISTS"

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Henry Berrien Fish
Carpinteria, Calif.

I have for immediate delivery seed stock of these varieties, hand-picked and ready for planting:

Fordhook Bush Lima
Wood's Prolific Bush Lima
Large White Pole Lima
Lazy Wife Pole

Write for Quantities and Prices.

Western Seed & Irrigation Co.
WHOLESALE SEED GROWERS
SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.
Write for Special Contract and Spot Prices.
Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky bluegrass, redtop and red clover at principal points of distribution, March 26, 1921, as given by the Government Market Reporter of April 2, 1921:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$7.00	$28.50	$14.00	$20.50
Baltimore	7.00	26.00	14.00	21.00
Richmond	8.00	28.00	15.00	22.50
Buffalo	7.05	27.25	14.50	21.50
Toledo	6.45	28.50	15.00	20.00
Louisville	7.50	27.00	15.50	22.00
Chicago	6.40	27.50	13.50	20.50
Minneapolis	6.50	28.50	15.00	22.50
St. Louis	6.60	30.00	14.00	19.25
Kansas City	6.50	30.00	15.00	19.00
Denver	7.25	29.00	15.00	21.50
Salt Lake City	6.50	32.00	18.00	20.00
Seattle	8.00	28.00	18.00	20.00
Average for the United States same date, 1920	$13.85	$30.30	$19.85	$57.70

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. **Office: Cambridge, New York**

R. C. McGILL & CO.
WHOLESALE SEED GROWERS
SPECIALTIES IN VARIETY
ONION-CARROT-BEET-RADISH-PARSNIP
CONTRACT PRICES MAILED ON REQUEST
SAN FRANCISCO CABLE ADDRESS "McGILL-SEED" SAN FRANCISCO CALIFORNIA

Before Placing Orders for SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

—THE—
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

ASTERS

CREGO. White, Blue, Shell Pink, Rose Pink, Purple. Lavender—Trade pkt., 40c; $2.00 per oz. Mixed Colors—Trade pkt., 30c; $1.50 per oz

SEMPLE'S LATE BRANCHING. Separate Colors—Trade pkt., 30c; $1.50 per oz. Choice Mixed—Trade pkt., 30c; $1.25 per oz.

EARLY ROYAL BRANCHING. Separate Colors—Trade pkt., 40c; $2.25 per oz. Choice Mixed—Trade pkt., 40c; $2.00 per oz.

Also All Other Popular Varieties.

Send for Wholesale Price List offering everything required by the progressive florist.

Henry F. Michell Co.
518-516 Market St.,
PHILADELPHIA, PA.

SEEDS

Flower, Vegetable and Farm
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

EDGAR F. HURFF

SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

SPECIAL OFFER

Lily of the Valley Pips

HOLLAND GROWN
At $17.00 per 1000

Packed in cases of 1000 and 2000 each. First-class quality and dormant condition guaranteed. Ready for immediate or later shipment.

C. J. SPEELMAN & SONS
470 Greenwich Street, **NEW YORK CITY**

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Flower Seeds
KELWAY'S

choice strains of Florists' Flowers are unsurpassed and we can point to over 300 Exhibition Awards gained in all parts of the world.

Prices always available—spot or growing crops.

The address

KELWAY & SON, Wholesale Seed Growers, **Langport, England**

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BURPEE'S SEEDS GROW

Wholesale Price List for Florists and Market Gardeners.

W. Atlee Burpee Co.
Seed Growers Philadelphia

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JAMES VICK'S SONS

Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

Yokohama Nursery Co.

LTD.
Woolworth Building
NEW YORK CITY
Importers
Japanese Bulbs, Plants and Seeds

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GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds
GUADALUPE, CALIFORNIA

R. & M. GODINEAU

Seed Growers
Angers, - - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

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I. N. Simon & Son

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438 MARKET STREET
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Return Envelopes
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Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

LAWN SEED MIXTURES

FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

Valley for Mothers' Day

NEW STOCK READY FROM COLD STORAGE.

Bruns' Celebrated Chicago Market Brand		Florists' Money Maker Brand	
$35.00 ..... per 1000	$10.00 ..... per 250	$30.00 ..... per 1000	$8.00 ..... per 250
20.00 ..... per 500	5.00 ..... per 100	16.00 ..... per 500	4.00 ..... per 100

I carry over 2,500,000 of the finest **Valley Pips** in storage and my facilities enable me to make shipments the same day or not later than the day following receipt of order.
If it's **VALLEY**, I can supply it. Tell me what you want.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

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EXTRA FINE STRAIN EXHIBITION Size GERMAN "LUBECK" PIPS Just Arrived.

Price in cases, 1000, 500 or 250 each, on application.

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Bailey's New Standard Cyclopedia of Horticulture

Price: $48.00
Sold Only in Complete Sets
American Florist Co.
440 S. Dearborn St., CHICAGO

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

TOMATO SEED

Grown for the Wholesale Seed Trade
HAVEN SEED CO.
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Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

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Wholesale Bulb Growers and Importers
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Sound Bulbs of Highest Vitality

From W. J. ELDERING & SON, Ltd., Overveen, Holland

We do not crowd our bulbs into marketable size at the expense of vitality and firmness. Our bulbs are absolutely full aged, solid, well matured and free from disease.

Write for prices to the home address, **OVERVEEN, HOLLAND,** or to
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WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty.
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Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France

NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

CYCLAMEN

We must have room and offer for one week.
2,500 2¼ in. **Cyclamen,** at $10.00 per 100; $90.00 per 1000.
3,000 3 in. **Cyclamen,** at $20.00 and $25.00 per 100.
1,000 4 in. **Cyclamen,** at $40.00 per 100.
Ask for our prices of **Easter Greeting Pelargoniums** and **Ferns.**

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

DUTCH BULBS

Standard Bulb Company
BENTON HARBOR, MICH.
Ask prices.

Lily Bulbs

From Storage. Write for Prices.

GIGANTEUM from Chicago, Denver, Toronto and New York. **MAGNIFICUM, RUBRUM** and **FORMOSUM** from New York only.

For Immediate Shipment.

VALLEY PIPS, German and Dutch type; **BAMBOO STAKES,** green and natural; **RAFFIA,** natural and colored; **COCOS WEDDELIANA Seeds; Rosa Multiflora JAPONICA** Seeds and Stocks.

Summer-Fall Shipment.

PALM SEEDS. MANETTI STOCKS, FERNS IN FLATS, FRENCH BULBS. DUTCH BULBS, LILY BULBS, VALLEY PIPS, CHINESE SACRED LILIES, FREESIA and CALLA BULBS, DRACAENA CANES.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

GET QUOTATIONS FROM

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Seeds Which Succeed
Bloomsdale Farm **BRISTOL, PA.**

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June, 1921.

BLOOMINGTON, ILL.—With the season three weeks in advance of last year, due to extremely warm weather A. M. Augustine says orders for nursery stock have been coming in rapidly.

WE are in receipt of the first number of "Portland Roses," a magazine devoted to the outdoor cultivation of roses, published by the Portland Rose Society, 267 Third street, Portland, Ore.

THE Jackson & Perkins Co., Newark, N. Y., is having by far the largest business ever experienced. Prices on some kinds of fruits have eased off recently, but ornamentals are holding firm.

POUGHKEEPSIE, N. Y.—Some large contracts for furnishing and planting several thousand evergreen and fruit trees have been awarded to the Poughkeepsie Nursery Co., of which William J. Godding and P. J. Melle are owners.

THE Framingham Nurseries, Framingham, Mass., say business has been extra good to date and looks most promising for the rest of the season. Labor and shipping conditions are more satisfactory. Large specimen evergreens are going well.

TRADE with the Rice Brothers Co., Geneva, N. Y., is running well ahead of last year and it is expected everything in fruit, roses and general ornamentals will be cleaned up. During the past ten years this firm has not been sold out so closely as at the present time.

THE Oregon Nursery Co., Orenco, Ore., reports that scarcity of stock, especially cherries and plums, has handicapped sales. With no appreciable surplus in other lines, there has been sufficient in most cases for the demand. No boom in planting is anticipated, many looking for lower prices which can hardly materialize under existing conditions.

Pine Blister Rust.

ILLEGAL SHIPMENTS OF SMALL FRUITS.

Many illegal shipments of currant and gooseberry bushes and five-leaf pines have been made in the past four years, a large majority of them by nurserymen. An analysis of the violations of blister rust quarantines which have been discovered, shows that out of a total of 122 shipments, 49 nurseries were responsible for 105 of these prohibited sales. White pines were discovered, in a few shipments, under the name of "Jack pine," or other yellow pines. Violations have occurred from Massachusetts, New York, New Jersey, Pennsylvania, Ohio, Michigan, Wisconsin, Minnesota, Iowa, Illinois, Indiana, Louisiana and Alabama. Some of these shipments were made from regions infected with blister rust, and a few came from nurseries known to have had diseased stock the previous year. Many of these violators have been prosecuted, and a force of government inspectors are in the field to take such action as will make the quarantine effective.

The cooperation of all nurserymen is requested in upholding the federal and state blister rust quarantines. Federal Quarantine No. 26, prohibits the shipment of five-leafed pines, currants or gooseberries (the host plant of the blister rust) from points east of and including Minnesota, Iowa, Missouri, Arkansas and Louisiana to points west of these states. This quarantine also prohibits the shipment of five-leafed pines and black currants from New England and New York to any point outside of these states, and prohibits, further, the shipment of five-leafed pines and black currant plants from the New England states into the state of New York. These regulations are made to prevent the introduction of the blister rust into uninfected regions by the transportation of of diseased host plants, and to protect the valuable western white pine forests. A single shipment of infected stock may cause enormous loss. A bulletin giving complete information about the federal blister rust quarantine laws and the regions to which they apply may be secured from the Federal Horticultural board, Washington, D. C., of which C. L. Marlatt is chairman.

Alnus Hirsuta.

To persons who know alders only as they grow naturally in New England these plants are small or large shrubs, but the common European alder, Alnus glutinosa, is at its best a large tree; there are two large tree alders in the Pacific states and another in Arizona and Mexico and in Japan and eastern Siberia some of the species are trees. One of these, Alnus hirsuta, should be better known, for it is perfectly hardy here and has grown more rapidly than any other Japanese trees raised from the seeds brought from Japan by Professor Sargent in 1892. In the arboretum it is a shapely tree already more than 30 feet high, with smooth, lustrous pale gray bark and spreading branches, and large dark green leaves. Two plants of this alder can be seen on the right-hand side of the Meadow road in front of the linden group. In Japan it is often a tree 60 or 70 feet tall with a trunk two feet in diameter, and there appears to be no reason why it should not grow as large in this country. Of all the tree alders in the collection it has the most promise of long life and large size, and it should prove a good tree in the northern states to ornament the borders of streams and ponds. In Japan this tree furnishes wood used for many purposes.—Arnold Arboretum Bulletin.

KEARNEY, NEB.—In a recent survey of the natural timber of Nebraska, Prof. Raymond J. Pool, of the University of Nebraska, found that there were 60 different species of native trees, representing both the forests of the far west and those of the eastern portion of the United States.

PORTLAND, ORE.—The horticultural products section of the department of horticulture, Oregon Agricultural college, received donations of machinery and equipment valued at $17,500, recently, from manufacturers whose interest has been aroused by the successful work carried on in that branch for dehydrating and canning fruits.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, $2.25.

American Florist Co.

440 S. Dearborn St., CHICAGO

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO. ★ WEST GROVE PENNA.

Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing

Ibolium Privet

The New HARDY HEDGE

Resembles California. HARDY AS IBOTA.

2-yr. Ibolium Privet.

Dormant Summer Cuttings, $15.00 per 100

All larger grades sold.

Box-Barberry

Summer Frame Cuttings, $25.00 per 1000

For Lining Out.

10 samples postpaid for 50c.

Hard Wood Cuttings for Greenhouse Bench Propagation, $7.50 per 1000. READY NOW.

SURPLUS

Am. Hemlock, Pin Oak, Gingko, Red Maple Japan Iris.

ELM CITY NURSERY CO.,

Woodmont Nurseries. Inc.

NEW HAVEN, CONN.

Buy Box-Barberry and Ibolium Privet of the Introducers.

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Hill's Choice Stock

STOCK FOR LINING OUT

Ornamental Evergreens and Deciduous Tree and shrub seedlings, Rooted Cuttings, Grafts, etc., in large assortment of rare, choice and standard varieties for lining out. Annual output, 2,000,000 plants

LANDSCAPE EVERGREENS

New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

THE D. HILL NURSERY CO., Inc., Box 404, Dundee, Ill.

EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request.

Kentfield, Marin Co., Calif.

Mention the American Florist when writing

TUBEROSES.

TUBEROSES Well cured, Free from rot.

	100	1000
Dwarf Excelsior Pearl, 1st size, 4-6 in.	$4.00	$35.00
Variegated Leaved, single	3.75	32.50
Albino, single	3.75	32.50
Armstrong's Ever-Bl'm'g	3.75	32.50
Mexican	3.00	25.00

CALADIUMS With Real Sound Center Shoots.

	100	1000
5- 7 inch	$ 4.50	$ 40.00
7- 9 inch	7.50	70.00
9-11 inch	14.00	125.00

GLADIOLUS From Our Own Farms.

	1000
America, First	$27.00
America, Medium	22.00
Halley, Medium	35.00
Mrs. F. King, First	25.00
Mrs. F. King, Medium	20.00
Schwaben, First	60.00
Florist Mixed	25.00
Standard Mixed, First	22.00
Standard Mixed, Medium	19.00

WHITE BULBLETS (GLADIOLUS)

	1000
America, ½-¾ in.	$ 5.50
America, ½ in. and under	4.50
Mrs. F. Pendleton, ½ in. and under	10.00
Mrs. F. King, ½ in. and under	4.50
Panama, ½ in. and under	6.50

Our Spring Book "For Florists" Now Ready.

CHICAGO Vaughan's Seed Store NEW YORK

Mention the American Florist when writing

Abundance of Stock

Size		100	1000
2¼-in.	**Ageratums,** light or dark	$ 2.75	$25.00
2 -in.	**Coleus,** red or yellow.	2.75	25.00
3 -in.	**Cyclamens,** 8 varieties	15.00	....
2¼-in.	**Fuchias,** 12 varieties..	3.00	27.50
2¼-in.	**Heliotropes,** light or dark	3.00	27.50
2½-in.	**Marguerites,** fine plants	3.50	30.00
2½-in.	**Stocks,** Alice or Nice.	2.75	25.00
2¼-in.	**Vincas,** variegata	5.00	45.00
3½-in.	**Vincas,** variegata	13.00	125.00

Liberal Extras. Correspondence Solicited.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

Mention the American Florist when writing

50,000 Dracaena Indivisa

From 2-inch pots, ready for 3 or 4-inch pots, at $4.00 per 100. From 2-inch pots, good strong average sized plants at $3.00 per 100.

GERANIUMS (Our Specialty)
Nutt. Buchner, Ricard, Poitevine, Viaud. Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, **ALLEGANY, N. Y.**

Mention the American Florist when writing

Coreopsis Grandiflora.

Although it has been in cultivation for the better part of a century, coreopsis has shown no marked divergence from the type until quite recently. From the florists' point of view, considerable improvement has been effected in the size and form of the flower, in strength of stem and freedom of flowering. For a plant so extensively cultivated in private gardens, and so largely grown for supplying the markets with cut flowers, it is a little strange that no divergence from the easily recognized type has been observed during the passing of the years. Now, however, the golden, single bloom has increased its number of ray florets, and become semi-double. The newcomer was noticed in a batch of seedlings, and Amos Perry, who acquired and perpetuated the variety, exhibited it before the Royal Horticultural Society at the Provincial show held at Cardiff, when an award of merit was granted. The more numerous ray florets add to the substance and lasting qualities of the blooms, but fortunately, the doubling has not been carried so far as to detract from the elegance of the flower. Coreopsis grandiflora, Perry's variety, should prove a useful addition to golden flowers suitable for the hardy flower border.—London Gardeners' Chronicle.

SURPLUS STOCK READY FOR DELIVERY

100,000 Erica Melanthera

2 inch Pots

$15.00 per 100; $125.00 per 1000; $1,000.00 per 10,000.

SINGLE TUBEROUS BEGONIAS. Prices on application.

Cottage Gardens Nurseries, Eureka, Calif.

Mention the American Florist when writing

FERNS

Cyrtomium Rockfordianum, Holly Ferns. 3-inch, $1.50 per doz., $8.00 per 100; 4-inch, $3.00 per doz., $25.00 per 100.

Be sure to get Our Monthly Bulletin.

R. Vincent, Jr. & Sons Co.
WHITE MARSH, MD.

Mention the American Florist when writing

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

Mention the American Florist when writing

Own Root Roses

All the Standard Forcing Roses.
All the Choice Ramblers.
All the Best Bedding Roses.
Send for list.

ROBERTS ROSE CO.
3480 South Emerson St., DENVER, COLO.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Dooley, Cook County, Ill, Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

STONEY CREEK, ONT.—Harrison & Son have completed a new house for growing vegetables.

SNOW in the Imperial Valley, California, April 4, the first time on record, damaged the important fruit and truck crops of that region.

ANNA, ILL.—A co-operative fruit and vegetable marketing bureau, is to be organized here, according to an announcement made by the Illinois Agricultural Association, April 4. The bureau will consist of the leading growers of southern Illinois, who will have for their principal aims, the standardization of packs and promotion of the fruit and vegetable products of this section.

H. A. JOHNS, of the Sioux City Seed Co., Sioux City, Ia., states the Everglades is the best thing in Florida from a monetary point of view and that in not making every effort to get the region drained and under cultivation the state is missing one of its golden opportunities; he places these lands among the richest in the world and says that one day they will support the population of an empire.

Prices of Indoor Fruits and Vegetables.

Chicago, April 5.—Cucumbers, 2-dozen box, $4.00 to $5.00; leaf lettuce, per box, 20 cents.

Spinach.

For many years Spinach has occupied a most important position with us. This crop has gradually forged to the front until today it almost holds first place. Probably one big factor is the nature of this farm. We have a warm gravelly soil which drains perfectly. Thus we are sure of an early start, which enables us to catch the early market, and we are certain to winter our late crop if anybody does.

On this type of soil the plants root deeply and are not easily heaved out by winter freezing. Further, we have a great windbreak on the west border, which protects the fields from winter storms, which are very destructive to spinach when not snow-covered. The increased express rates and high cost of packages also are operating in our favor, reducing southern competition. Altogether, we are on the market many months, from September to July, often unbroken.

The use of fertilizer is a great help, especially potash and nitrates. A favorite form is nitrate of potash, which supplies both at once. We use this form on the young crop in the spring, as the seeds have germinated and on the wintered over fields, as soon as the frost leaves the ground and growth starts. This fertilization produces a quick undergrowth of dark green color, so much desired on the markets. The fall crop for wintering is sown from September 10 to October 1, preferably two or three seedings. About Thanksgiving time a light mulch of clean straw is given, which is renewed in March. Part of the crop is left unmulched to permit winter cutting, as we often have long spells of warm rainy weather when much marketing is possible. Seeds are again sown as early as the ground can be worked, sometimes in February. All are sown broadcast, except the crops for June and September which are drilled for wheelhoeing to cut down weeds. The winter crops and early spring crops need no attention for weeds. As to varieties, only two are grown—Round-leaved for all except the first for early spring seeding, for which we use Norfolk Savoy.

Lately a serious disease has caused much damage. It is the "yellows," similar to cabbage "yellows." Against this there is probably no other remedy than to produce resistant types by seed selection and breeding. It is believed that aphis distribute this disease over the fields. It is well known that during the spells when aphis abound is this disease at its height. We delay the late sowings as much as possible which gives some relief. As a preparatory crop, use clover, preferably sweet clover can be used, which is plowed up in July or August and the field then planted to winter spinach.

MARKETMAN.

White Grub Land.

Severe injury from white grubs is to be expected this season throughout southern New York, northern Pennsylvania, northern Ohio, the southern half of Michigan, northern Indiana and Illinois, eastern Iowa and southern Wisconsin. Every three years these sections are visited with this pest, due to the fact that it takes this time for the insects to pass through their complete life cycle. They will occur especially in fields that were in grass last year, and for this reason, neither corn or potatoes should be planted on such land. By sowing oats or barley the first year, planting clover the second, and following with corn the third year, a good rotation is presented for protection against the white grub, for the beetles which are the parents of these pests do not usually lay their eggs in such crops.

SPECIALTY

Potted Plants

To Trade Only.

A. L. MILLER, Jamaica, N. Y.

Mention the American Florist when writing

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD, Delaware County, PA.

Mention the American Florist when writing

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

Mention the American Florist when writing

Ageratum Fraseri

We feel confident in offering **Ageratum "Fraseri"** to our customers that we are offering what will be one of the most valuable acquisitions to the bedding plant line in recent years, that it is a blue, a decided blue, that would be continually in bloom. In our trial grounds last summer **"Fraseri"** attracted more attention than any other bedding plant. It only grew about 8 to 10 inches high and was covered the entire season with what can easily be classed as immense trusses of flowers, as many of them were over 2½ inches across, while the individual flower would be ⅞ of an inch in diameter. The plant spreads about 12 to 15 inches across. It can easily be used with Alternantheras as a border plant.

Being an early bloomer and dwarf, compact grower, it makes an excellent pot plant.

2-inch, $1.00 per doz.; $ 6.00 per 100.
3-inch, 1.50 per doz.; 10.00 per 100.

Be sure to get Our Monthly Bulletin.

R. Vincent, Jr. & Sons Co.

White Marsh, Md.

Mention the American Florist when writing

Seasonable Stock

READY NOW

	Per 100
Begonia Metallica, M. A. Patten and Sandersoni, 2¼-in	$8.00
" Glorie de Chatelaine, 2¼-in	6.00
" Gracilis Luminosa, Prima Donna, Mignon and Eufordia Superba	5.00
Fuchsia—Lord Byron, Mrs. E. G. Hill, Minnesota, Phenomenal, Speciosa and Black Prince, 2¼-in	6.00
Manettia Bicolor, good for vases and baskets, 2½-in	6.00
Petunia, double, best named sorts, all colors, for 2¼-in. pots	6.00

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

Ready Reference Section

15 CENTS, NET, PER LINE

ALTERNANTHERAS.

Alternantheras. Yellow and Brilliantissima, fine bushy, 2-inch stock, $4.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

AMPELOPSIS VEITCHI.

Ampelopsis Veitchii. A large stock of one and two year in all grades. Two year transplanted are heavy for grades. Some three year with heavy tops and roots. Light stocks for lining out very cheap. CHAS. BLACK, Hightstown, N. J.

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $10.00 per 1,000.
ROMAN J. IRWIN
43 West 18th St. New York

Asparagus plumosus, 2-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

BARBERRY.

Box-Barberry, well-rooted summer cuttings $25.00 per 1,000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BEGONIAS.

Begonia Chatelaine, 2¼-in., $7.00 per 100; $65.00 per 1,000. Patten (new dark pink Chatelaine), 2¼-in., $8.00 per 100.
Pride of New Castle, 2¼-in., $14.00 per 100.
Ask for price list of Canna Roots and Gladioli Bulbs.
ROMAN J. IRWIN
43 West 18th St. New York

Begonias, Metallica, Otto Hacker and Pres. Carnot, $10 per 100. The Storrs & Harrison Co., Painesville, O.

BOXWOOD.

300,000 Boxwood edging. Suffruticosa, 5 to 6 and 6 to 7-in. Strong bushy plants. Old boxwood hedges. Write for prices. Specialty: moving boxwood hedges and trees without disturbing the roots. ROBERT H. BENDER, Chestnut Hill, Philadelphia, Pa.

BULBS.

Bulbs, Gladiolus. All bulbs are first-class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

R. A. VAN DER SCHOOT
Hillegom, Holland
Extensive own culture of bulbs and plants. Prices on application.

CANNAS.

Cannas. Large-flowering. Fine 2 or 3 eye, plump, dormant roots, true to name. For varieties and prices, see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

CANNAS.

Cannas. Guaranteed true to name; 2 to 3 eyes; strong plants.

	100	1000
King Humbert	$4.50	$40.00
Yellow King Humbert	4.50	40.00
Wintzers Colossal	4.00	30.00
Mrs. Alfred Conard	7.00	65.00
City of Portland	7.00	65.00
Golden Gate	3.50	30.00
J. F. Howell	3.50	30.00
David Harum	3.50	30.00
Richard Wallace	3.50	30.00
Chas. Henderson	3.50	30.00
Allemania	3.50	30.00
Kate Grey	3.50	30.00
Indiana	3.50	30.00

NORTH STAR NURSERY
Onarga, Ill.

CARNATIONS.

Ready Now!
New Varieties:

	100	1000
Harvester, Splendid white and a free bloomer	15.00	120.00
Edna, wonderful red and sure to please	15.00	120.00

Send for Complete Description.

PINK	100	1000
Laddie	$12.00	$ 90.00
Ruth Baur	10.00	90.00
Enchantress Supreme	5.00	45.00
Morning Glow	7.00	65.00
Mrs. C. W. Ward	5.00	35.00
Alice	4.00	35.00
Pink Enchantress	5.00	35.00
Rose-pink Enchantress	4.00	35.00
Miss Theo	5.00	45.00
Rosalia	6.00	50.00
Cottage Maid	5.00	45.00
Rosette	4.00	35.00
RED	**100**	**1000**
Ethel Fisher	$10.00	$ 90.00
Nebraska	5.00	45.00
Belle Washburn	5.00	45.00
Aviator	5.00	35.00
Herald	5.00	40.00
Beacon	5.00	40.00
Thenanthos	4.00	35.00
WHITE	**100**	**1000**
White Benora	$ 7.00	$ 65.00
Crystal White	5.00	45.00
White Enchantress	4.00	35.00
White Wonder	5.00	45.00
Matchless	4.00	35.00
White Perfection	4.50	40.00

Send Your Order To-Day. Get the Best that Money will Buy.
M. C. GUNTERBERG,
Wholesale Florist
8 East Randolph St., Chicago, Ill.

CARNATION PLANTS.
200,000 from black soil.

	1000
Ward	$25.00
Rose Pink Enchantress	25.00
Enchantress	25.00
White Enchantress	25.00
Thenanthos	25.00
Supreme	35.00
Matchless	35.00
Aviator	35.00

200,000 from sand.

	1000
Ward	$18.00
Rose Pink Enchantress	18.00
Enchantress	18.00
White Enchantress	18.00
Thenanthos	18.00

PETER REINBERG
Wholesale Florist
30 E. Randolph St. Chicago

CARNATIONS.

CARNATIONS
Choice Rooted Cuttings
$5.00 per 100; $40.00 per 1,000.
MATCHLESS
BELLE WASHBURN
$7.00 per 100; $60.00 per 1,000.
Our cuttings are all made from flowering side shoots.
BASSETT & WASHBURN.
178 N. Wasbash Ave., Chicago.

LAST CALL.
ROOTED CARNATION CUTTINGS.

	100	1000
Ward	$3.00	$22.00
Matchless	3.00	22.00
White Enchantress	3.00	22.00
Pink Enchantress	3.00	22.00

WIETOR BROS.,
Wholesale Florists,
30 East Randolph St., Chicago.

CARNATIONS, STRONG ROOTED CUTTINGS

	100	1000
Enchantress Supreme	$5.00	$45.00
C. W. Ward	5.00	45.00
White Enchantress	4.50	40.00
Aviator	4.50	40.00
Matchless	4.00	35.00

CHAS. N. MILLER & BRO.
Morton Grove, Illinois.

CARNATIONS — NOW READY
STRONG ROOTED CUTTINGS

Mrs. C. W. Ward	$5.00	$45.00
Enchantress Supreme	5.00	45.00
Aviator	4.50	40.00
White Enchantress	4.50	40.00
Matchless	4.00	35.00
Pink Enchantress	4.00	35.00

J. A. BUDLONG CO.
184 North Wabash Ave., Chicago, Ill.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUM PLANTS.
60,000 from black soil.

	1000
Golden Glow	$20.00
Smith's Early Rose	20.00
Oconto	20.00
Golden Queen	20.00
Yellow and White Razer	20.00
Pink and White Chieftain	20.00
Nagoya	20.00
Dr. Enguehard	20.00
Seidewitz	20.00
Harvard	20.00
Buckbee	20.00
Golden Chadwick	35.00
White Chadwick	35.00

POMPONS.

	1000
Frank Beu	$18.00
Yellow Baby	18.00
Diana	18.00
Baby Marguerite	18.00
Golden Wedding	18.00
Godfrey	18.00
Buckingham	18.00
J. Hamilton Lewis	35.00

PETER REINBERG
Wholesale Florist
30 E. Randolph St. Chicago

Chrysanthemums, Hamburg Late Pink. One of the best pinks for commercial purposes. Rooted cuttings, $8.00 per 100; $75.00 per 1000. 2-in. stock, $9.00 per 100; $85.00 per 1000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS, ROOTED CUTTINGS.

Clean, healthy stock free from midge.

Standard Varieties.

Golden Glow, Early Frost, Charles Razer, Seidewitz and all other standard varieties. $3.50 per 100; $30.00 per 1,000.

Pompons—Hardy Early Flowering, Single varieties. Anemones, $3.50 per 100; $30.00 per 1,000.

Choice Commercial Varieties.

Sun Glow	White Mistletoe
Glen View	Golden Mistletoe
Wells' Late Pink	December Gem
White Turner	Odessa
Yellow Turner	

Price on all above, $5.00 per 100; $45.00 per 1,000.

White Seidewitz, $6.00 per 100.

Hamburg Late White, $5.00 per 100; $35.00 per 1000. Pink Turner, $2.25 per dozen, $15.00 per 100.

Ask for Price List of Carnation Cuttings.

ROMAN J. IRWIN

43 West 18th St., New York

CHRYSANTHEMUMS.

Rooted Cuttings.

Our celebrated early white pompons are ready to ship anywhere. This variety commences to bloom October 1, and will continue three months, producing quantities of double white pompons, which are fine for either cut flowers or potted plants.

$ 6.00 per 100
50.00 per 1000

BASSETT & WASHBURN

178 N. Wabash Ave. Chicago.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

CINERARIAS.

Cinerarias, Columbian Mixture and Stellata. In bloom. Just the thing for show. 4-inch, 20c each; 5-inch, 40c each. Cash with order. MATTHEWSON'S, Sheboygan, Wis.

COLEUS.

COLEUS ROOTED CUTTINGS.

$1.50 per 100; $14.00 per 1,000, by express. If postpaid, special delivery and insured, at customer's risk, add 15c per 100; 75c per 1,000. Golden Bedder, Verschaffeltii, Queen Victoria, Firebrand, Beckwith Gem, Trailing Queen and others.

American Beauty and Brilliancy, $2.50 per 100; $20.00 per 1,000.

Ask for Price List on All Bedding Plants.

ROMAN J. IRWIN

43 West 18th St., New York

Coleus. Best bedding varieties, $3.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CYCLAMEN.

Cyclamen. The kind you have been looking for. Strong, well grown named varieties in separate colors in the following:

From 2½-in. pots............$12.00
From 3 -in. pots............ 20.00
From 4 -in. pots............ 40.00
From 5 -in. pots............ 75.00

Write for discounts on large orders.

We pay special attention to boxing and packing and the using of paper pots should insure safe arrival at destination. The stopping of express cars at our plant enables us to make direct shipments without unnecessary rough handling, which will be appreciated by our customers. Plants are moving fast and we advise ordering at once.

J. W. DAVIS COMPANY

Terre Haute, Indiana.

Cyclamen Seedlings. We offer for immediate delivery, strong transplanted seedlings, grown cool, 5 to 8 leaves, ready for 3-in. pots:

Glory of Wandsbek	White—Carmine Eye
Daybreak	Rose of Marienthal
Brilliant Red	Magnifica
Christmas Cheer	Lavender
Pure White	Rococo Improved

$80.00 per 1000, net. Strong, hardy, a superior strain and grown cool.

J. A. PETERSON & SONS

Westwood, Cincinnati, O.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

DAHLIAS.

DAHLIAS

The following good cut flower varieties are still available: Jack Rose, Sylvia, Lynhurst, Minnie McCullough, Princess Juliana, White Swan and Golden Gate. Stock of other varieties exhausted.

LYNDHURST FARM, INC.

R. F. D. No. 2, Hammonton, N. J.

DAISIES.

DAISIES. Single White, 2¼-inch, $6.00 per 100; $50.00 per 1000. Boston Yellow, 2¼-inch, $8.00 per 100.

Ask for Price List on Ferns, Cyclamen Seedlings, Etc.

ROMAN J. IRWIN

43 West 18th St., New York

DELPHINIUMS.

25,000 Delphinium Belladonna, 2¼-in., $6.00 per 100, $50.00 per 1000. WM. SWAYNE, Kennett Square, Pa.

3000 Delphinium Formosum and Belladonna, strong plants from cold frames; $10.00 per 100; $90 per 1000. ROSE HILL NURSERIES, New Rochelle, N. Y.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

DRACAENAS.

DRACAENA INDIVISA. Extra fine well-rooted, 3½-inch pots, $17.00 per 100; 2¼-inch pots, $5.00 per 100.

ROMAN J. IRWIN,

43 West 18th St., New York.

Dracaena Indivisa. 2-in., ready for 3 or 4-in., $4 per 100. Elmer Rawlings, Allegany, N. Y.

ERICAS.

Erica Melanthera, ready for delivery. 2-in. pots, $15.00 per 100; $125 per 1000; $1,000 per 10,000. Cottage Gardens Nurseries, Eureka, Calif.

FERNS.

FERN RUNNERS ready April 5, $15.00 per 1000. FOLLOWING VARIETIES: Boston, Roosevelt, Teddy Jr., Macawii and Verona, 2¼-inch of above, also Scottii, $6.00 per 100, $50.00 per 1000. New Macawii, 2¼-inch, $10.00 per 100, $95.00 per 1000. Larger sizes ask for prices.

Bostons, 3-inch pots, $15.00 per 100; 3½-inch pots, $24.00 per 100; 4-inch pots, $26.00 per 100.

ROMAN J. IRWIN

43 W. 18th St., New York.

FERNS.

Ferns. Boston, Roosevelt and Harrisii. 2¼-in., $7.00 per 100; $65.00 per 1,000. Macawii, 2¼-in., $12.00 per 100; $100.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Ferns. Table and fern dish. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Ferns, 6-in., $1.00; 8-in., $1.50 and $2.00 each. Birds-nest, 5-in., $1.50; 6-in., $2.50 each. Wm. K. Harris, 55th and Springfield Ave., West Philadelphia, Pa.

Ferns. Pot grown and in good shape. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Boston Ferns, good strong bushy stock. 5-in., at 50c. Add 5 per cent for packing. DAVIS FLORAL CO., Davenport, Ia.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns. Ill. descriptive list mailed. L. MOSBÆK, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums, Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GLADIOLUS.

GLADIOLI.

Minnesota grown, solid bulbs.
Excellent stock and true to name.

	100
Ida Van, 1½-in. and up	$3.00
" " 1¼-in.	2.50
" " 1-in.	2.00
Willbrinck, 1½-in. and up	6.00
Miss Lucille, 1¼-in.	3.00
Mrs. F. Pendleton, 1 to 1¼-in.	3.00
Magic, 1¼-in.	9.00
Chicago White, 1½-in. and up	2.50
Miss Evelyn Kirtland, 1½-in. and up	7.50
Mrs. Dr. Norton, 1½-in. and up	60.00
Mrs. Dr. Norton, 1¼-in.	50.00
Lily White, 1½-in. and up	20.00
Lily White, 1¼-in. and up	16.00
	Per Quart
Ida Van, Bulblets	$2.00
Willbrinck, Bulblets	6.00
Magic, Bulblets	9.00
Chicago White, Bulblets	1.50
Mrs. Dr. Norton, Bulblets....per 100	8.00

HOLM & OLSON, INC.,

20 West 5th St., St. Paul, Minn.

GLADIOLI

Jack London, Anna Eberius, Thomas T. Kent, Mrs. H. E. Bothin. The four greatest and most perfect gladioli in existence. They have won the greatest admiration wherever shown and will soon be grown by the million. Our new catalog showing some of our varieties in natural colors and describing many of our other new creations is free on request. Write for it today.

RICHARD DIENER CO., INC.

Kentfield, California.

HYDRANGEAS.

FRENCH HYDRANGEAS.

For Memorial Day Forcing.

My 20 best named varieties, white, pink, blue, rose, etc.

	Doz.	100
4½-in. pots, 4 to 6 branches.	$ 5.50	$40.00
5 and 5½-in., 5 to 9 branches	7.25	55.00
6-inch pots, 6 to 10 branches	7.75	60.00
6½-in. pots, 8 to 12 branches.	10.75	85.00
7-inch pots, 9 to 12 branches.....$1.25 each		

Packing, 5 per cent on amount of order.
Ask for list of varieties on application.

ROMAN J. IRWIN,

43 West 18th St., New York.

IVIES.

English Ivy. 200 fine, large plants, 5-7 feet, $9, $12 and $15 per dozen. ROSE HILL NURSERIES, New Rochelle, N. Y.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns. 3032-42 W. Madison St., Chicago.

Lily of the Valley pips. Holland grown, $17.00 per 1000. C. J. Speelman & Sons, 470 Greenwich St., New York.

MYRTLE.

MYRTLE, HARDY CREPE VARIETY for covering graves, etc., $7.00 per 100; $60.00 per 1,000.
ROMAN J. IRWIN,
43 West 18th St. New York.

NURSERY STOCK.

5000 Hydrangea arborescens (Hills of Snow), from 2½-in. pots for lining out, $6.00 per 100; $35.00 per 1000.

500 Deutzia crenata fl. pl. rosea, double pink, 6-7 feet, heavy bushes, $35.00 per 100. Packing at cost.

500 Syringa (Philadelphus) Virginalis, new Everblooming variety, 3 sizes, $4, $5 and $6 per doz.
ROSE HILL NURSERIES,
New Rochelle, N. Y.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

PANSIES.

300,000 PANSY PLANTS.
Steele's Mastodon in bud and bloom. Large, strong, stocky plants. September transplanted. Quality plants. Satisfaction guaranteed. $4.00 per 100; $35.00 per 1000.
JOHN JENSEN & SONS,
9801 S. Western Ave., Chicago.

Pansies. August seedlings, fine strain, $4.00 per 1000. H. HILLS, Bristol, Ind.

PHLOX.

Phlox Luffruticosa Miss Lingard. Strong 3-inch pot plants, $1.50 per doz; $10.00 per 100; $90.00 per 1,000. Henry A. Dreer, 714-16 Chestnut St., Philadelphia, Pa.

POINSETTIAS.

50,000 California field-grown poinsettia stock plants weighing on an average of two-thirds of a pound each, and which should produce 25 cuttings in one season. True Red Variety plants and Early Variety plants, famous for holding their foliage. $18.00, $25.00 and $30.00 per 100. PAUL ECKE, 1226 Hayworth Ave., Los Angeles, Calif.

PETUNIAS.

PETUNIAS.
Dieners' Ruffled Monsters, single. The largest and most beautiful ruffled varieties of Petunias in existence. Ruffled monster seed in separate colors, pink, red, variegated, white, red with black center, pale lilac, and all colors mixed.

The following somewhat smaller than the Ruffled Monsters, colors, flesh pink frilled. (Pearl of Kentfield), purple or blue, and white frilled (dwarf). Price, per package, 50c. Catalogues will be sent free on request. Write for it today.

Mr. W. I. Ferguson, Smiths Falls, Ontario, under date of Dec. 2nd, 1919, writes us the following in regard to our petunias:

"Last year I purchased petunia seed from you. I think every seed germinated and the blooms were the finest ever seen in this part of Canada. Only about 8% of the plants could be classed as common. I want more of the same quality each year."

Mr. Rudolph Nagel, Lancaster, Pa., under date of Dec. 14th, 1919, writes us:

"I had, last year, just a few of your petunias, but I am sure I could have sold thousands of them. They surely came up to your claim and way ahead of my expectation."
RICHARD DIENER CO., INC.,
Kentfield. California.

PRIMULAS.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000: 4-in. at 25c; 5 in. at 50c; 6-in. at 75c; Malacoides, 2¼-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIMULAS. Sim's Hybrid Yellow Polyanthus, strong divisions, $7.00 per 100.
ROMAN J. IRWIN
43 W. 18th St., New York.

PRIVET.

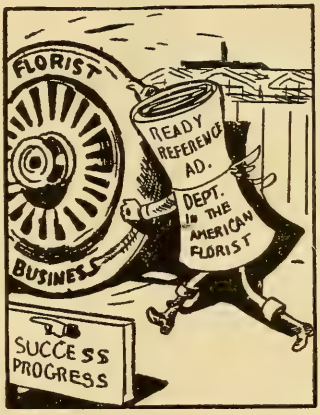
Privet. Ibolium privet, hardy hybrid: cross between California and Ibota privet. 2 years, 2-3 ft., $2.50 each; 1 year, 1-2 ft., $1.00 each; summer frame cuttings, 50c each. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

ROSES.

ROSE PLANTS.

	100	1000
3500 Pink Killarney, 3-in....	9.00	80.00
11000 Ophelia, 3-in.....	9.00	80.00
9000 Richmond, 2½-in.....	7.00	60.00

WIETOR BROS.
Wholesale Florists.
30 E. Randolph St., Chicago.



It Puts Its Shoulder to the Wheel.

ROSE PLANTS.
2¼-in. own root stock.

	1000
Premier	$110.00
Columbia	75.00
Sunburst	75.00
Butterfly	140.00
Dunlop	90.00

3-in. own root stock.

	1000
Premier	$125.00
Columbia	90.00
Ophelia	75.00

PETER REINBERG
Wholesale Florist
30 E. Randolph St. Chicago

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Russell Bench Plants.....	$16.00	$150.00
Milady Bench Plants.....	15.00	140.00
Killarney Bench Plants.....	12.00	115.00
Ophelia Bench Plants.....	12.00	115.00
Sunburst Bench Plants.....	12.00	115.00
American Beauty	20.00	190.00

M. C. GUNTERBERG.
Wholesale Florist
8 East Randolph St. Chicago, Ill.

Roses. 4000 Ophelia, 3-year old, dormant, very strong, $30.00 per 100; $250.00 per 1000. ROSE HILL NURSERIES, New Rochelle, N. Y.

ROSES.

ROSES—OWN ROOT.
Plants from 2¼-inch pots.
All best varieties for forcing and bedding.
Write for general list and prices.
AMERICAN ROSE & PLANT CO.
Springfield, Ohio.

BENCH PLANTS.
Roses—Choice Stock.
Russell, 3-year old.....$15.00 per 100
Columbia, 2-year old..... 12.00 per 100
White Killarney, 2-year old... 10.00 per 100
BASSETT & WASHBURN,
178 North Wabash Ave., Chicago.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

Roses. Own Root. Dunlop, 2-in., $20.00 per 100, $175.00 per 1000; Columbia, 2-in., $15.00 per 100, $125.00 per 1000; Cecile Brunner, $9.00 per 100, $80.00 per 1000; Ophelia, 2-in., $9.00 per 100, $80.00 per 1000. THE PARK FLORAL COMPANY, 1643 Broadway, Denver, Colo.

RUSSELL BENCH PLANTS.
Good stock $15.00 per 100. No order for less than 100 shipped.
BASSETT & WASHBURN.
Wholesale Florists
178 North Wabash Ave. Chicago.

SEEDS.

Seeds. Seed stock of the following varieties, hand-picked and ready for planting: Fordhook Bush Lima, Wood's Prolific Bush Lima, Large White Pole Lima, and Lazy Wife Pole. Write for quantities and prices. Henry Berrien Fish, Carpinteria, Calif.

DRACAENA INDIVISA, the true Cordyline Australis narrow leaved variety, fresh seeds that will make quick-growing, profitable plants for you. 5,000 seeds, $1.00; pound, $3.00 postpaid. SEVIN-VINCENT CO., San Francisco, Calif.

Seeds. Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Son, Langport, Eng.

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Seeds, contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son., contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade, Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Cyclamen and Giganteum. For varieties and prices see display advertisement elsewhere in this issue. Kelway & Son, Langport, Eng.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Asparagus plumosus seed of new crop, per 1,000, $4.00; 3,000 lots at $3.50 per 1000. VAUGHAN'S SEED STORE, Chicago.

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SEEDS.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Specialties: Beets mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips, R. & M. Godineau, Angers, France.

Seeds. Renowned specialties; remarkable novelties; postpaid catalogues. H. PAQUET, grower, Magnan, NICE, (France).

Seed. Lawn mixtures and field, wholesale. Write for prices. Atlantic Grass Seed Co., 46 W. Broadway, New York.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SNAPDRAGONS.

SNAPDRAGONS		
2¼-inch Pots	100	1000
Nelrose	$6.00	$55.00
Keystone	6.00	55.00
Silver Pink	6.00	55.00
Giant White	6.00	55.00
Giant Yellow	6.00	55.00

Ask for Prices of Roses, Grafted and Own Root.

ROMAN J. IRWIN
43 West 18th St., New York

Snapdragons, Double June Hefko, rooted cuttings, $15 per 100; $125 per 1000; 2½-in., $17 per 100. T. D. Hefko, Marshfield, Wis.

SPHAGNUM MOSS.

Moss Sphagnum, 5 bbl. bales, burlaped, $2.00 each. E. WERNAU, Atco, N. J.

STOCK WANTED.

100 extra large grape vines, 4 or 5 years or older. Give varieties and prices. ROSE HILL NURSERIES, New Rochelle, N. Y.

VINCAS.

VINCAS. Variegated. R. C., $2.00 per 100; $18.00 per 1000. 2¼-in., $5.00 per 100. 4-inch pots, bushy, $15.00 per 100, $140.00 per 1,000; 3½ inch pots, $12.00 per 100; $110.00 per 1,000.

ROMAN J. IRWIN
43 W. 18th St., New York

Vincas. Variegated, 2-in., $4.00; 3-inch, $8.00; 4-in., extra heavy, $15.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

MISCELLANEOUS.

Seed packets for 1921. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Meyers' Green Florists' Thread is the best for all florists' purposes. Write for prices John C. Meyer, Florist Thread Works, Lowell, Mass.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

1,000 letterheads and 1,000 envelopes, $8.50. Good stock. Cash please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co. 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Florists' specialties and supplies of every description. Seligman & Stein, 116 W. 28th St., New York.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

HARDWOOD ASHES. Nature's own fertilizer. Geo. Stevens, Peterboro, Ontario, Can.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Baskets, novelties and florists' supplies. S. H. Russin, 55 W. 19th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

FERTILIZERS.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

LABELS, for nurserymen, and florists. Benjamin Chase Co., Derry Village N. H.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

of THE AMERICAN FLORIST, published weekly at Chicago, Ill., for April 1, 1921.

State of Illinois, County of Cook.

Before me, a Notary Public in and for the state and county aforesaid, personally appeared Michael Barker, who, having been duly sworn according to law, deposes and says that he is the editor and business manager of THE AMERICAN FLORIST, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, (and if a daily paper, the circulation, etc.,) of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit.

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, American Florist Company, 440 South Dearborn Street, Chicago, Ill.

Editor and Business Manager—Michael Barker, 440 South Dearborn Street, Chicago, Ill.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) Estate of E. Asmus, W. Hoboken, N. J.; M. Barker, 440 S. Dearborn St., Chicago, Ill.; David Burpee, 475 N. Fifth St., Philadelphia, Pa.; John Burton, Willow Grove Ave., Chestnut Hill, Pa.; Estate of J. D. Carmody, Evansville, Ind.; W. W. Coles, Maple Hill Rose Farms, Kokomo, Ind.; Robt. Craig, 49th and Market Sts., Philadelphia, Pa.; Emmesa J. Dickey, Wahiawa, Oahu, Hawaii; Wm. Falconer, Allegheny Cemetery, Pittsburgh, Pa.; Maggie Harris, 55th St. and Springfield Ave, Philadelphia, Pa.; William K. Harris, 1406 So. 51st st, Philadelphia, Pa.; Mrs. Sarah Lonsdale, Jefferson Flats, 1021 De La Vina St., Santa Barbara, Calif.; Mrs. Catherine Mathison, Waltham, Mass.; John N. May, Summit, N. J.; Mark P. Mills, 5323 Chester Ave., Philadelphia, Pa.; F. R. Pierson, Tarrytown, N. Y.; Blanche L. Sailer, care of Randolph Sailer, 929 Chestnut St., Philadelphia, Pa.; Estate of Louise Schiller, 2207 W. Madison St., Chicago, Ill.; H. A. Siebrecht, New Rochelle, N. Y.; W. J. Stewart Estate, 252 Highland Ave., Winchester, Mass.; J. C. Vaughan, 10-12 W. Randolph St., Chicago, Ill.; Annie G. Whitnall, 4001 Harvard blvd., Los Angeles, Calif.; C. B. Whitnall, 407 Broadway, Milwaukee, Wis.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)

There are no bonds, mortgages or other securities outstanding against THE AMERICAN FLORIST.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

AMERICAN FLORIST COMPANY.
Michael Barker, Sec'y.

Sworn to and subscribed before me this 31st day of March, 1921.

R. C. MEREDITH, Notary Public.

[SEAL.]
(My commission expires Aug. 17, 1921.)

POTS AND PANS.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. The Townsley Pottery, Idaville, Ind.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Pots. Florists'. Prices low and quality guaranteed. The Progressive Clay Co., 9th Floor, Marbridge Bldg., New York.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Zane Pottery Co., South Zanesville, O.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

The **Florists' Hail Association of America**

for the past 34 years has paid all hail losses promptly, to the extent of considerably over half a million dollars.

For further information write

JOHN G. ESLER, Sec'y
Saddle River, New Jersey

Providence, R. I.

EXCEPTIONAL HOLIDAY TRADE.

The holiday business is over, and the trade had more than ever before. Stock of all kinds sold well and on sight. Sweet peas, violets, roses, marguerites, freezia, pansies, lily of valley and orchids were much in demand for corsage work, and there were plenty of all flowers, except violets, for every one. In plants, lilies sold far better than was expected, and more could have been disposed of had they been obtainable. Daffodils, hyacinths, rose bushes, etc., had an excellent call. The stock as a whole this year was fine and all of the growers reported an early clean-up on their stock. Cut flowers did not advance very much, only violets and roses, which had several advances during the week. Most of the sweet peas used here came from the Boston, Mass., markets, as did the majority of the violets.

NOTES.

Smith the Florist, who had two stores on Washington street, has now combined them into one establishment, and has one of the largest show windows in the city.

Leach Florist, Seekonk, completely disposed of his lilies, but unfortunately lost several thousand lily of the valley, which he had planned for the trade here.

J. A. Macrae, who had several thousand lilies, sold out early on Saturday.

Quidnick Greenhouses sold its large stock two days before Easter.

The markets, department stores and fruit stands had their usual stock of plants, and did very well.

In addition to his two stores Macnair Florist had an annex near by.

A fine trade in cyclamens was had by Wm. Hoffman, Pawtucket.

E. E. King, Attleboro, Mass., had the best holiday trade in years. H. A. T.

Fredericton, N. B.

EASTER TRADE SURPASSES FORMER YEARS.

The Easter business was very successful. With most retailers it was their banner week in all respects. Call for both cut flowers and plants was exceptionally good, with prices for the former reaching a fancy figure, especially in roses and carnations, due to heavy importations from the Boston, Mass., market. Roses sold at from $6 to $10 per dozen retail and carnations brought $8 to $10. There was a liberal supply of plants on the market, although more daffodils could have been sold had they been obtainable. Lilies, Easter and callas, Primula obconica, cyclamens, spiraeas, dwarf rambler roses, etc., had an exceptional call. In cut flowers, roses were the most popular, with carnations, violets, daffodils, tulips, mignonettes, snapdragons, etc., selling readily. The weather was exceptionally fine for the week, which fact helped trade to a great extent. The churches and hospitals were liberal buyers, and the business throughout the city exceeded expectations.

Coal is now selling from $14 to $15 per ton. J. B.

Greenhouse Builders

When You Are Ready
To Talk Building
Say When and Where
and We'll Be There

Lord & Burnham Co.

Irvington *New York* *Philadelphia* *Chicago*
Boston *Cleveland* *Toronto*

Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. PRICE, $2.25.

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By the same author. Covers the subject completely. 382 pages. PRICE, $2.25.

American Florist Co., 440 S. Dearborn St., Chicago

Aphine

The Insecticide that Kills plant Lice of many species

The recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quart, $1.00 Gallon, $3.00

Sold by Dealers.

Aphine Mfg. Company
MADISON, N. J.

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of

FLOWER POTS

Why?

A. H. HEWS & CO., Inc.
Cambridge, Mass.

George Keller Pottery Co.

Successor to

GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

Mention the American Florist when writing

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20	18 in.	3.65	39.60	322.30
30	16 in.	2.60	28.60	220.00
40	14 in.	2.10	23.65	187.00

No.	Diam.	Ea.	Doz.	100
50	12 in.	$1.45	$16.50	$126 50
60	10 in.	1.00	10.90	85 25
70	8 in.	.85	8.80	67.10

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PERFECT PLANT FOODS UNRIVALLED FOR ALL GARDEN CROPS.
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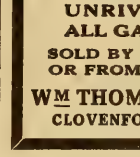

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THE AMERICAN FLORIST

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Toronto, Ont., 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

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Next annual meeting and exhibition, at Hotel Pennsylvania, New York, September 27-30, 1921. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK 205 Elwood Ave., Newark, N. J., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Boston, Mass., 1921. LEE R. BONNEWITZ, Van Wert, O., President; A. P. SAUNDERS, Clinton, N. Y., Secretary

BOSTON FLOWER SHOW.

Horticultural Hall, Boston, Mass., April 6-10.

Splendid Array of Exhibits.

As stated in our issue of April 9, the exhibition of rose plants and cut roses, orchid groups and many other plants as well as cut carnations, opened in Horticultural hall at noon April 6. The show was an ambitious effort on the part of the American Rose Society, the Massachusetts Horticultural Society and exhibitors, and the results fully justified the expectations of the most optimistic devotees of horticulture and floriculture. It may here be remarked that staged in a larger hall where the eye could have taken in at a glance the whole beauty of the scene, the effect would have been improved, but as it was, no fault could be found. To the right, one entered a good sized hall, called the lecture hall, in which were staged the orchid exhibits but roses were also shown here. The orchid exhibits of Albert C. Burrage, president of the Massachusetts Horticultural Society, have been seen at previous shows and received favorable comment both from newspapers and the trade press. On this occasion his exhibit was a crowning effort. It occupied a table six by sixty feet, with a walk on each side. The many plants and varieties were placed in moss on a rockwork base to a height of about six feet, built up on both sides to a ridge. The summit was crowned throughout with a row of large and gracefully drooping cibotium plants. Along the sides of the bench were pockets of bark in which small plants of Boston ferns were placed. An almost bewildering variety of orchids were in this exhibit, which was not in competition. Mr. Burrage also had separate orchid exhibits in both plants and cut flowers.

Opposite the main Burrage exhibit and against the wall, the Julius Roehrs Company, Rutherford, N. J., had a display of orchids in 200 square feet, finely arranged under the personal supervision of Edward Roehrs, with palms for a background. This exhibit took the Burrage silver cup, value $500. One end of this hall was occupied by the orchid displays of J. T. Butterworth, Framingham, Mass., a commercial grower; A. N. Cooley, Pittsfield, Mass., and Walter Hunnewell, Wellesley, Mass. At the opposite end of this hall there was an interesting exhibit of Holm Lea azaleas, staged by Charles Sander, gardener to Professor Sargent of the Arnold Arboretum. Interesting specimens from the arboretum were staged in connection with this exhibit which will be further mentioned. Passing from the lecture hall under an arch of roses, and down a short flight of steps, one entered the main hall. Here the rose gardens of Thomas Roland, Nahant, Mass., and the Breck-Robinson Co., Lexington, Mass., were situated. The Roland garden, which captured the society's gold medal and $1,000, occupied large space and was artistically arranged. A walk led through the center to an arbor in the rear, the roof and trellis of which were decorated with climbing roses. Bush and standard specimens were placed at convenient points. A large variety of the best known garden roses were planted in pots, in what one would call the natural rather than the formal style. Small plots of lawn were enclosed with borders of the smaller plants. The low fence that encircled the garden was handsomely twined with ramblers. The Breck-Robinson Co. garden, which was not in competition, but was awarded a gold medal, was more on the formal style with a fountain in the center and pieces of statuary placed about. It had rest boxes with seats at the sides, was well planted and was a clever piece of work. The two gardens and a display of Tausendschon rose plants in 200 or more square feet, by the W. W. Edgar Co., Waverly, Mass., H. H. Bartsch, president and manager, occupied the central space in this hall, but a number of other exhibits were banked against the walls and in niches. An azalea exhibit

by John S. Ames, North Easton, Mass., (Wm. Swan, gardener), was noteworthy. The plants were arranged on rockwork around a pool of water, tall cedars being placed against the wall as a background. These azaleas were named Kurume, from the city of Kurume, in Japan. A considerable space was taken up by a collection of exceptionally fine specimen plants, shown by Miss Cornelia Warren, Cedar Hill, Waltham, Mass., (Henry Stewart, gardener), Azalea Indica, cytisus, heather and acacia were well represented in this collection. Thomas E. Proctor, Topsfield, Mass., (James Malborough, gardener), made a fine display of rhododendrons.

Other exhibitors in this hall were F. E. Palmer, Brookline, Mass., 150 square feet in flowering and foliage plants; Walter Hunnewell, group of yellow azaleas named Miss Louisa Hunnewell, and rose plants by the same exhibitor. A group of flowering and foliage plants by Thomas Roland, and a like display by Edward A. Clark, Jamaica Plain, Mass., (Walter H. Golby, gardener), were also seen here.

In a smaller side hall, opening into the one above mentioned, in addition to the carnations and sweet peas, a number of groups and specimens were staged. Edward A. Clarke made a fine exhibit of narcissi, hyacinths and tulips and took a number of prizes. Wm. Walker, Salem, Mass., had amaryllis. S. J. Goddard and Edwin S. Webster, Chestnut Hill, Mass., (Peter Arnott, gardener) displayed snapdragons. Exceptionally fine specimen plants of calceolaria were shown by Mrs. N. M. Bryant, Waltham, Mass., (Wm. Roche, gardener). Walter Hunnewell made an interesting display of Rosa Hugonis in this hall. Another good feature was a group of Dendrobium nobile by Miss Cornelia Warren. Begonias were exhibited by J. A. Peterson, Cincinnati, O., (non-competitive), and B. K. Farr, Stoneham, Mass. Australian violets by Wallrath & Sons, Waltham, Mass., were a feature.

Returning to the foyer in front of the box office, R. & J. Farquhar, Boston, had a pretty oval bed of primroses with a group of kalmias as a centerpiece. Other decorative features had been appropriately placed, noteworthy being a group of nemesia plants by Mrs. E. S. Grew, Manchester, Mass., (A. E. Parsons, gardener). In the loggia, a small room connecting the foyer with the main and lecture halls, Henry Penn and Henry R. Comley, both Boston retailers, had handsome tables upon which were baskets and other receptacles of artistic arrangement, filled with cut flowers. W. A. Manda, South Orange, N. J., had an exhibit of dwarf, or what he calls sweetheart roses. Cyclamens by Mrs. G. C. Weld, Brookline (W. C. Rust, gardener), schizanthus by T. E. Proctor, and Lilium candidum by the Edgar Co., were featured. Large plants of marguerites, azaleas, hydrangeas and other decorations judiciously placed near the entrance gave visitors a good impression of the beauties in store for them.

Cut Roses.

The cut roses exhibited on the opening day were good, in fact a poor rose would be almost a novelty in a present day exhibition. It was predicted, however, that the exhibit of April 8 would eclipse the first effort. Exhibitors on April 6 were the Florex Gardens, North Wales, Pa., and the W. H. Elliott & Sons Co., Brighton, Mass., with Madame Butterfly. Thomas Roland and the Montgomery Rose Co., East Hadley, Mass., had fine displays of Crusader, Hadley, Mrs. Charles Russell and Pilgrim. A. N. Pierson, Inc., Cromwell, Conn., and Florex Gardens had exhibits of double White Killarney. John H. Dunlop, Ltd. Toronto, Ont., and the Florex Gardens displayed fine stocks of the new rose, Frank H. Dunlop. The Bedford Flower Co., Bedford Hills, N. Y., exhibited Ophelia.

Carnations.

An elaborate display of carnations, 15 varieties, was staged in 100 square feet by William Sim, Cliftondale, Mass. It contained all the most popular kinds, including Laddie, Matchless, Gay Gordon, Morning Glory Benora, Mrs. C. W. Ward, Rosette and Romeo. Other exhibitors of good carnations were S. J. Goddard, Strouts, Inc., Biddeford, Me.; Coombs, Hartford, Conn.; W. D. Howard, Milford, Mass., and Patten & Co., Tewkesbury, Mass. William Sim has a new variegated carnation, a cross of Rosette and Matchlesss, which he has named Grace Coolidge, in honor of Mrs. Coolidge, wife of the vice-president.

Jas. Wheeler.
Superintendent Boston Flower Show.

Notes of the Show.

Governor Cox and Mayor Peters, who had been specially invited, walked in on April 6, without pomp or ceremony, and the show was officially opened.

President Robert Pyle, West Grove, Pa., and Secretary John C. Wister, Philadelphia, Pa., of the American Rose Society were early on the scene. President Pyle lectured on "Roses at Home and Abroad," on the afternoon of April 6.

J. Horace McFarland, Harrisburg, Pa., in the course of a talk, on April 7, said: "If I lived in Boston, with all the resources the park department has, I would not have any peace until I had a rose garden."

An interesting feature in connection with Prof. Sargent's exhibit was a conifer, Taiwania cryptomerioides from the mountains of Formosa, at its full growth, the tallest tree in Asia or Europe. This tree was introduced by the Arnold Arboretum and exhibited for the first time at this show.

Sidney Hoffman, the Massachusetts avenue retailer, managed to make himself quite useful. He arranged the display of climbing roses by the W. W. Edgar Co., and the large display of cut roses of the A. N. Pierson, Inc.

Prof. Sargent's Holm Lea azaleas attracted much attention. For the benefit of our readers who may not be acquainted in Brookline, Mass., we will state that Holm Lea is the name of Prof. Sargent's estate. E. H. Wilson the noted traveler and collector of plants, is quoted as saying that the Holm Lea hybrid Azalea (Rhododendron) Sanderi, is one of the most interesting exhibits of azaleas in America, Charles Sander, the gardener, has been hybridizing and propagating for 35 years, and the result is a fine collection, with flowers of scarlet, crimson, pink and salmon colors.

The large plants of Azalea Indica by Arthur Lyman were handsome decorations for the foyer.

The arrangement of the exhibit of Kurume azaleas by John S. Ames, was one of the finest pieces of work at the exhibition.

The weather on the opening day was fine, then those cold gray clouds came drifting in from Alaska or Newfoundland, and first there was a misty fog and on the morning of April 9 we awoke to face a real rain storm. But regardless of disagreeable weather and the difficulties under which growers are laboring by reason of Quarentine No. 37, it was a fine show.

We were pleased to meet an old friend in the person of Joseph J. Lane, for six years with the Garden Magazine. He served a year in France during the late war and came back safe and sound. He is now connected with House and Garden, a Philadelphia publication.

With keeping tab on the attendance, the reporters, the weather and strange crafts in the offing, Albert R. Jenks, publicity director, was a busy man.

Our old friend, Edward Roehrs, made a hit as they say in stageland and baseball. In addition to the orchid group that he arranged, his big basket of orchids won first prize, $100, as the most original display of orchid plants.

Besides his large collection of orchids, A. C. Burrage had other fine exhibits. He took the Appleton gold medal for Cattleya Schroderae in a 14-inch tub, and an Appleton silver medal for a similar sized plant of C. Skinneri. Mr. Burrage was awarded gold medals for several other collections.

The Julius Roehrs Co., exhibit of odontiodas for which a silver medal was awarded, attracted much attention.

The collections of J. T. Butterworth of tall cymbidiums and Dendrobium Jamesianum, were noteworthy.

Arthur M. Cooley had good specimens of brasso-cattleyas.

W. N. Craig lectured April 8 on the "Culture of Hardy Roses."

After a heavy rain on the morning of April 9 the sun came out and there was promise of the two remaining show days being fair.

Miss Eileen Low of London, Eng., who is on a visit to this country, is said to be an authority on orchids and consented to act as a judge on the orchid exhibits.

The show was ably superintended by James Wheeler, Natick, Mass., a commercial grower, who is well and favorably known in the trade. A good word should also be said for the genial and obliging Secretary Rich of the Massachusetts Horticultural Society.

The attendance was disappointing to the management, 8,000 to 9,000. The weather after the first day was unfavorable.

BOSTON FLOWER SHOW.
Rose Garden of Thos. Roland, Nahant, Mass.

The Judges.

Geo. E. Baldwin, Mamaroneck, N. Y.
Eug. Dailledouze, Brooklyn, N. Y.
D. Eccleston, Beverly Farms, Mass.
S. J. Goddard, Framingham, Mass.
T. D. Hatfield, Wellesley, Mass.
Julius S. Heurin, S. Braintree, Mass.
Eber Holmes, Halifax, Mass.
Wm. H. Judd, Jamaica Plains, Mass.
Charles H. Totty, Madison, N. J.
Alfred J. Loveless, Lenox, Mass.
Miss Eileen Low, London, Eng.
Donald McKenzie, Brookline, Mass.
E. Allan Pierce, Watham, Mass.

The Visitors.

Mark Aitken, Springfield, Mass.
Geo. Baldwin, Mamaroneck, N. Y.
Leonard Barron, New York.
John Canning, Ardsley, N. Y.
L. B. Coddington, Murray Hill, N. J.
Eugene Dailledouze, Brooklyn, N. Y.
A. T. De La Mare, New York.
John H. Dunlop, Toronto, Ont.
E. J. Fancourt, Philadelphia, Pa.
A. F. Faulkner, New York.
Benj. Hammond, Beacon, N. Y.
John Hay, Philadelphia, Pa.
Fred Heeremans, Lenox, Mass.
Judge Hoyt, Scituate, Mass.
J. J. Karins, Philadelphia, Pa.
John E. Lager, Summit, N. J.
A. J. Loveless, Lenox, Mass.
W. A. Manda, South Orange, N. J.
Alex. Montgomery, Hadley, Mass.
J. H. McFarland, Harrisburg, Pa.
N. C. Osborn, Hartford, Conn.
J. A. Peterson, Cincinnati, O.
Robert Pyle, West Grove, Pa.
Samuel Redstone, Springfield, Mass.
Edward Roehrs, Rutherford, N. J.
Anthony Ruzicka, Madison, N. J.
Frank Sealy, New York.
Chas. Strout, Biddeford, Me.
C. H. Totty, Madison, N. Y.
B. H. Tracy, Wenham, Mass.
C. H. Warburton, Fall River, Mass.
Prof. E. A. White, Ithaca, N. Y.
John C. Wister, Philadelphia, Pa.

The Ladies.

Mrs. B. H. Tracy, Wenham, Mass.
Miss Eileen Low, London, Eng.

Awards.

Rose Plants.

Rose garden. Display of rose plants, any and all classes. Appropriate accessories permitted. Atistic arrangement and general effect to be considered in making awards—Thomas Roland, Nahant, Mass., 1st.

Display of plants, any or all classes, arranged for effect, not to exceed 250 square feet—W. W. Edgar Co., Waverly, Mass., 1st; Thomas Roland, 2nd.

Arbor arrangement of climbing roses—Thomas Roland, 1st.

Arch arrangement of climbing roses—W. W. Edgar Co., 1st.

Six specimens of climbing roses, not less than three varieties—Thomas Roland, 1st.

Display of Dwarf polyantha roses—W. A. Manda, South Orange, N. J., 1st.

Orchid Plants—Commercial Growers.

Display, to occupy 200 square feet, arranged for effect with ferns or other foliage plants—Julius Roehrs Co., Rutherford, N. J., 1st.

Group, to occupy 100 square feet, arranged for effect with ferns or other foliage plants—J. T. Butterworth, Framingham, Mass., 1st.

Group, to occupy 50 square feet, arranged for effect with ferns or other foliage plants—J. T. Butterworth, 1st.

Orchid Plants—Private Growers.

Group, to occupy not more than 200 square feet, arranged for effect with ferns or other foliage plants—A. C. Burrage, Beverly Farms, Mass. (Douglas Eccleston, Gr.), 1st.

Group, to occupy not more than 100 square feet, arranged for effect the same as above—Arthur N. Cooley, Pittsfield, Mass. (Oliver Lines, Gr.), 1st.

Group, to occupy 50 square feet, to occupy not more than 50 square feet, arranged for effect the same as above—Walter Hunnewell, Wellesley, Mass. (T. D. Hatfield, Gr.), 1st.

Orchid Plants—Private and Com. Growers.

Best 12 plant orchids, not less than six varieties—A. C. Burrage, 1st; Edwin S. Webster, 2nd.

Best six plant orchids, not less than three varieties—A. C. Burrage, 1st.

Best specimen plant—A. C. Burrage, 1st, with Cattleya Schroderae, and 2nd, with Cattleya Skinneri.

Most original arrangement of plants in flower, covering not to exceed 50 square feet—Julius Roehrs Co., 1st.

Miscellaneous Plants.

Amaryllis, 12 plants—Wm. Walker, Salem, Mass., 1st and 2nd.

Azalea indica, large flowered, six plants—Miss Cornelia Warren, Waltham, Mass., 1st; Arthur Lyman, Waltham, Mass. (Geo. F. Stewart, Gr.), 2nd.

Azalea, one specimen plant—Arthur Lyman, 1st; Miss Cornelia Warren, 2nd.

Cyclamens, six plants—Edwin S. Webster, 1st; Mrs. Lester Leland, Manchester, Mass., 2nd.

Cytisus, four plants—Miss Cornelia Warren, 1st.

Cytisus, one specimen plant—Miss Cornelia Warren, 1st.

Ericas, six plants, not less than three varieties—Miss Cornelia Warren, 1st.

Hyacinths, six pots or pans, six bulbs of one variety in each—E. A. Clark, 1st.

Hyacinths, one pan, six bulbs, any variety—E. A. Clark, 1st.

Hydrangeas, six plants—Edwin S. Webster, 1st; Norberg Bros., North Cambridge, Mass., 2nd.

Narcissi, large trumpet, six pots or pans—E. A. Clark, 1st.

Narcissi, short trumpet, or medium, six pots or pans—E. A. Clark, 1st.

Palms, two phoenix—Arthur Lyman, 1st.

Primulas, malacoides, six plants—Miss Cornelia Warren, 1st; Arthur Lyman, 2nd.

Rhododendrons, six plants—Thomas Proctor, 1st.

Schizanthus, four plants—Thomas Proctor, 1st; Edwin S. Webster, 2nd.

Bulbous plants. Best display in 50 square feet—E. A. Clark, 1st; Mrs. C. G. Weld, Brookline, Mass., 2nd.

Cut Flowers.

Antirrhinums, 15 spikes, one or more varieties—S. J. Goddard, Framingham, Mass., 1st; Edwin S. Webster, 2nd.

Carnations.

Display arranged for decorative effect, covering 100 square feet, any greenery or plants admissible for decoration—Wm. Sim, Cliftondale, Mass., 1st.

Twenty-five blooms of any crimson variety—W. D. Howard, Milford, Mass., 1st; with Bernice.

Twenty-five blooms any light pink variety—Coombs Florist, Hartford, Conn., 1st, with Laddie; Wm. Sim, 2nd, with Laddie.

Twenty-five blooms of any dark pink variety—W. D. Howard, 1st, with Mrs. Ward; Wm. Sim, 2nd, with Rosalie.

Twenty-five blooms of any scarlet variety—Wm. Sim, 1st, with Belle Washburn; W. D. Howard, 2nd, with Belle Washburn.

Twenty-five blooms of any variegated variety—Wm. Sim, 1st, with Benora; W. D. Howard, 2nd, with Benora.

Twenty-five blooms of any variegated variety—Wm. Sim, 1st, with Benora; W. D. Howard, 2nd, with Benora.

Twenty-five blooms of any white variety—Wm. Sim, 1st, with White Benora; W. D. Howard, 2nd, with Matchless.

Twenty-five blooms of any other color—R. E. Wadsworth & Co., Northboro, Mass., 1st, with Dawn.

Cut Orchids.

Collection of cut orchid blooms, arranged with ferns or other foliage—A. C. Burrage, 1st.

Roses.

Collection of cut roses to cover 300 square fee—Thomas Roland, 1st; A. N. Pierson, Inc., Cromwell, Conn., 2nd.

Fifty Mme. Butterfly—Florex Gardens, North Wales, Pa., 1st; W. H. Elliot & Sons, Madbury, N. H., 2nd.

Fifty Crusader—Thos. Roland, 1st; Montgomery Rose Co., Hadley, Mass., 2nd.

Fifty Mrs. Chas. Russell—Montgomery Rose Co., 1st.

Fifty Double White Killarney—A. N. Pierson, Inc., 1st; Florex Gardens, 2nd.

Fifty Frank Dunlop—Florex Gardens, 1st.

Fifty Hadley—Thomas Roland, 1st; Montgomery Rose Co., 2nd.

Fifty Ophelia—A. N. Pierson, Inc., 1st; Bedford Flower Co., Bedford Hills, N. Y., 2nd.

Fifty Pilgrim—Montgomery Rose Co., 1st.

Fifty Premier—Florex Gardens, 1st; A. N. Pierson, Inc., 2nd.

Fifty any other pink variety—Thomas Roland, 1st, with Columbia; Florex Gardens, 2nd.

Sweet Peas.

Fifty blooms lavender—Norris F. Comley, Lexington, Mass., 1st; W. W. Thomson Co., Hartford, Conn. 2nd.,

Fifty blooms pink—W. W. Thomson, 1st, with Zvolanek's Rose, and 2nd with Rose Queen.

Fifty blooms white—W. W. Thomson, 1st; N. F. Comley, 2nd.

Fifty blooms, any other color—W. W. Thomson, 1st; N. F. Comley, 2nd.

Special Classes.

Artistic display of flowering and foliage plants, in 150 square feet—E. A. Clark, 1st; Fred E. Palmer, Brookline, Mass, 2nd.

Other plants—Mrs. N. M. Bryant, 1st, calceolarias; Miss Cornelia Warren, 2nd, with chorizemas.

Gratuities.

Cut hybrid perpetual roses—Thomas E. Proctor.

Frank H. Dunlop rose—J. H. Dunlop, Ltd., Toronto, Ont.

Two vases of carnations—Wm. Sim, with Belle Washburn and Laddie.

Specimen cyclamen plants—Mrs. C. G. Weld.

Group of Lillium candidum—W. W. Edgar Co.

Display of Saintpaula ionantha—Wollrath & Sons.

Group of flowering plants—N. T. Kidder, Lincoln, Mass.

Display of marguerites—Mrs. C. G. Weld.

Display or orchids—Miss Cornelia Warren.

Society Gold Medal.

Artistic arrangement of Kurume azalea—John S. Ames.

Carnation Laddie—S. J. Goddard.

Azaleas—Charles Sander.

Appleton Gold Medal.

Excellence of design of rose garden—The Breck-Robinson Co.

Silver Medal.

Display of Rose Hugonis—Walter Hunnewell.

Rhododendron Schlippenbachii — Thomas E. Proctor.

Collection of odontiodas—Julius Roehrs. Co.

Sophro Laelio cattleya Meuse, variety General Neville—A. N. Cooley.

Cymbidium Pauwelsii—Mully-Scaley Co.

Brasso laelio cattleya Hilda—A. W. Preston.

Azalea Hilda Hedlund—Chas. Sonder.

Azalea obtusa alba—Chas. Sander.

Carnation Grace Coolidge—Wm. Sim.

Rhododendron pink pear—James Marlborough.

Display of cut flowers—Henry R. Comley.

Cut flowers—Henry Penn.

Bronze Medal.

Basket or roses—Boston Cut Fower Co.

First Class Certificate of Merit.

Seedling rose—J. H. Dunlop, Ltd.

Brasso laelio cattleya, John Potino variety—A. N. Cooley.

Cattleya mossiae Reineckiana—A. N. Cooley.

Brasso-cattleya speciosa grandis—A. N. Cooley.

Laelio cattleya California and labiosa—A. C. Burrage.

Miltonia hyeana flambeau—A. C. Burrage.

Cypripedium—J. T. Butterworth.

Odontioda Joan, variety Mrs. Harding—James B. Duke.

Odontoglossum lutescene—Edwin S. Webster.

Azalea tebotan—Prof. C. S. Sargent.

Taiwania cryptomeroides—Prof. C. S. Sargent.

Cultural Certificates.

Group of Lilium candidum—W. W. Edgar Co.

Specimen cyclamen plants—W. C. Rust.

Specimen hybrid calceolaria—Wm. Roech.

Superior cultivation of cymbidium—John Uffman.

Honorable Mention.

Display of Choisya ternata — Walter Hunnewell.

Carnation Happy Day—S. J. Goddard.

Carnation Patricia—H. A. Stevens, Dedham, Mass.

Collection of sweet peas—Mrs. W. R. Cross.

Vote of Thanks.

Display of Choisya ternata — Walter Hunnewell.

Display of roses—Miss Louisa Hunnewell.

Excellent culture of rhododendrons—Miss Louisa Hunnewell.

Display of flowering plants and for Senecio multibracteata—N. T. Kidder.

Display of petunias and other flowers—Mrs. J. M. Sears.

Display of Anemone St. Bridget—Mrs. W. R. Cross.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

The in's and out's of the business are at times very discouraging; some days the trade is excellent, the buying has been just right and very little is left at night to carry over. Again, everything is set for a busy time, good stock, well displayed, everybody alert, but for some unexplained reason, little or no trade develops, and "Where are all the people today?" is a question that goes unanswered. A vase of particularly fine flowers will grace the case and window that is as good as sold as soon as anyone of half a dozen customers views it, but lo, these beautiful flowers stand there day after day until past their best, and then, if fresh, could be sold half a dozen times over.

After a long experience it will be found it is the average that counts, not the sudden sprints, although they help to quicken matters, but the steady plodding that keeps the business moving forward a little at a time but always in the right direction. The vase of beautiful flowers while it did not sell was not a total loss, it served a purpose, in that it attracted attention and was much admired, and while a few choice flowers may and apparently must be lost occasionally, yet a persistent display will in time attract a demand that will reduce the loss to a minimum, if not altogether.

Now, that flowers of all kinds are so plentiful, they should be displayed in striking color combination in all the various flower bowls, figure vases and unique shaped baskets. Many of these can be sold if featured in this way that would otherwise remain in stock until they became junk. Some baskets require altogether different arrangements from others. The low, round or oval with a low handle will look well with

BOSTON FLOWER SHOW.
Ed. Roehr's Prize Orchid Basket.

BOSTON FLOWER SHOW.
Carnation Exhibit of Wm. Sim, Cliftondale, Mass.

sweet peas, pansies, daisies, short calendulas, lilac sprays, or with short roses laid out flat, with a good fringe of green around the edge. The high handled vase basket, large or small, has most of the flowers standing erect. Snapdragons, larkspurs, stiff stemmed roses, mignonettes and calendulas can all be used to show this style of basket to advantage.

COLOR CONTRASTS ATTRACTIVE.

Color combinations or contrasts are most important. Blues in a pink baskets or pinks in a blue basket always look well, or pinks and blues can be combined in a basket of a neutral tone. Calendulas in a basket of two-toned white and orange or light and dark yellow are always striking. Small vases or baskets of light blue filled with short pink roses are certain to be noticed and sell well. All should have a touch of color in a narrow bow of ribbon at the handle. When one gets their hand in it takes but a little while to arrange a dozen or more of these little novelties for which orders frequently come in over the phone, from those who noticed them in the shop or window and have just thought of a use for them, to send to a friend.

Exploiting the business and keeping the decorative possibilities of floral arrangement before the people in this way is always an incentive to new business. Plants and cut flowers are commodities that need pushing and selling just as do all other articles of commerce, but few, so very few of the trade are awake to this fact. They are like the spider; they spread the web and wait, and in many cases the web is a very poor affair, failing to hold but few who are for the moment caught by it. There are from hundreds to thousands of people in every community who are not, but should be good flower buyers. What they need is to be shown the beauty and comfort of having a few flowers on the table. The spot of color, the fragrance, the exquisite form and the life that such a touch of nature adds to the atmosphere of the home should be drawn to their attention. The public must be brought up against this in some practical way, such as efforts to get them to visit the establishment. Well-worded folders that follow one another with their continuous stories of the use of plants and flowers, their simplicity of culture and the joy they give to others are great helps.

Many have found that the advantage of this propaganda results in an increase of their business year after year. The man who has never accomplished anything of this kind can start in a modest way with one or two colored post cards or folders, that if prepared by an up to date printer will be very effective. They will go through the mails for a penny stamp, and in their originality will certainly be read. These should be sent to the store's list and an ever increasing number of prospects who, in their curiosity, will gradually come in to see what it is all about. Do not be discouraged if results are not immediate, for it takes a lot of repetition to get some people to notice anything. A striking phrase or the story of a flower will one day attract them and they will resolve to call the next time they have an opportunity, or something will happen, they will want a few flowers and you are then reasonably sure of an order.

Are you pushing the Florists' Telegraph Delivery Association idea? This is an everyday affair, in fact, there is not an hour in the day that business of this kind may not develop if this country-wide delivery is kept constantly before your trade. Not one in 10 of the general public knows of this service. Do your part to put it before them.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Hotel Randolph, April 7, President Kohout in the chair. There was a large attendance, estimated at 150 to 200, attracted by the announcement that Mayor Thompson and Dr. P. A. Lehenbauer would address the meeting. Frank M. Suttle, 255 N. Michigan avenue; Edward L. Martin, 174 N. Wabash avenue; John H. Paddon, 318 Center street; W. J. Sharpe, 904 N. La Salle street, and Oscar Anderson, Morgan Park, were elected to membership. Gustaf Bloom, 11936 Eggleston avenue, and Anthony Batek, Shermerville, were nominated for membership.

REORGANIZATION PLAN.

The committee on President Kohout's reorganization plan submitted the following report:

Your committee has carefully considered President Kohout's reorganization plan and believes that with some

modifications it might be approved by all the local trade organizations.

Now that the restraining effects of the war are passing away, there is opening to the Chicago Florists' Club a broad field for educational work and regulation to prevent waste in effort and expense.

The flower shows of former years needs revival, the Pageant of Progress demands united effort on the part of the trade, and there are many questions of production and distribution which must be thoroughly discussed if the trade of this territory is to be kept abreast of the times under the rapidly changing conditions now confronting us.

This work requires the earnest co-operation of all trade interests, and your committee is of the opinion that united action would produce highly beneficial results. It is, therefore, recommended that the proposed plan of reorganization be submitted to all other local trade bodies interested in the advancement of floriculture, requesting: First—Consideration of the plan. Second—Modifications or amendments. Third—Committee from each organization to discuss the situation.

On receipt of the views of other interested organizations, the Florists' Club would be in a position to take such further action as may be necessary.

It seems to your committee that the various trade organizations could advantageously unite for the common good on matters of general interest, leaving each individual organization free to transact its spcial business in its own way.

Respectfully submitted,
M. C. WRIGHT, Chairman;
MICHAEL BARKER,
PHILIP J. FOLEY, JR.,
Committee.

THE LATE PETER REINBERG.

Resolutions on the death of the late Peter Reinberg were presented as follows:

Whereas, In view of the loss to the Chicago Florists' Club sustained by the decease of our friend, member and associate, Hon. Peter Reinberg,

In view of his high standing in the councils of public service, his monument and heritage to the people in the work and perpetuation of the Forest Perserve, his many acts of kindness and assistance given to the poor, to the needy and to the distressed, has endeared his memory to all.

We are also deeply appreciative of his services to floriculture and to this Club. When he first began to lay the foundation in the west of a great and prosperous industry in the building of the world's largest greenhouses we had with us a man of vision who foresaw the opportunities and the growth in floriculture, so by his success and by the confidence of undertaking floriculture on such a large scale he materially enhanced our individual ambitions.

The Chicago Florists' Club mourn the loss of one who was so ever ready to do his share for the welfare and the prosperity of those similarly engaged and we sincerely condole with the family in the great loss.

Resolved, That these resolutions be spread upon the records of the Florists' Club and a copy thereof be embossed and sent to the family of our deceased member and notice of such resolution be published by each of the trade journals.

T. E. WATERS, Chairman;
J. E. POLLWORTH,
JAMES MORTON, Committee.

The foregoing being adopted, the committee was requested to prepare suitable resolutions on the death of the late W. W. Barnard.

MAYOR ON PAGEANT OF PROGRESS.

At this moment his Honor Mayor Thompson arrived, giving the slogan "Say It With Flowers" as he entered, and was greeted with cheers. President Kohout then handed the gavel to Chairman George Asmus of the Allied Florists' Association, which joined the club in the pageant proceedings. Mr. Asmus introduced his honor as the greatest mayor of the greatest city in the universe, and briefly outlined some of the benefits which may come to the trade by participation in the Pageant of Progress to be held July 31 to August 14 inclusive.

Mayor Thompson, Chicago.
Promoter of the Pageant of Progress.

Geo. Asmus.
Chief of the Florists' Section of the Chicago Pageant of Progress.

"I want to try to revive the old Chicago spirit, that made this city what it is today," said the mayor. "Our population is now increasing 50,000 every year, because of the city's great natural advantages. No other city in the world has such natural advantages, and because of them it becomes the center of this, and the leader of that. If we will all put our shoulders to the wheel, we can make Chicago grow in population 100,000 a year.

"We are today the healthiest big city in the world. Many other cities in America would like to be able to use that slogan, but they can't do it. We expect to make money out of this great exposition, and half of it will go to Dr. John Dill Robertson, your health commissioner, to help keep Chicago the healthiest big city. The other half will go to the Chicago Boosters' Publicity Club, to advertise Chicago throughout the world.

"The two great halls on the municipal pier, each 2,340 feet long, have each been divided into eight sections. Thirteen of these 16 sections have already been sold, and five industries are now bidding for the other three. I predict that within 10 days, men will be criticising us because they can't get into our show."

The mayor's address was heartily cheered and on motion of D. F. Simonds, seconded by W. J. Keimel, it was resolved that the club and allied florists' committee be empowered to engage space for all branches of the florists' industry. Chairman Asmus presented the mayor with a basket of roses and Secretary Lautenschlager gave him a basket of carnations, Joy's White, the blooms from Nashville, Tenn.

President Kohout here resumed the conduct of the meeting and J. E. Pollworth of the pageant committee stated that the committee would welcome suggestions.

Prof. H. B. Dorner, of the Department of Floriculture, University of Illinois, who is a member of the university committee on education, stated there are many things we could show in connection with this exhibition. There are many ways of showing the progress made in this particular industry, as by showing the old-time method of delivering flowers in the sixties and seventies compared with the telegraph service at the present time. We can show progress of modern greenhouse construction in the old and new buildings and in greenhouse heating. The flue of the old days may be displayed with the present time water tube steam boilers. Florists' should not say we can't do it, because we can make this a wonderful exhibition. It was pointed out that the flower shows formerly held at the Coliseum simply attracted people who were interested in flowers; but at the pageant of progress this is quite different. This exhibition will show the progress of the principal industries; the progress of art, commerce, science and education, and naturally will bring people interested in all the different branches. These people will come to the exhibition, interested as they are, and many of them will see a floral and horticultural exhibition for the first time.

W. J. Keimel stated he expected to have Premier roses for the pageant as good as at any other time and George Asmus pointed out that this exhibition would open big business opportunities for the florist and cited several of the commercial aspects of the recent New York show as worthy of imitation. H. Schau, Wm. Henning and D. F. Simonds, having volunteered cash contributions to the pageant, were referred to the committee.

August Poehlmann said he was not prepared to discuss the matter in the absence of information as to its financing.

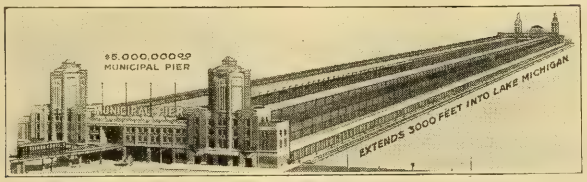
Dr. P. A. Lehenbauer then presented his able address on soils, bacteria and atmosphere in their relation to plants, which will be found elsewhere in this issue.

A communication from the membership committee of the Society of Amer-

ican Florists', J. F. Ammann, chairman, requesting assistance in its work, was read and referred to Paul E. Weiss, state vice-president of the national society.

E. A. Ollinger was delegated to follow the mayor to the Elks' Club with the fine roses and other flowers remaining on the tables. These were distributed to the ladies with the compliments of the florists, making a very favorable impression.

Secretary Lautenschlager called attention to a number of the club's questionaires which had been returned with valuable ideas and requested the early return of all others with suggestions of members.



CHICAGO'S FIVE MILLION DOLLAR MUNICIPAL PIER.
Exterior View of the Pier.

What We Are Learning About Plants.

SOILS, BACTERIA, ATMOSPHERE.

Address by Dr. P. A. Lehenbauer of the Department of Floriculture, University of Illinois, Urbana, before the Chicago Florists' Club, April 7, 1921.

In my paper read at the recent meeting of the Illinois State Florists' Association, I pointed out the more important principles underlying the use of fertilizers. Commercial fertilizers, when applied to soils, often show a direct effect on the growth of plants, and it is unquestionably true that there is a direct relation between plant growth and soil fertility as measured by plant food materials. However, plant growth, and, hence, production, are not dependent entirely upon the chemical composition of soils. Other factors are involved, and these often come noticeably into play. With your permission, I shall take this opportunity to point out briefly some of these factors which influence the growth of plants. I should like to give data and experimental evidence in support of the facts I present, but this not possible in a brief paper. I can merely point out to you a few of the more outstanding facts that have been discovered in the last few years, and my hope is that you may find these discoveries not only of interest, but that you may find in them some suggestions which will prove of use as well.

In my recent paper I emphasized the fact that it is not only necessary to have present in soil certain chemical substances in minimum quantities, but that these substances must be in available form. I pointed out, also, the importance of natural manures. By natural manures I mean not only the usual stable manures, but include in that term all forms of plant material such as cover crops plowed under and also all residues of dead vegetation. Manures furnish not only an ideal physical substratum for plant growth, but they contain also food materials, especially nitrogen, in quantity. This nitrogen, however, is largely in an unavailable form—that is, in a form that cannot be used directly by plants. The nitrogen in manures must be changed from its organic, unavailable form into an available form.

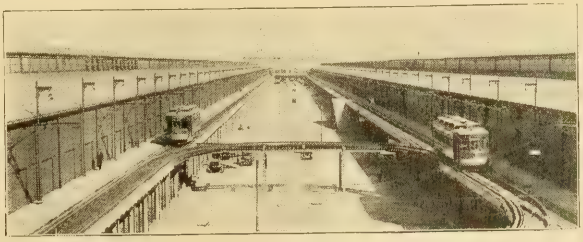
This change is brought about by means of smal living organisms known as bacteria. These forms live in the soil. There are frequently from 30 to 100 millions of them in one gram of soil. This little army of workers is constantly at work transforming the organic materials into other forms, and, curiously enough, there is involved a high degree of specialization of labor. One group of organisms carries out the first step in the process, a second group another step, and still a third carries the process to final completion. With the work of this little army of bacteria the growing plant is intimately bound up. In fact, the whole existence of the plant is dependent upon it, for it is this little army of workers which transforms manures into nitrates., which are essential for the growth of the plant. There is a distinct relationship then between bacterial activity and the productiveness of soil.

Let me impress upon you that the soil bacteria are living forms. As living forms, they demand, as do our green plants, certain favorable conditions for growth and for their activities. These little organisms will not thrive in a wet soil. Neither will they thrive in a soil which is acid in reaction, and they, too, have their preferences for a certain degree of warmth. Under unfavorable conditions not only will they not thrive, but, curiously enough, their activities are displaced by the work of bacteria which are a detriment. These detrimental forms do not form nitrates; instead, they actually destroy the nitrates which were manufactured by the useful forms. It is quite evident then that in growing plants we must keep soil conditions favorable for the nitrogen bacteria. Whatever affects injuriously the nitrogen bacteria affects in a similar way the growth of the plant. The two are intimately related in their activities. When conditions are such that the nitrate bacteria thrive and multiply we have reasonable assurance that the organic materials in the soil are being transformed and that the plant receives an adequate supply of nitrate.

SOIL SICKNESS.

Let me call to your attention still another factor operating in soils. I mentioned the group of organisms, the several forms of which are useful in that they decompose the organic nitrogenous manures in the soil and form available nitrogen compounds which the plant requires. I have stated also that there is a second group which, when conditions are unfavorable for the activities of the useful forms, thrive and become harmful because they undo the work of the useful forms. There is still a third group which appears to be of great importance. Frequently we meet with a situation in which apparently the soil contains abundant food materials and these food materials are in available form, and, furthermore, other conditions, such as temperature and moisture, are undoubtedly favorable to growth. But, after a period of time, our plants fail to respond under these favorable conditions and productiveness decreases. Such a phenomenon, commonly known as soil sickness, is probably of most frequent occurrence in greenhouses. How can we explain this anomalous situation? It is believed, and we have much evidence for our belief, that the soil harbors a third group of organisms which, although they do not affect directly plant growth, they are harmful indirectly in that they apparently destroy the useful forms while they themselves multiply rapidly. In other words, so-called sick soils are sick not because there is a lack of plant food materials, or because there is acidity or possibly even because the temperature or moisture conditions are unfavorable, but because there is an unbalanced condition in the bacterial life of the soil. The useful workers, those which produce available food are in minority, while the non-producers, the parasites in the soil world, are in majority.

This is not fiction. Although many of the details still need solution, the essential facts are based upon scientific experiment. To give you all the evidence is not possible, for it is a long story; permit me to say only that if such sick soils are patrially sterilized with heat, or if treated with disinfectants, as carbon bisulfide or toluene, the productive properties of the soil reappear. Apparently, this is because the harmful forms are more susceptible to these treatments than are the useful forms, and, consequently, on the application of disinfectants, the parasitic forms are destroyed while the useful workers again multiply and carry on their productive work. Under natural conditions, that is, under conditions



CHICAGO'S FIVE MILLION DOLLAR MUNICIPAL PIER.
Interior View, Showing Central Driveway Between Exposition Buildings, and Street Car Facilities.

out-of-doors, so-called soil sickness is less conspicuous and probably of less frequent occurrence. This is probably due to the fact that out-of-doors the soil is subjected to more variable conditions such as changes of temperature and changes of moisture content. Outdoor soils are subjected to heavy freezing during the winter months, also to heavy, drenching rains periodically thruout most of the year, which is not the case in the greenhouse. Because of the latter fact, the so-called "water-cure" for sick soils has recently been advocated, based on the assumption that soil sickness is brought about by the accumulation of salts near the soil surface. The latter assumption is not justifiable in all cases, however, for soil sickness seems to occur in greenhouses during the winter months, when soil evaporation is not great and certainly but little concentration of the salts near the surface occurs. However, whatever the underlying causes may be, the water cure may be effective in some cases.

Soil sickness, although more conspicuous and also apparently of more frequent occurrence in greenhouses, is found also out-of-doors. Cases of soil sickness of field soils have been reported and some have been carefully investigated. These experiments have shown two important facts—first, that there is in sick soils a reduction in number of the useful bacteria, and, secondly that the presence of large amounts of organic materials in soil favors soil sickness. The theory often has been advanced that soil sickness is due to the accumulation of toxic or poisonous substances in the soil. Some investigations seem to have shown that the decomposition of the organic material in soils results in products which exert harmful effects upon succeeding generations of the same, or of different, plants. Others have given some evidence that the plant itself excretes into soil substances which are injurious to suceeding crops. Whether these views are correct is not known. At present the experimental data and the resulting conclusions concerning soil toxins are not yet accepted without question by all investigators and students of the problems of soil productivity. There is much evidence which apparently shows that soil toxins are not involved, but, as pointed out above, that the detrimental factor is a biological one—that is, a living organism. We find justification for this view in the fact that when partial sterilization by means of heat is resorted to, or when certain disinfectants are applied, the detrimental factor disappears and the productive powers of the soil reappear. In a short time after this treatment, the useful bacteria increase rapidly in number. If a small amount of untreated soil is added to the treated soil, in a few weeks there is again a reduction in number of these bacteria. In other words, this evidence seems to show that whatever the harmful factor may be, it is, presumably, living or biological in character.

The treatment of soils by means of disinfectants must now be extensively investigated in our greenhouses. It is not unlikely that in course of time, as our studies continue, we will be able to find a definite treatment for the so-called sick soils, and it, too, is not unlikely that in the application of the above principles we will find a solution of the problem of the ill effects resulting from the continued use of soils in our benches. At the present time the outstanding fact of these discoveries is that the soil medium, in which our greenhouse plants grow, is not a simple dead material, but a living world in itself, inhabited by different groups of organisms, some essential, others destructive. This implies that in the treatment of soils the problem is not only one of the application of proper fertilizers, but one much greater and more difficult. It is the establishmet of the proper balance in the populations of the various forms of soil inhabitants, and, at the same time, the maintenance of proper soil conditions for the activities of the useful groups. In other words, the soil is a complex of many factors, some useful, some indifferent, others harmful. Some of these are by nature living organisms and, therefore, a mere quantitative chemical analysis of soils is not a true index of the productive power of the soil.

PLANTS SENSITIVE TO LIGHT.

There is still another line of thought I wish to present. I have pointed out the intimate relation that exists between plant growth and nutrients in

Dr. P. A. Lehenbauer.
Horticultural Department University of Illinois.

the soil, on the one hand, and the important relation between these nutrients and the soil bacteria on the other. The plant also is intimately bound up with the various factors which make up its aereal environment, that is, with the various conditions above soils. The plant is a living organism. As such, it is responsive to the various factors of the environment to a marked degree. I need only recall such examples as the mimosa, commonly called the sensitive plant. This plant is truly sensitive, responding to the slightest touch by closing its leaflets. The common dandelion opens its flowers only in light; the crocus, on the other hand, disregards light and refuses to open its flowers unless there is a certain degree of warmth. The opening and closing of the crocus flower is a direct response to temperature. We all agree that the human eye is very sensitive to light, yet some seedling plants will respond to a flicker of light which the human eye cannot detect.

The plant is equally sensitive to poisons. Let me illustrate this by means of the sweet pea seedling. If we expose such seedling to an atmosphere which contains cigar smoke there will be a definite reaction. In an atmosphere which contains 1,000 parts of cigar smoke to one million parts of air, the seedling will respond in three ways—the tip of the stem will grow at right angles, just below the tip the stem is much enlarged, and the stem as a whole is shorter than one growing in pure air. If we have an atmosphere which contains 5,000 parts of smoke per one million of atmosphere, elongation of the stem stops completely. I am not advocating that plant growers should not smoke when working with plants; neither am I in sympathy with any anti-smoking league. I am citing these facts merly as examples of the sensitiveness of plants.

Let me illustrate again by means of illuminating gas. Flowers and buds of carnations are extremely sensitive to this gas in the air. One part of illuminating gas in 40,000 parts of air will kill young buds in three days, and the same amount will prevent the opening of those which show color of the petals. Carnation flowers close after an exposure of 12 hours to one part of illuminating gas in 80,000 parts of air. And yet, some of your customers wonder why the flowers which they purchased only yesterday from the florist did not keep better! One part of illuminating gas in 1,000 parts of air will cause the leaves of salvia, tomato, hibiscus and other plants to fall. In order to detect illuminating gas by the sense of smell, at least one part to 400 parts of air must be present. One of the constituents of illuminating gas is ethylene. One part of ethylene in one million parts of air prevents opening of carnation buds after three days, and one part in two million causes mature flowers to close in 12 hours. The sweet pea seedling will stop growing entirely when the air contains one part of ethylene in 10 million parts of atmosphere. In fact, a sweet pea seedling grown in the dark will detect traces of ethylene that we cannot detect by means of the most delicate chemical tests.

What do these facts and illustrations indicate? They indicate that the plant, because of its extreme sensitiveness, is frequently subjected to conditions of the air which do not permit maximum growth. It need not be a poisonous substance; it may be an unfavorable condition of light, or temperature or of humidity. In other words, the soil may contain abundant plant food materials and these in available form; the soil may also contain the proper organisms in adequate numbers and yet the plant fail to respond as it should. It fails to respond possibly because of some unfavorable factor as temperature, or of moisture in the air, or of light or of a peculiar combination of these which prevents the best growth.

It is often very difficult to analyze a situation and determine what is at fault. Unfortunately, we have not yet been able to determine definite symptoms for each individual condition. In course of time we shall know more about each case. Until we do, it is necessary that each grower give his particular kind of plant the attention that is deserving a highly sensitive organism, remembering always that whatever troubles may appear may find their solution in a careful adjustment of both soil and air conditions to the needs of the plant.

KANSAS CITY, MO.—Samuel Murray reports Easter business the best on record, with prices 30 per cent less than a year ago, sales increased 50 per cent. The greatest demand was for lilies.

Dahlias of the Past, Present and Future.

There are a number of people who hardly realize the progress the dahlia is making among the flower loving public. There is a reason for this. See what a wonderful display of blooms can be had with a limited amount of expense and attention, not only in the humble gardens, but in the grounds surrounding palatial homes, as a bordering, with shrubbery as a background.

One of the attractions in the Bronx park, New York, the past season, was the dahlia borders. They were there in full variety, carefully grown, staked and plainly labeled, and were well looked after by the curator. A constant stream of visitors was there admiring them, taking down names and notes of color and variety. Many a list was carried away to be heard from by someone in the near future. Any person with ordinary intelligence can grow dahlias as they saw them growing in Bronx park. It was virtually a trial ground, with good results under fair culture, and any variety doing well there and with the same treatment, would be 99 per cent good anywhere.

The writer replied to a published article by a grower of other flowers a week or two ago who wanted dealers to cut the dahlia out at a certain period, so that other flowers could have full swing in the market. He will find upon examination that the majority are gladly handling good dahlias whenever they can procure them, and are requesting the growers to grow such types that will stand carriage, etc., with good keeping qualities, one or two types of which were shown at the last New York show. The aim of some of the best breeders is to produce this class of blooms.

INTEREST AROUSED BY SHOWS.

One of the largest wholesale houses that handles dahlias in quantities, possibly more than any other in the country, writes as follows: "I do not know of anything that promotes the growing and love of flowers in the garden, especially the dahlias by the amateur more than the shows and the distribution of well-grown flowers among the people."

You and others are aware that this firm has done a great deal in the last 10 years to promote the use of dahlias as a cut flower. The success we have met with has been gratifying and we feel ourselves well rewarded for our efforts. When we consider the dahlias that we sold eight or 10 years ago and compare them with what we are doing now, both in quality and volume, we do not think that progress has been exceeded in any other floriculture endeavors. It must be very gratifying to the American Dahlia Society that the exhibition the past year was such an enormous success and if continued along the lines started, greater success can be looked for, both in the production of better commercial and all-around flowers, and more of the types that can be used commercially will also give greater satisfaction to the amateur.

R. VINCENT, President,
American Dahlia Society.

National Flower Growers Association.

OHIO DISTRICT.

We had two very successful organization meetings of the Ohio District of the National Flower Growers' Association on March 31 at Hotel Ohio in Youngstown and on April 7 at the Waldorf hotel in Toledo. In both cities 95 per cent of the attendance signed application blanks for membership and the balance signfied their intention so to do as soon as they consulted absent associates. Altogether, owners of between 500,000 and 600,000 square feet of glass signed, and handed in their application blanks for membership. Meetings also were held in Springfield and Dayton on April 12 and in Cincinnati, April 13. J. Fred Ammann, Edwardsville, Ill., secretary of the national organization, attended the latter meetings.

It is expected that sessions of the Ohio District will be held in the near future at Canton and Cleveland.

GEO. BATE, Sec'y.

Pittsburgh.

BUSINESS VERY UNSATISFACTORY.

The weather has been unseasonably warm and stock of all kinds flooded the market with a demand that could do no more than use the best, while the balance kept accumulating until the end of the week, when the street boys had their inning. Nearly all the stores held a week-end special sale of roses, but even then there was a surplus left. The supply of American Beauties is on the increase, and by making price concessions the most of them were cleaned up daily. The carnation supply has been the largest in years, and about three-fourths of the stock has run to white, which with a shortage of funeral work, caused a glut that could not be moved at any price, and it has been many a day since carnations were offered as cheap as they have been the past week. Another item that suffered was sweet peas. The most of them arrived in poor condition due to the warm weather and were not fit to send out; consequently thousands of them were dumped. The supply of Calla lilies is also too large, while Easter lilies were a little short of demand. Lily of the Valley, orchids and snapdragons were the best property of the week, as they cleaned up daily at list prices. The supply of bulbous stock is about over, with the exception of out-door stock, and from present indications that will not last very long. From the growers' standpoint it has been a most unsatisfactory week, but here is hoping that the worst is over and that stock will tighten up some, with a better demand from now on.

The Late John S. Stuart.

The Retail Florists' Association held their regular monthly meeting Thursday evening, April 7, at the Seventh Avenue Hotel with a good attendance. In the absence of President Harper, whose mother was very ill, G. P. Weaklen was in the chair. "Advertising" was the subject, and Mr. Clark of the Pittsburgh Cut Flower Co. gave a very interesting talk on "Advertising of Thirty Years Ago." He declared that B. F. Elliott was the pioneer advertiser in this district, and gave A. W. Smith, Jr., credit for the success of The A. W. Smith Flower Stores Co. through his advertising At the close of Mr. Clark's talk, the Association voted to place a wreath on the grave of Mr. Elliott on the anniverary of his death each year in honor of the good he had done the trade by his publicity, when no one else in the trade could see the use of it.

E. J. McCallum of The McCallum Co. has just returned from a business trip to New York. He reports that things look brighter in the east, especially in the silk market.

E. C. T.

OBITUARY.

Willis E. Hamilton.

Willis E. Hamilton, pioneer florist of Waldo County, died at his home in Belfast, Me., March 9, 1921. Never in robust health, his last sickness dated from a severe cold last October. He was born in Swansville, Me., March 22, 1857, and had lived in Belfast 40 years, conducting the only florists' business in that city for 30 years, being ably assisted by his wife. Mr. Hamilton was the originator of the Belfast chrysanthemum, probably the latest flower in variety, extant. Loved by all, he was a kindly, courteous, Christian gentleman whose honorable business methods and sterling integrity will long be remembered by all who knew him.

Mrs. Hamilton, his wife, a son Everett L., and a daughter, Mrs. Clara Seekins, who will carry on the business under the old firm name, survive him.

John S. Stuart.

John S. Stuart, age 71 years, a florist and a member of the firm of John S. Stuart & Son, Anderson, Ind., died April 10, at the home of his family in that city, following an ilness of several weeks. He was a native of North Carolina, but he had lived in Indiana for more than 50 years. He was a resident of Richmond before settling in Madison county 30 years ago. He was a former president of the State Florists' Association of Indiana. A widow and one son, Edgar Stuart, survive.

Charles Johnson.

Charles Johnson, of Marietta, Pa., for many years American representative of Denaiffe & Son, French seed growers, died March 29. He became ill three weeks previous and was taken for treatment to a local hospital, where he died. The funeral was held from the home of his daughter-in-law, Mrs. Henry Johnson, April 2, with interment in the Marietta cemetery.

DENISON, IA.—Two houses, consisting of 7,000 feet of glass, for which contracts have been let, will be built by Owen Rumble.

DENVER, COLO.—Chas. F. Edgar, formerly traveling representative for the McCallum Co., Pittsburgh, Pa., is now manager of the Alpha Floral Co., 432 East Sixteenth street.

GREENVILLE, S. C.—The Mauldin Floral Co. reports the most satisfactory Easter business in its history, everything selling out clean. The stock (all home grown) included roses, carnations, cyclamens, callas, primulas, tulips, hyacinths, narcissi, 2,500 lilies in pots and 7,000 sweet peas.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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THE Florists' Hail Association has paid nearly $50,000 for glass breakage since August last.

ALBINO is regarded by European growers as a good pure white forcing tulip, with long stems.

THE council of Ottawa, Can., board of trade recently adopted a resolution urging a ban on luxuries imported from the United States, and the purchase of everything possible of Canadian product and manufacture, until the rate of exchange gets back to normal.

THE address of Dr. P. A. Lehenbauer of the Department of Floriculture, University of Illinois, before the Chicago Florists' Club, on soils, bacteria and atmosphere in their relation to plants, which appears elsewhere in this issue, will be found intensely interesting to all growers.

Chrysanthemum Misnamed.

Elmer D. Smith & Co., Adrian, Mich., call attention to another chrysanthemum advertised as Chicago White, which was introduced by them as Winnetka in 1914.

German Potash.

An agreement with a German syndicate whereby American potash importers will obtain a rebate in potash equal to 45 per cent of their purchases, was announced recently by the Department of Commerce. The agreement means delivery of more than $2,000,000 worth of additional potash to those American importers who bought German potash during the season ending March 31, American importers perfected an agreement with the kali syndicate through the State Department, and will be entitled to the rebate on condition that they take 80 per cent of their requirements for the next five years from the German syndicate.

Steel Prices Down.

Reduction in the price of steel ranging from $1.50 to $9 a ton for various kinds of steel, up to as much as $15 a ton for tin plate, is announced by Elbert H. Gary, chairman of the board of the United States Steel Corporation. Industrially, this announcement is of greatest importance, as the price of steel products is regarded as a guide in commercial circles. The statement said the action was taken after consultation with the presidents of the various subsidiary companies, who were called to New York. The reduction takes effect immediately. The decreases, however, are confined to certain products only, it being stated that a reduction on tubular products and sheets will be announced later, probably within the next two weeks, as the matter of adjustment in regard to these products has not as yet been definitely decided upon.

Necessity of Constant Advertising.

The growers are realizing the good of national publicity as well as local advertising, but the craft generally have not awakened to the fact that business is slipping back, and unless we fill up the coffers of the campaign fund, the florists' business is going to go back as well as all other lines. In many sections it is very noticeable already and many are asking how can I increase my volume. One of the answers is to advertise locally, and the other is to see that the national campaign gets going before we lose the advantage of our previous advertisements in the national magazines.

Advertising is a sales insurance. It helps speed up. It makes us speed up and helps us to climb higher. As Albert E. Lyons so well expressed it: "The higher you go, the more room you will find. The space below is crowded and many a man is mistaking lack of ability for lack of opportunity. You will be sure to find the opportunity when you are able to grasp it. Nogody is monopolizing that vast field of opportunity just over the heads of the crowd—it is open to all comers—it is waiting to be occupied. The way is clear, climb high."

Does it not make you think that after all we started something towards the higher up idea and that we should continue? Well, the growers have begun to do things. May they succeed to the fullest extent. The co-operative movements have also started. May they, too, continue to further success to the end that all may see the needs and the good that applied advertising will do to help more people enjoy more flowers. And those directly interested will get better results generally. Henry O. Havemeyer once said: "Business men fail because there are a lot of them who are fools. We are all born fools but some of us educate ourselves out of it." Let us take example by looking at other lines of business and why they have succeeded, then ask ourselves what have we omitted that they have continued, and your answer will explain the problem.

HENRY PENN, Chairman,
National Publicity Committee.

American Orchid Society.

The American Orchid Society is a new name in the bright lexicon of horticulture, but we make bold to predict that it will soon become a familiar one. A number of orchid growers and fanciers met in Horticultural hall, Boston, Mass., on the evening of April 7, the Flower Show having brought them together, and the above named society is the result.

Albert C. Burrage, already president of the Massachusetts Horticultural Society, was elected president of the new organization. He has an established reputation as an orchid expert and fancier and is believed to own the finest collection in this country. The vice-presidents are Clement Moore, T. H. Wickwire, Jr., Buffalo, N. Y., and C. R. Dane, Boston. A. J. Lovless, Lenox, Mass., is secretary and Louis Burke, Philadelphia, Pa., is treasurer.

A board of trustees was elected as follows: Joseph Manda, West Orange, N. J.; George E. Baldwin, N. Y.; Oliver Lines, Lenox, Mass.; John E. Lager, Summit, N. J.; Edwin S. Webster, Boston; Thomas Roland, Nahant, Mass.; Edward Roehrs, Rutherford, N. J., and Oakes Ames, North Easton, Mass.

It is expected that this Society will include horticulturists, scientists, amateurs and lovers of flowering plants, and particularly those who love the orchid. The aim and purpose of the organization is comprehensively stated as to "aid in every way possible the importation and improvement by cultivation and hybridization of exotic orchids: the preservation and perpetuation of native orchids; the dissemination by exhibitions, lectures and publication of useful information concerning orchids, and the extension of knowledge, production, use and love of these beautiful flowers."

Vaccinated With Flowers.

A number of years ago it occurred to Sir Almroth Wright, the originator of the anti-typhoid vaccine, that it might be possible to develop immunity to hay fever by an inoculation process. Experiments were therefore conducted, in which the pollen of plants was used as a preventive agent. As some pollens are noxious, an obvious expedient is the preparation of extracts of these pollens to be used hypodermically in small but increasing doses, to develop tolerance. This has now become an established practice in preventive medicine, and in many cases the results are gratifying.

Personal.

W. C. Egan, well known horticulturist of Highland Park, Ill., and former secretary of the Horticultural Society of Chicago, celebrated the eightieth anniversary of his birthday April 1.

Frank D. Pelicano, San Francisco, Calif., who has been spending a few weeks at Byron Hot Springs, is reported much improved in health and expects to return home this week.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

Boston, Mass., April 19, 8 p. m.—Gardeners' and Florists' Club of Boston at Horticultural hall. William N. Craig, secretary, Faulkner farm, Brookline.

Chicago, April 21, 8 p. m.—Commercial Flower Growers' Association of Chicago at Hotel Randolph. Otto H. Amling, secretary, Maywood, Ill.

Grand Rapids, Mich., April 18, 8 p. m.—Grand Rapids Florists' and Gardeners' Club at office of members. Ed. Freyling, secretary, 1057 Wealthy avenue, Grand Rapids.

Hartford, Conn., April 22, 8 p. m.—Connecticut Horticultural Society at County building. S. H. Deming, secretary, Hartford.

Lancaster, Pa., April 21, 7:30 p. m.—Lancaster County Florists' Association at Chamber of Congress. Albert M. Herr, secretary, Lancaster.

Orange, N. J., April 18, 8 p. m.—New Jersey Floricultural Society at J. O. W. A. M. hall. Geo. W. Strange, secretary, 84 Jackson street, Orange.

Philadelphia, Pa., April 19, 3:30 p. m.—Pennsylvania Horticultural Society in New Century drawing-room. David Rust, secretary, 606 Finance building, Philadelphia.

Portland, Ore., April 19, 8 p. m.—Oregon Floral Society at Masonic temple. F. A. Van Kirk, secretary, 64 E. 50th street, Portland.

Tarrytown, N. Y., April 20, 8 p. m.—Tarrytown Horticultural Society at Corporation building. H. W. Neubrand, secretary, Tarrytown.

Toronto, Ont., April 19, 8 p. m.—Gardeners' and Florists' Association at St. George's hall. Alex. Simpson, secretary, 87 Grosvenor, Toronto.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Greenhouses for Sale—Containing 20,000 feet of glass; well stocked with roses, carnations, sweet peas, etc. New boiler recently installed. Located in Chicago, on northwest side, south of six corners and one block from street car line. Doing a fine retail trade. Reason for selling, old age. Address,

Key 554, Care American Florist.

HELP WANTED

First-class storeman, designer and decorator. Must be able to take entire charge of retail store. References wanted as to ability and perfect honesty. Permanent position and good chance for the right man. Wages, $40.00 to start. Address

Key 553, care American Florist.

HELP WANTED

Experienced salesman and designer. Good wages to the right party.

MANGEL, Florist,
17 East Monroe St., CHICAGO

HELP WANTED

Experienced Salesman, Designer and Decorator.

References; permanent position.

C. FRAUENFELDER, Inc.,
3343 West Madison Street, CHICAGO

Situation Wanted

All around storeman is open for position in Chicago. Ready to start work immediately.

Key 555, care American Florist.

For Sale

SECOND-HAND PIPE

All sizes from ¾ inch to 10 inch, A-1 condition, good collars and threads. Also lot of 14 inch pipe suitable for culverts. Write Dept. F.

MAX ZEIGLER & BROS., Muncie, Indiana

BOILER FOR SALE.

Due to changes in our heating equipment, we have for sale at our Edgebrook greenhouses a boiler 11½ feet long, with seventy 2½-inch flues, 6 feet long.

This boiler is of locomotive type, with a 4x4-foot fire box and a 2-foot dome. It is in good condition and will be sold to the party making the best offer.

The Geo. Wittbold Company,
745 Buckingham Place, Chicago, Ill.

FOR SALE

Glass: 16x24, 16x20, 16x22, per box	$5 50
16x16, 14x16, per box	4.50
12x16, 10x16, per box	4 00
1¼ in. wrought iron pipe, per foot	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each	2.50
Rafters or sash bars, per foot	.02
Shafting (heavy), per foot	.10
Shafting (light), per foot	.06
Ventilating arms, each	.25
Ventilating hangers, each	.10
Garland iron gutters, per foot	.40
	Per 1000
6 ft. wire stakes	$13.50
5½ ft. wire stakes	10.00
5 ft. wire stakes	10.00
4 ft. wire stakes	7.50

PETER REINBERG
30 East Randolph Street, CHICAGO

FOR SALE

Two acres of land facing Forest Preserve and two roads, one to be a state road. Auto truck express daily to Chicago market, 14 miles distant. Five greenhouses; area covered by glass, 14,000 square feet. Eight-room dwelling, fully equipped with hot water heat, gas, electric light, village sewer and water, also rain water cistern and cement walks. Fruit trees and berries on place. Price, $15,000.

Henry D. Neve, Des Plaines, Ill.

Forced Sale

Exceptionally fine greenhouse property in Evanston, Illinois, must be sold by order of court to close litigation. Located on corner, 172x251 feet; greenhouses cover over 30,000 square feet and are equipped with concrete benches. There is also a 7-room heated dwelling on the premises and necessary sheds, etc. Property worth double what you can buy it for now.

Frederick H. Brammer
138 North La Salle Street
CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $8.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Home-Grown Stock

Greatly Increased Demand

If you have any to offer, or are likely to have any soon, **advertise in these columns now.**

AMERICAN FLORIST CO.
440 South Dearborn Street, CHICAGO

ORIENTAL POPPY.

ORIENTAL POPPIES

There is a general scarcity of this showy and popular perennial, which has prompted us to make early fall propagations and we are now in position to supply a thrifty lot of good plants from 3 inch pots, of the following choice varieties:

MRS. PERRY
Beautiful salmon-rose.

ORIFLAMME
A large, gorgeous orange-scarlet.

PERRY'S WHITE
Pure satiny white, with a crimson-maroon blotch at the base of each petal.

Price, thrifty 3-inch pots, $1.50 per doz.; $10.00 per 100.

PHLOX MISS LINGARD

We offer an exceptionally fine stock of this grand, free, early flowering, white variety, which comes into bloom late in May or early in June and continues to bloom during the entire season.

Strong plants, $1.50 per dozen; $10.00 per 100; $90.00 per 1000.

HENRY A. DREER

714-716 Chestnut Street, PHILADELPHIA, PA.

The above prices are intended for the trade only.

LARGE-FLOWERING CANNAS

Fine 2 or 3 eye, plump, dormant roots, true to name

	Doz.	100	1000
AUSTRIA. Lemon chrome, spotted red, green foliage, 5 feet	$0.60	$3.75	$32.50
A. BOUVIER. Rich velvety red, green foliage, 5 feet	.60	3.75	32.50
BEAUTE POITEVINE. Crimson, green foliage, 4 feet	.65	4.00	35.00
CHAS. HENDERSON. Deep crimson, green foliage, 4½ feet	.60	3.75	32.50
FLORENCE VAUGHAN. Yellow spotted red, green foliage, 5 feet	.60	3.75	32.50
GLADIATOR. Deep yellow, dotted red, green foliage, 4½ feet	.65	4.00	35.00
GLADIOFLORA. Crimson with irregular edge of gold	.65	4.00	35.00
KING HUMBERT. Scarlet, bronze foliage, 4½ feet	$0.85	$5.50	$50.00
LOUISIANA. Bright scarlet, green foliage, 7 feet	.60	3.75	32.50
PENNSYLVANIA. Vermilion scarlet, green foliage, 5 feet	.60	3.75	32.50
PILLAR OF FIRE. Brilliant red, green foliage, 6 feet	.65	4.00	35.00
PANAMA. Rich orange, red bordered with a broad edge of golden yellow, green foliage, 5 feet	.65	4.00	35.00
RICHARD WALLACE. Light yellow, green foliage, 4½ feet	.60	3.75	32.50
WINTZER'S COLOSSAL. Bright scarlet, green foliage, 5 feet	.85	5.50	50.00

A. HENDERSON & CO., 166 N. Wabash Ave., CHICAGO, ILL.

Toledo, O.

BUSINESS IN GOOD CONDITION.

There has been a let-down since Easter's phenomenal demand, but a healthy and encouraging call for flowers and plants is still being noted. Funeral work has been constant and there has been a noticeable increase in wedding decorations. The trade is pushing the sale of flower and vegetable seeds and fertilizers, because they are beginning to realize that this is a profitable side line, if it can be called such. The weather has been mild, and stock of all kinds is plentiful and lower in price. Since April 9, however, it has been much colder. Roses have been very plentiful, the quality excellent and the prices the lowest in months. All other stock such as carnations, sweet peas, jonquils, tulips and lily of the valley is sufficient for all demands. Darwin tulips are now on the market, though in limited quantities, and enjoy a ready sale. Other seasonable pot plants are in fair demand for the sick and for the home.

A Sales Booster—A Trade Winner—An Easy Seller

The SāVō Steel ALL-YEAR-ROUND FLOWER BOX

Self-Watering and Sub-Irrigating

For Windows, Porches, Ledges, Sun Parlors, Etc.

Leak-proof and rust-proof. No surface watering. Perfect AIR circulation and drainage. Order a few, display them, and see how fast they go. Write today for free Catalogue, prices and discounts.

SAVO MANUFACTURING CO.,
39 S. La Salle St., CHICAGO

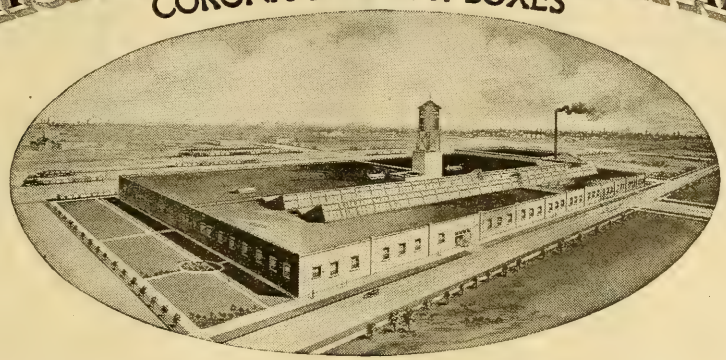
A Good Margin of Profit to Dealers

Patented Jan. 23, 1917.

GROWERS ORGANIZE.

A meeting of local growers was held at the Waldorf hotel April 7, at the suggestion of state officials of the Ohio District of the National Flower Growers' Association. A great deal of enthusiasm developed. Many questions were asked by the visiting growers and the objects of the association were thoroughly explained. William Krueger, one of our largest growers, who has always been very enthusiastic

CHICAGO CARTON COMPANY
CORONA FLOWER BOXES



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For Violets and Corsages

Size		Per 100
7 x 4 x 4	2-inch Top	$ 5.00
10 x 6 x 5½	2-inch Top	6.00
12 x 8 x 5½	2-inch Top	7.65
14 x 10 x 8	2-inch Top	12.60

For Cut Flowers

18 x 5 x 3	2-inch Top	$ 6.10
20 x 4 x 3	2-inch Top	6.05
21 x 5 x 3	2-inch Top	7.25
24 x 5 x 3½	2-inch Top	7.70
24 x 8 x 4	2-inch Top	10.80
28 x 8 x 4	2-inch Top	12.10
28 x 8 x 5	2-inch Top	13.05
30 x 5 x 3½	2-inch Top	9.25
36 x 8 x 5	**2-inch Top**	**16.20**

The sizes given here are carried in stock, in the popular MIST-GRAY and GREEN colors.

5% DISCOUNT
CASH WITH ORDER

The prices quoted herewith are f. o. b. Chicago.

When printing is wanted there will be a charge of $9.00 per color for printing 500, $12.00 per color for printing 1000.

Border printing and embossing will be charged for as time work in accordance with the amount of work involved.

For Sprays, Designs and Cut Flowers

Size		Per 100
16 x 16 x 8	Telescope	$29.25
20 x 20 x 8	Telescope	38.95
21 x 5 x 3	Telescope	7.25
24 x 5 x 3½	Telescope	8.90
24 x 24 x 10	Telescope	55.75
30 x 10 x 5	Telescope	22.00
30 x 12 x 6	Telescope	30.25
32 x 32 x 8	Telescope	63.75
36 x 10 x 5	Telescope	25.20
36 x 12 x 6	Telescope	36.35
36 x 14 x 8	Telescope	46.55

for organization work, was elected head of the local growers and state vice-president. J. L. Schiller was chosen secretary. This organization was sadly needed in this city and much constructive benefit will be realized.

NOTES.

Frank M. Schramm, after surviving the tremendous Easter rush, has been forced into temporary retirement on account of sickness. Business at Schramm Bros. has been good and they are conducting a lively campaign for the sale of seeds and fertilizers. This firm entertained their Easter force of employees with a dinner on April 7, at the Young Men's Christian Association, celebrating their large trade.

Florists here are evincing great interest in Mothers' day and in the National Hospital day, which will be celebrated on May 14. This could be developed into a big flower day by the florists.

Mrs. Navarre, wife of the manager of the Navarre Flower Shop, is in the hospital recovering from a serious operation.

A large wedding decoration was had recently by the Max Spanner establishment.

Metz & Bateman have been very busy with funeral work. A. K.

ST. PAUL, NEB.—W. A. Lathrop is planning to add one house to his establishment in the near future.

LAWTON, MICH.—The Robert Wood farm, including a 55-acre vineyard, was purchased by S. G. Stevens, Detroit, Mich., recently.

CHIPPEWA FALLS, WIS.—The three houses formerly owned by Frank S. Weigand have been bought by H. Sylvin, Lexington, Ky. Mr. Sylvin intends also to open a shop on Spring street.

TUBEROSES.

WHITE BULBLETS
(GLADIOLUS)

	1000
America, ½-¾ in.	$ 5.50
America, ⅛ in. and under	4.50
Mrs. F. Pendleton, ⅛ in. and under	10.00
Mrs. F. King, ⅛ in. and under	4.50
Panama, ⅛ in. and under	6.50

TUBEROSES
Well cured, Free from rot.

	100	1000
Dwarf Excelsior Pearl, 1st size, 4-6 in.	$4.00	$35.00
Variegated Leaved, single	3.75	32.50
Albino, single	3.75	32.50
Armstrong's Ever-Bl'm'g	3.75	32.50
Mexican	3.00	25.00

CALADIUMS
With Real Sound Center Shoots.

	100	1000
5- 7 inch	$ 4.50	$ 40.00
7- 9 inch	7.50	70.00
9-11 inch	12.00	100.00

GLADIOLUS
From Our Own Farms.

	1000
America, First	$27.00
America, Medium	22.00
Halley, Medium	35.00
Mrs. F. King, First	25.00
Mrs. F. King, Medium	20.00
Schwaben, First	60.00
Florist Mixed	25.00
Standard Mixed, First	22.00
Standard Mixed, Medium	19.00

Our Spring Book "For Florists" Now Ready.

CHICAGO **Vaughan's Seed Store** NEW YORK

Big Crop of Roses Now On

We grow our own Roses especially for the Shipping Trade. Give us a Trial Order.

Buy Direct from the Grower

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST—Subject to Market Changes

RUSSELL	Per 100
Fancy Long	$20.00
Good Length	16.00
Medium	8.00 to 10.00
Short	5.00 to 6.00

COLUMBIA	
Fancy Long	$20.00
Good Length	16.00
Medium	8.00 to 10.00
Short	5.00 to 6.00

PREMIER	
Fancy Long	$20.00 to $25.00
Good Length	16.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

HOOSIER BEAUTY	Per 100
Long	$16.00
Medium	$10.00 to 12.00
Short	5.00 to 8.00

OPHELIA	
Long	$10.00 to $12.00
Medium	6.00 to 8.00
Short	4.00 to 5.00

SUNBURST	
Long	$10.00 to $12.00
Medium	6.00 to 8.00
Short	4.00 to 5.00

WHITE KILLARNEY	
Long	$10.00 to $12.00
Medium	6.00 to 8.00
Short	4.00 to 5.00

ASSORTED ROSES

—OUR SELECTION—

Good short and medium, including some **Russell, Columbia and Premier.** In lots of 200 or more. $6.00 per 100.

Fancy Ferns, per 1,000	$4.50 to $5.00
Adiantum, per 100	1.50
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	.35

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

SOME IMPROVEMENT IN THE MARKET

There was some improvement in the market conditions the opening of this week but prices are not anywhere near what they should be. Several of the leading department stores had special sales on roses and carnations April 9, one house offering them as low as 12 cents per dozen. Stock was exceptionally plentiful all last week and it was a question of who could give the best stock for the least money in order to dispose of it. There was some great slaughtering done in order to move the stock that had accumulated all during the week but a large portion of it was moved owing to the fact that the department stores were anxious to secure all the stock obtainable, especially where prices were exceedingly low. The cold weather April 10 checked stock a trifle and while prices advanced somewhat and the market was cleaned up better the opening of this week there is much room for improvement. American Beauty roses are in good supply and are moving fairly well considering the large amount of other stock available. Roses are selling better than they have been with Columbia, Premier and Mrs. Chas. Russell having the best call. Carnations are in good supply and are in fair demand. Callas and lilies are seen in quantity at several of the stores. Daisies, snapdragons, jonquils, stocks, mignonette, calendulas, tulips, candytuft, lupines and all other miscellaneous seasonable cut flowers are included in the offerings. Some of the wholesale houses which have refrained from selling stock to the department stores for several years broke the ice this week and joined the scramble to unload while the buying was rife, figuring that the damage, if any, to the market had already been done and that they might just as well realize a few dollars in return for their growers as dump the stock in the barrel.

NOTES.

Henry Neve of Des Plaines is offering his range of 14,000 square feet of glass for sale. He has purchased some land at Park Ridge and is planning on building several new houses in the near future.

Kroeschell Bros. Co. have the order for four high pressure steam boilers, each 350 horse power, for the new Federal Reserve bank building on La Salle and Jackson streets.

C. S. Claussen said April 9 that he had three acres of gladioli already planted at Wichert.

Do not take any fake or imitation thread, claimed to be the Meyer silkaline, or smilax threads. Be sure the name Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from and you will notice that our threads run full two ounces of thread to the spool. Be sure and get the Meyer thread.

Mention the American Florist when writing

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Excellent Roses

SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red GOOD CROP

Including the finest Mrs. C. W. Ward on this market, bar none

Gladioli, Tulips, Snapdragons, Lupines, Valley, Calendulas, White and Blue Daisies, Lilies, Larkspur, Sweet Peas, Pansies, Forget-Me-Nots, Stocks, and all other seasonable Cut Flowers. Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

Growers attending the last meeting of the Florists' Club at the Hotel Randolph were greatly impressed with the new white carnation Joy exhibited by the American Bulb Co., and artistically arranged in a basket by Schiller's. It is an exceptionally good keeper and one of the local firms who is growing it on trial is well pleased with the results obtained the past season. It will be quite a factor in the local market in a few years.

J. A. G. Johnson, of Johnson & Chronis, is a regular auto fan. He has just purchased a new Paige touring car and White roadster. He uses the Paige in the morning and the White in the afternoon.

At A. L. Vaughan & Co.'s store the shipping trade has shown a marked improvement this week and the local demand is considerably better.

Zech & Mann are receiving a large quantity of fancy sweet peas this week. Roses are in good supply at this house, and so are lilies and callas.

The Joseph Foerster Co. is moving a large supply of fine sweet peas in addition to its usual complete line of stock.

Corsage Shields

	Per doz.
Lace Shields (all colors)	$2.25
Invisible Shields (green only)	2.25
Colonial Shields (green only)	1.25
Celluloid Shields (per 100, $5.00)	.75

Corsage Pins

4½ Inches Long. (With glass heads, any color.)

Per gross	$1.50
5 gross or more, at	1.40

Get Our Complete List of Other Items. It's free.

GEO. H. ANGERMUELLER CO.

Wholesale Florists, 1324 Pine St., ST. LOUIS, MO.

A. Lange had the decorations for the big Moose celebrations at the Medinah temple.

Kennicott Bros. Co. received several shipments of trailing arbutus this week.

Tonner's find their new National cash register is well worth the investment.

Sam Y. Bloom, 822 East Sixty-third street, is serving on the jury.

Arbor day will be celebrated here April 15.

New Crop

Sphagnum Moss

Vaughan's Seed Store Chicago & New York

Single Bales or Carlots

CONTRACT NOW

HEAVY SUPPLY
ROSES & CARNATIONS
Exceptionally fine stock in all the leading commercial varieties at the right prices. You give your customers the best stock obtainable when you fill their orders with our cut flowers.
WIETOR BROS., 30 East Randolph St., L. D. Phone Randolph 2081. Chicago

The Weiland-Risch Co. is cutting exceptionally fine lilies, especially Formosum carrying six to 15 flowers. Vaughan's Seed Store supplied the bulbs and received a sample of the stock April 7, which was later exhibited at the Florists' Club meeting, where it attracted much favorable attention. Ed. Goldenstein of Vaughan's Seed Store presented the exhibit to Mayor Thompson.

Poehlmann Bros. Co. is pleased with the quality of the carnations that it is cutting and the store force takes great delight in calling the attention of it to the customers. The new white carnation Joy that is measuring up to the test at the firm's greenhouses at Morton Grove is worth any grower's investigation.

At the Peter Reinberg greenhouses the demand is exceptionally strong for young stock, according to Peter Showboe, who adds that the chrysanthemums and pompons are already disposed of.

John Furrow and wife, of Guthrie, Okla., were in the city this week on business connected with the opening of Furrow & Co.'s new retail store at Oklahoma City, May 1.

C. L. Washburn says that business has improved considerably at Bassett & Washburn's store this week, especially as far as the shipping demand is concerned.

J. A. Budlong Co. is having a good call for lupines, which is only one of the many novelties included in the shipments to this house.

Wietor Bros. are cutting a fine supply of roses and carnations. The demand for stock is much better at this establishment this week.

The Chicago Flower Growers' Association reports a great improvement in trade this week with a heavier demand for roses.

Initial figures on the recent glass loss of Bassett & Washburn by hail place it at 110,000 square feet.

Vaughan's Seed Store reports good continuing demand for gladioli, including the best named kinds.

A. L. Randall is a candidate for membership in the South Shore Country Club.

H. Philips, Morton Grove, is serving on the federal jury.

Visitors: Hon. R. D. Haentze, Fond Du Lac, Wis.; Morris Levine, New York.

WAUKEGAN, ILL.—Rev. E. N. Tucker, who has been growing outdoor stock for several years, will concentrate on this business under the name of West Side Flower Gardens, wholesale and retail, planting 30,000 gladioli this year.

MILWAUKEE, WIS.—Fox's Inc. report that the volume of trade for Easter was the same as a year ago, with a slight decline in prices. There was a fine demand for medium priced plants, while the higher priced stock did not move so readily. The call for spring flowers was excellent. The supply in both cut flowers and plants was ample for all purposes.

Bureau of Information
YOUR
FOUNDED BY FLINT KENNICOTT 1st
PROTECTION
The most reliable price information on cut flowers available of the result of supply and demand we give out.
Working together with the retail dealer has been our great success.
The quickest and most economical means of communicating cut flower market prices to all the cities tributary to this market comes from
KENNICOTT BROS. CO.
174 N. Wabash Avenue
CHICAGO
Principal Location in The Market

St. Louis, Mo.

HEAVY SUPPLY GLUTS MARKET

Business has been unusually slow during the fore part of the week but has stiffened up a bit during the last few days and some fairly lively trade has been carried on. Street merchants did a rushing business the first part of the week but the cold snap experienced during the last few days put a decided damper on their sales and flowers sold at a loss. This is true of the other florists as well. The market in general is glutted, and the more common stock has sold at a loss. Roses are plentiful and the demand is only fair. Premier, Mrs. Chas. Russell, Ophelia, Ward, Butterfly and Killarney are the leaders. Short stemed carnations are more than plentiful. Carnations of extra good quality are scarce and brought a fair price. The market was very short on dark red varieties. Short stemmed sweet peas are in oversupply, with very ltle demand. Good long-stemmed varieties brought fair prices. Their chief use has been in corsage bouquets. After Easter lilies are plentiful; the demand is not brisk. The same may be said of callas but they have been in a greater general demand; many being used for funeral work and table use. Roman hyacinths are not to be had at any price, either as a cut flower or as a pot plant. Some very fine stocks are coming in now and sell very well. Their quality is excellent as they are much used in table decorations. The demand for snapdragons is good and the supply on hand is ample to meet the demand. Pink and white varieties are most commonly seen. Calendulas of exceptional size and quality are among these offerings and are to be had for a song. Their demand for basket work is fairly good. Tulips of the common varietes are more numerous than grass blades and are selling at a loss. Pot plants are about gone. Darwin tulips are holding up fairly well and the demand continues brisk. Some fine double varieties are coming in now but are not

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

You Get the Best Stock in the Chicago Market at the prices quoted when you place your orders here

Buy Direct From the Grower — **CURRENT PRICE LIST** — Subject to change without notice

	Per 100
MRS. CHAS. RUSSELL and PREMIER	
Specials	$25.00
Fancy	20.00
Select	15.00
Medium	$10.00 to 12.00
Short	6.00 to 8.00
OPHELIA and SUNBURST	
Specials	$20.00
Select	15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 6.00

	Per 100
COLUMBIA	
Specials	$25.00
Fancy	20.00
Select	15.00
Medium	$10.00 to 12.00
Short	6.00 to 8.00
Killarney Special	$20.00
Killarney Select	15.00 to 18.00
White Killarney Medium	10.00 to 12.00
White Killarney Short	5.00 to 6.00
ROSES, OUR SELECTION	8.00

CARNATIONS—All colors.....$3.00 to $8.00

Sweet Peas, all colors	1.00 to	3.00 per 100
Tulips, all colors	5.00 to	6.00 per 100
Valley, order of us for the best.		8.00 per 100
Ferns, per 1000		5.00

	Per 1000
GALAX	
Bronze	$2.00
Green	2.00
Adiantum, per 100	$2.00
Asparagus, per bunch	.50

Order from us and get the freshest stock and of best keeping quality and have the assurance of supplies such as can only come from 2,000,000 FEET OF MODERN GLASS

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 **CHICAGO**

Heavy Supply Cut Flowers

Roses, Lilies, Carnations, Orchids, Peas, Etc.

Everything you need of the finest quality obtainable in this ma ket.

selling at all. Jonquils are plentiful and surprising enough, the call for them is good. Narcissus poeticus are few and far between and are on the decrease. The demand for mignonettes is exceptional but there is none on the market at present. The supply of both white and yellow daisies is increasing with surprising rapidity and they sell well. Their use as a table ornament has become widespread and many are being used for that purpose. Spanish iris is very limited as to supply. The demand is good but production has been seriously hurt by the cold of the past few days. Lily of the valley is commonly seen and good stock is wholesaling at from $6 to $8 per hundred. There are no violets to be had as they are out of season. Cattleya orchids are again very plentiful and their use as a corsage flower has made their demand exceptional. Larkspur both blue and pink varieties are coming in and they are bringing some very fancy prices. The demand for it is unusually great as this is the season's first. The spikes are very long and the flowers large. No primroses or cinerarias are seen on the market. Calceolarias of fine quality and size are displayed in many windows. They sell well. Baby primroses both pink and white varieties are being sold for house plants and they are in good demand. There are no more lilacs on the market as they were entirely destroyed by the last frost. Hydrangeas of fine size and quality are plentiful but there is little call for them. The same may be said of genistas. Bulbous pot plants are fast becoming scarce. Pansy plants in

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Milady Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MISCELLANEOUS

Valley Cattleyas

CARNATIONS

Callas Mignonette

SWEET PEAS

Candytuft

Yellow Daisies White

Snapdragons

Calendulas

GREENS

Plumosus Sprengeri

Bronze and Green Galax

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood

very ornamental boxes are sold, generally speaking, all over the city and the demand is good, considering the lateness of the season. Novelties such as pandanus, dracaenas, cibotium ferns and caladiums show no change in price and are to be had at all establishments. Some fine blooming geraniums and agerantum plants are seen. Their demand is good. Greens are very plentiful this week but in spite of this fact, asparagus plumosus and sprengeri show little change in price. Ferns are plentiful. It is expected that business activity will increase during the coming week.

NOTES.

Mrs. Klanger, wife of Mr. Klanger, of the well-known firm of Grimm & Gorly, is sick in the Missouri Baptist hospital. Mrs. Klanger has undergone a very serious operation but is recovering rapidly and will leave for her home in the near future, it is hoped. Her many friends anxiously await her home-coming.

Extensive decorations at the city hall by Grimm & Gorly is attracting much attention. The work was under the direction of Mr. Harvey, designer for this concern.

The "Say It With Flowers" Bowling league held a meeting April 8 to discuss plans for the coming tournament to be held at the West End Rowing Club.

A very attractive spring window is seen at the Fred C. Walker Floral Co., the main feature of which are jonquils with a background of dark red roses.

F. H. Weber has some fine specimen plants of calceolarias displayed most artistically with plants of baby primroses and delphiniums.

The Bourdet Floral Co. is offering some very choice geraniums and hydrangeas at exceptional prices.

The Windler Wholesale Floral Co. has been doing a good businss in high grade roses and carnations.

The St. Louis Wholesale Cut Flower Co. reports a heavy trade in orchids and roses of high quality.

H. G. Bering reports some large orders in their section of the city.

C. A. Kuehn has been cleaning up on delphiniums of high grade.

Visitor: Walter Amling, of Pana, Ill.

R. D. M.

Columbus, O.

TRADE FAIRLY ACTIVE.

There was a rather quiet demand for flowers of all kinds the past week, although a considerable volume of business was done. Stock moved fairly well and the supply was adequate for all purposes. Roses, carnations, sweet peas, Easter lilies and snapdragons were the principal varieties Prices were maintained at former levels, and there was no tendency to cut. Funerals were rather quiet, and the same is true of social affairs. Corsages were the best feature, although there were some loose flowers disposed of. Orders were almost up to previous records as far as number is concerned, but are falling short on volume. Plants are still in demand, but the supply is limited. Lilies and primroses are the chief plants now offered for sale. Active preparations are being made for Mother's day. The importance of this day has been growing year by year, and the coming occasion is expected to be the best in years.

The Columbus Recreation department held its annual sale of fruit trees, bulbs, vines, shade trees and shrubs April 5, with a large number of buyers. Among the fruit trees sold were peach, dwarf pear, cherry and apple. Bulbs sold consisted of Maderia vines, gladioli and dahlias. Botsch ivy and honeysuckle vines were also disposed of in large numbers. Various shrubs and shade trees were also included in this sale.

J. W. L.

San Francisco.

TRADE GOOD AFTER HOLIDAY RUSH.

Since Easter, trade has been going along in a way that is satisfactory to all. As is usually the case at this season of the year, there has been a decided increase in the supply of nearly all classes of flowers. Roses in particular are coming in more freely now than at any time during the season. Very little decline in prices is yet noted, however, due to the healthy demand. Ulrich Brunner has been added to the rose list. This stock is grown out of doors and as yet is somewhat short-stemmed. Gradual improvement may be looked for from this time forward, until this rose resumes its place as one of the most popular varieties for the spring and summer trade. American Beauties are quite plentiful and find a ready market with no change in prices quoted last week. All other varieties are now of the best spring quality, with a generous supply. Cecile Brunner is also becoming plentiful and is very largely in demand for corsage work. There is now a heavy cut of all varieties of carnations and with the exception of Laddie all show a marked decline in price. Sweet peas are now coming in freely and much outdoor grown stock is being offered. Prices have dropped to $1.50 per dozen bunches. Every color is now obtainable in good quantity. There is a strong demand for lily of the valley reported by all the retailers. Wholesale prices range from $8 to $10 per 100 for the best stock. Violets continue plentiful with no change in price. The shipping demand is reported to have fallen off to a great extent. There is an ample cut of lilies of every grade. Long-stemmed stock remains firm in price. Peonies, both pink and white, continue to arrive in limited lots and are quickly disposed of. Tulips are still plentiful, but other bulbous stock is getting scarce. Daffodils are about over for the season. Very few freesias are in the market this week. Iris arrivals have shown a large increase and bring low figures. Cattleyas are now a little more plentiful than for some weeks, but at that the supply falls short of the demand. Gardenias are in much favor

Plenty of Stock

FOR EVERYONE

Especially Roses and Carnations
in All the Leading Varieties Grown for This Market

Fine Supply of Sweet Peas, Daisies, Tulips, Orchids Callas, Lilies, Snapdragons, Valley, Calendulas and All Other Miscellaneous Seasonable Cut Flowers

COMPLETE LINE OF GREENS

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Mention the American Florist when writing

Satisfied Customers

Many of our customers have been buying cut flowers from us for years, and new ones are constantly being added to our list. **There's a reason.**

JOSEPH FOERSTER CO.
WHOLESALE FLORISTS
160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

The Ove Gnatt Co., Inc.
Preservers of Natural Foliages **LA PORTE, IND.**
Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

HUCKLEBERRY
$7.50 Per Case, F. O. B. Chicago
THE E. F. WINTERSON CO., Central 6004 L. D. Phone: 166 No. Wabash Ave., Chicago, Ill.

and the limited arrivals are holding up well in price. A fine lot of lilac is being received this season. Reasonable prices are being asked for this flower by the wholesalers. Flowering fruit blossoms still continue in most favor with the buying public and are largely carried by all the stores. Spring flowering shrubs are beginning to arrive and add to the variety of stock offered. Whatever stock of rambler roses that were not sold at Easter were cleaned up during the week. Many of the stores have excellent displays of first class white azaleas. A few rhododendrons continue to arrive. Pot grown ericas are getting scare, as the season for them is pretty well advanced. Some excellent genistas are arriving, many of them trained standards and globe-shaped. There is a noticeable increase in the demand for foliage plants, nearly all varieties sharing in this movement. Nephrolepis continues to be in the lead. The green market is in good condition, as there is a fine supply of all items, with a good demand.

NOTES.

A law has just been passed by the legislature of this state making it a misdemeanor to cut the berries of the red berry tree, or Heteromeles arbutifolia, in its native habitat or offer it for sale. The ruthless destruction of this beautiful native shrub at Christmas time is given as the reason for the passage of this law. The California Wild Flower Conservation League was the sponsor for this new law. This will mean that stock offered next Christmas must be procured from private owners and with their permission. The Christmas supply in the future will be affected by this new law, as enormous quantities of these berries are handled every year by the dealers in green goods.

The Chamber of Commerce will devote its next issue of "San Francisco Business," the official magazine of the organization, to the floral industry of this city and vicinity. Both the retail and the growing end of the trade are to be exploited by this association and will no doubt be of great benefit to the business. The thanks of the trade are due to Angelo J. Rossi, for it was through his efforts that the Chamber of Commerce decided to give this importance to the floral industry.

The new wholesale market committee of the Retail Florists' Association met with a large delegation of growers at the store of Podesta & Baldocchi, April 1, to hear futrher reports on the new market. Much enthusiasm was expressed by those present over the project, and also in regard to the progress already made in that direction. As yet the site of the market has not been decided upon definitely, as the present plans contemplate some changes over those originally outlined.

The exhibition committee of the Retail Florists' Association met with the same committee of the Pacific Coast Horticultural Society, April 8, at the offices of the Art Floral Company. The committeee announced that it had secured the Civic auditorium for the fall show. This is one of the largest and finest exhibition halls in this section, and it is a most suitable place for the proposed floral show.

The Dahlia Society of California is going ahead with its plans for its annual show next September. The schedule of prizes is almost ready for distribution. Secretary F. C. Burns says the premium list will be larger than last season.

Reports from the bulb-growing section, Santa Cruz county, indicate that the gladioli crop is making a splendid growth owing to favorable conditions, and a fine supply of cut blooms may be expected when the season opens up.

P. Conchi of Colma, who is our largest growr of Ulrich Brunner roses, reports his plants as being in splendid shape this season. He has 10 acres planted to this rose and dahlias, all of which is sent to this market.

J. A. Axell says his shipping trade for Easter was most satisfactory. The dmand for many items was heavier than the supply, especially pot-grown lilies and roses.

Joseph Bunyard has resigned as head designer at the Art Floral Co. He intends to enter the growing end of the business in the near future, specializing in gladioli.

A three-day floral festival will be held in Woodland, May 5-7. Growers of plants and cut flowers from this city will be invited to send exhibits.

The Menlo Park Horticultural Society held its regular meeting April 14. Prizes were awarded for varieties of spring flowers.

Eric James is sending in some fine pot-grown genistas. He reports his plant trade as having been much larger than last Easter.

The Suzanne Floral Co. has opened up a very attractive flower store on Mason street.

Frank D. Pelicano has returned from Byron Hot Springs greatly improved in health.

JAMES T. LYNCH.

Buffalo, N. Y.

GOOD SUPPLY CLEANS UP SLOWLY.

The past week has not been very active with the supply of stock more than equal to the demand. Roses, carnations, violets and sweet peas are in profusion. After the rushing Easter trade society and wedding functions have taken a vacation for the time being. Everything looks promising for a good plant season. Warm weather has stimulated many to start their gardening. Saturday was bargain day with many of the trade. Violets and sweet peas sold at 50 cents per bunch. Roses of good quality sold reasonably.

NOTES.

The employees of S. A. Anderson had a party on April 6 at the Main street shop. Curtains were stretched across the front and there was dancing in the main store, refreshments being served in the work room. The event was also a birthday party for Miss Lindsay who was presented with an umbrella. All had a most enjoyable time and pronounce the place ideal for parties.

The Jos. H. Rebstock Co. has purchased a store in close proximity to his present establishment on Allen street.

Louis Newbeck, Jr., is very actively engaged in helping the disabled soldiers' campaign and is meeting with success.

Miss Edna Goebring, who was with S. A. Anderson for several years is back at the store again.

The new car purchased by Felton's House of Flowers adds much in advertising their store.

Huckleberry Foliage
New Crop Now Ready.
Southern Wild Smilax
Bush Boxwood
Telegraphic orders receive prompt attention
Duncan Jackson, Kinston, Ala.

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CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

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FLORISTS' SPECIALTIES
116 W. 28th St., New York
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John Kruchten Co.

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WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
169-75 N. Wabash Ave., CHICAGO
L. D. Phones
CENTRAL 1977 and 1978

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A. T. Pyfer & Co.

WHOLESALE FLORISTS
164 N. Wabash Avenue
CHICAGO, ILL.
Long Distance Telephone, Central 3373.

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St.
CHICAGO, ILL.
Wholesale Cut Flowers, Florists' Supplies.

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WEILAND-RISCH CO.

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ARTIFICIAL VALLEY
ARTIFICIAL FLOWERS

Write for prices
Grossberg-Tyler-Finnerman Co.
Manufacturers and Importers
30 E. Randolph Street, CHICAGO

George Reinberg

WHOLESALE FLORISTS
Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.
162 N. Wabash Ave. CHICAGO

Wire Hanging Baskets

The well made kind. Painted, bound with galvanized wire.
6 at dozen rate, 50 at hundred rate.

10-inch..... $2.25 per doz.; $16.00 per 100
12-inch..... 2.50 per doz.; 20.00 per 100
14-inch..... $3.25 per doz.; $25.00 per 100
16-inch..... 4.25 per doz.; 32.00 per 100

GREEN SHEET MOSS Long Green Sheets for Hanging Baskets Per bag....$2.00 10 bags....$17.50

Michigan Cut Flower Exchange, 1452 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST.

		Dozen
Roses, Beauty	3.00@	8.00
		Per 100
" Mrs. Chas. Russell..	8.00@	40.00
" Butterfly	8.00@	35.00
" Columbia	8.00@	35.00
" Dunlop	8.00@	35.00
" Premier	8.00@	40.00
" Roosier Beauty	8.00@	35.00
" Killarney Brilliant..	6.00@	25.00
" White Killarney	6.00@	25.00
" Mrs. Geo. Shawyer..	6.00@	25.00
" Milady	6.00@	30.00
" Mrs. Aaron Ward...	6.00@	20.00
" Sunburst	6.00@	20.00
" Ophelia	6.00@	20.00
" Dble. W. Killarney..	6.00@	25.00
" Cecile Brunner		4.00
" Our Selection		6.00
Calendulas	3.00@	6.00
Freesia	3.00@	6.00
Jonquils	4.00@	8.00
Violets	.75@	1.50
Mignonette	6.00@	8.00
Sweet Peas	1.50@	4.00
Cattleyas, per doz	7.50@	9.00
Valley	6.00@	8.00
Carnations	3.00@	6.00
Lillies, per 100	15.00@	20.00
Adiantum	1.50@	2.00
Ferns ....per 1,000	4.50@	5.00
Galax ....per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays		35c to 50c per bunch
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry		7.50

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing

Bailey's New Standard Cyclopedia of Horticulture

SIX SPLENDID VOLUMES.
Price, $48.00.
Sold Only in Complete Sets.

Carriage paid to any part of the United States.

American Florist Co.
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Raedlein Basket Co.

713 Milwaukee Avenue
CHICAGO, - - ILLINOIS
Write for Catalog and Prices.

Oriental Goldfish & Supply Co.

Send for catalogue.
3757 Cottage Grove Ave., CHICAGO

Beauties
Orchids
Valley
Gardenias

They are very important items when you need them for a special occasion. It surely must interest you to know that you are absolutely safe in depending on us to supply you. That is one advantage in placing your business with us—we carry a complete line of cut flowers.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

Philadelphia.

NO IMPROVEMENT IN MARKET.

The past week presented no improvement over the previous period except that the supply had fallen off considerably. The demand, however, was no better as under these conditions prices were very unstable, being very low to any one who could use a quantity. Everything due at this season is seen in profusion and of very good quality; roses are plentiful and in splendid shape. They are asking prices, but the buyer gets them at about his own figures. It is the same with carnations and in fact the whole line. Snapdragons sell well, as it is so decorative and is seen in all of the show windows. Callas are now in excess of the demand. One dealer who handles high grade stock stated that this week was the first that any stock was sold less than from $3 to $4 per dozen. The quantity of callas the market has absorbed the past season is wonderful, one reason is that when well grown they are of standard size the entire winter, which, with their lasting qualities, makes them especially valuable for all kinds of spray and design work. Belated Easter lilies are still coming in, as are daffodils from cool houses, but these latter find a very poor market. The daffodils have never, considering their quality, had a poorer demand than this winter. Sweet peas of all grades are plentiful and sell as well as anything on the list. Cattleyas hold up well, anything worth while bringing up to $1. There is also quite a demand for lily of the valley for wedding bouquets. Forced white lilac finds a good sale for the same purpose.

FLORISTS' CLUB MEETING.

There was a very good representation of rose growers at the April meeting to hear that eminent and practical rose grower, Anthony Ruzicka, Madison, N. J. The essay committee certainly made a hit in securing this rose specialist. He first read a prepared paper, an excellent essay which will be found in another column, but the most interesting of his remarks were those given at the close of his paper when President Campbell called on the audience to put their rose problems up to Mr. Ruzicka, who in his answers proved a veritable encyclopedia of everything pertaining to the rose and its culture. He spoke of the recent great advance in the introduction of new and valuable varieties, stating that such a display of fine roses as exhibited by the Florex Gardens that evening would not have been thought possible six years ago. In speaking of the popular varieties he stated that American Beauty, which had held the lead for so long, was undoubtedly losing prestige and going out. The reason for this was the competition of such varieties as Mrs. Chas. Russell, Columbia and Premier, whose flowers borne on long stems were fully as large as American Beauties and were available all the year round. Almost as good a quality was produced on stems half as long, which were preferred by florists over the extra long stems. Then there came the vital element of cost and production which greatly favored the newer teas over the American Beauty. Hadley and Premier he described as in the same class. Columbia did well everywhere. Dunlop was not making good although best in summer. Pilgrim has to be forced in its sale while Crusader only sells when there are no Hadleys. In preparing roses for market each city appeared to have a system of its own. The practice in New York was to pack in layers of 50 in boxes six inches deep, the flowers not being taken out except when sold. If not sold they are potted up and placed in the ice box in the afternoon. The bundle system of 25 rolled in paper, with the flowers exposed, as was in practice here and in Chicago, had its advantages in quick handling, but in New York they would want to see into the middle of the bunches. Boston, Mass., handled their roses in layers of 25, each layer covered with ice which he thought would

EDWARD REID
CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, APRIL 13.	Per 100
Roses, American Beauty	$4.00@$75.00
" Russell	6.00@ 20.00
" Dunlop	6.00@ 16.00
" Pilgrim	6.00@ 20.00
" Crusader	6.00@ 20.00
" White Killarney	8.00@ 25.00
" Ward	6.00@ 16.00
" Maryland	4.00@ 10.00
" Hoosier Beauty	6.00@ 10.00
" Columbia	5.00@ 16.00
" Hadley	6.00@ 25.00
" Ophelia	4.00@ 16.00
" Premier	6.00@ 20.00
Adiantum	2.00
Asparagus bchs, per bch.	.50@ 1.00
Asparagus Strings, doz.	12.00
B. Buttons	1.50@ 2.00
Calendulas	3.00@ 4.00
Carnations	5.00@ 6.00
Carnation, Laddie	8.00@ 10.00
Cattleyas, per doz.	12.00@ 15.00
Lily of the Valley	8.00@ 10.00
Longiflorum Lilies	16.00@ 20.00
Pansies	2.00@ 3.00
Smilax, per doz.	4.00@ 5.00
Snapdragons, doz.	2.00@ 3.00
Mignonette	4.00@ 6.00
Sweet Peas	2.00@ 2.50
Callas	2.00@ 3.00
English Daisies	.75
Jonquils, Spur	6.00
Cypripediums	4.00
Marguerites	2.00@ 3.00
Tulips	6.00@ 8.00
Bicolor Jonquils	6.00@ 8.00
Myosotis, per bunch	.35@ .50

BUFFALO, APRIL 13.	Per 100
Rose, White Killarney	6.00@ 10.00
" Dbl. Wht. Killarney	6.00@ 15.00
" Richmond	6.00@ 12.00
" Maryland	6.00@ 12.00
" Sunburst	5.00@ 12.00
" Ward	4.00@ 6.00
" Columbia	6.00@ 20.00
" Ophelia	5.00@ 12.00
" Russell	6.00@ 15.00
" Premier	5.00@ 20.00
" Cecile Brunner	4.00@ 6.00
Calendulas	3.00@ 6.00
Calla Lilies	8.00@ 20.00
Carnations	2.00@ 5.00
Easter Lilies	12.00@ 20.00
Freesias	4.00@ 6.00
Mignonette	4.00@ 6.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	4.00@ 15.00
Golden Spur Narcissi	4.00@ 5.00
Paper White Narcissi	5.00@ 6.00
Soleil D'Or Narcissi	6.00@ 8.00
Sweet Peas	1.00@ 2.00
Violets	.75@ 1.00
White Tulips	4.00@ 6.00
Yellow Tulips	4.00@ 6.00
Forget-me-nots, per bch.	.25
Delphinium	6.00@ 15.00
Valley	8.00@ 10.00

CINCINNATI, APRIL 13.	Per 100
Roses, Premier	4.00@ 12.00
" Russell	4.00@ 12.00
" Columbia	4.00@ 12.00
" Butterfly	4.00@ 12.00
" White Killarney	4.00@ 12.00
" Pink Killarney	4.00@ 12.00
" Sunburst	4.00@ 12.00
" Mrs. Aaron Ward	4.00@ 12.00
" Ophelia	4.00@ 12.00
" Baby Doll	3.00@ 4.00
Carnations	2.00@ 4.00
Easter Lilies and Callas	10.00@ 12.50
Ferns, per 1,000	4.00
Forget-Me-Not, bunch	.25
Freesia	3.00@ 4.00
Galax, per 1,000	1.50
Jonquils	3.00@ 4.00
Leucothoe, per 1,000	5.00@ 6.00
Plumosus (south) per bch.	.25
Smilax, per string	.15@ .25
Snapdragons	6.00@ 8.00
Violets	1.00@ 1.50
Primulas, bunch	.25@ .35
Stocks, per bunch	.50@ .75
Calendulas	3.00@ 4.00
Sweet Peas	.50@ 1.00

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Price List
On Cut Flowers
H. G. BERNING
1402-4 Pine St., St. Louis, Mo.

Berger Bros.
The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
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C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers.
116-118 Seventh Street,
PITTSBURGH, - PA.

be injurious to the flowers. On the merits of raised and solid benches, Mr. Ruzicka said their use depended on conditions. In the houses he had visited that day among the growers in this city, he had seen wonderful results with solid beds, while in his section around Madison, N. J., raised benches were almost universal. With them, raised benches over solid beds would give 25 per cent greater production during the winter months. He had seen stock carried for seven years in raised benches still producing splendidly. He did not believe it wise to try new systems unless thoroughly understood, for after all it is the brains and management and not the solid or raised beds that count. Of cedar or cement benches Mr. Ruzicka could not see much if any difference in growing results, but the cement has the advantage of lasting much longer. He believed there was an advantage in co-operative advertising as there were a number of instances where it had made very successful returns in both individual and co-operative campaigns. Every movement of this kind depended on the enthusiasm and work that was put into it. A florist club is what you make it; it is live if you make it so. Asked about short roses for Christmas he declared this was a difficult crop for the grower. When the chrysanthemums were in, there was little market for short roses, so they were pinched for Christmas, which incidentally gave a stronger and better plant and a sure crop of good flowers at the holidays, while without the pinching there was no certainty of a crop of any kind. Pinch Columbia for a crop when showing color, and when cutting, cut above the pinch and not below, as you then get a much better growth. For a bad dose of black spot the speaker recommended getting the house into a dormant condition and after a short rest, starting up again when the growth would all come clean. Never apply manure water to a dry bed of roses, first give a good watering and then it will be safe to apply the stimulant. From what he had observed that day he thought this city had a monopoly on Mrs. Chas. Russell as he had not seen it accomplished so well anywhere else.

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506.
444-446 Milwaukee Street, **MILWAUKEE, WIS.**

Wholesale Flower Markets

PHILADELPHIA, APRIL 13. Per 100

Roses, Beauty, special	30.00@	50.00
" " fancy	10.00@	20.00
" Mrs. Chas. Russell	6.00@	35.00
" Killarney	2.00@	6.00
" Hadley	10.00@	40.00
" Sunburst	4.00@	10.00
" Wards	3.00@	6.00
" Ophelia	2.00@	10.00
" Columbia	3.00@	20.00
" Premier	6.00@	20.00
Adiantum	1.50@	2.00
Asparagus, bunches		.50
Asparagus, strings	.75@	1.00
Calendulas	1.50@	3.00
Carnations	2.00@	6.00
Cattleyas	1.00@	1.50
Easter Lilies	20.00@	25.00
Lily of the Valley	6.00@	8.00
Smilax		.35
Snapdragons, per doz.	.75@	1.50
Mignonette	3.00@	4.00
Callas	10.00@	20.00
Sweet Peas	.25@	1.50
Freesia	2.00@	4.00
Tulips	2.00@	4.00
Larkspur, per doz.	3.00@	5.00

PITTSBURGH, APRIL 13. Per 100

Roses, Beauty, spl., per doz.		6.00
" " fcy., per doz.		5.00
" " ex., per doz.		4.00
" " No. 1, per doz		2.50
" Killarney	6.00@	15.00
" Maryland	6.00@	15.00
" Sunburst	6.00@	15.00
" Mrs. Aaron Ward	6.00@	15.00
" Russell	8.00@	30.00
" Columbia	6.00@	25.00
" Ophelia	6.00@	15.00
" Hilda	4.00@	12.00
" Premier	8.00@	30.00
" Madam Butterfly	6.00@	20.00
Carnations	4.00@	6.00
Cattleyas, each		1.00
Easter Lilies	20.00@	25.00
Ferns, per 1,000		5.00
Galax, per 1,000		2.00
Plumosus, per bunch		.50
Sprengeri, per bunch		.50
Calendulas	3.00@	4.00
Sweet Peas	1.00@	3.00
Narcissus Paper Whites		6.00
Violets	.75@	1.00
Baby Primroses	.75@	1.00
Smilax, per doz. strings		4.00
Jonquils	4.00@	6.00
Valley	6.00@	8.00
Tulips	4.00@	6.00
Lilies, Calla	15.00@	20.00
Snapdragons, per doz.	1.50@	3.00

Francis Scott Key he described as a good summer variety but to bring it in in winter a temperature of 66 degrees at night is required, and was at that not very free. At the conclusion of his remarks Mr. Ruzicka was given a standing vote of thanks. The vases of Premier, Columbia, Double White Kil-

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.

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MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

ST. LOUIS, APRIL 13. Per 100

Roses, Premier	3.00@	15.00
" Columbia	3.00@	12.50
" Ophelia	3.00@	10.00
" Killarney	5.00@	6.00
" White Killarney	3.00@	10.00
" Russell	3.00@	15.00
" Ward	3.00@	5.00
" Sunburst	3.00@	10.00
Calendulas	2.00@	4.00
Carnations, Laddies	8.00@	12.00
Ferns, per 1,000		5.00
Valley		6.00
Narcissus		3.00
Mignonette	6.00@	8.00
Sweet Peas	.50@	1.00
Smilax, per string		.20
Leucothoe		.75
Galax, green, per 1,000		1.50
" bronze, per 1,000		1.50
Carnations, fancy	3.00@	5.00
Violets		.50
Callas	8.00@	12.50
Jonquils	1.00@	4.00

MILWAUKEE, APRIL 13. Per 100

Roses, Kill'n'y, W. Kill'n'y.	6.00@	12.00
" Ward	8.00@	15.00
" Premier	8.00@	20.00
" Ophelia	6.00@	15.00
" Columbia	8.00@	20.00
" Hoosier Beauty	10.00@	25.00
Callas, per doz.	1.50@	2.00
Calendulas	2.00@	4.00
Carnations	3.00@	4.00
Daffodils		4.00
Hyacinths	8.00@	10.00
Lilies, per doz.	1.50@	2.00
Orchids, per doz.	9.00@	12.00
Sweet Peas	.75@	2.50
Violets	1.00@	1.50
Paper Whites	6.00@	8.00
Freesias	4.00@	8.00
Tulips	6.00@	12.00
Wild Smilax, per case		6.00
Fancy Ferns, per 1,000		5.00
Asparagus, per bunch	.50@	.75

larney, Dunlop and Mme. Butterfly, exhibited by the Florex Gardens, North Wales, were magnificent. The flowers were very large, of splendid color, borne on stems four to five feet in length. Myers & Samtmann, Chestnut Hill, also displayed a pink sport of Premier that looked promising. Six new names were added to the roll and three proposed for membership.

Anthony Ruzicka in speaking of the auto ride with the members of the trade among the rose growers that supply this market, said that he never enjoyed a tour of this kind so much or from which he felt more benefited, there being something new or different at each place, many of the establishments being up-to-date in every respect.

Edward J. Fancourt, on his return from the Boston rose and flower show, described the rose garden of Thos. Roland as the best ever staged in this country. The orchid display was superb. There were not as many cut roses as he expected and he was gratified that this city took so many prizes.

One of the large dealers said that while the past two weeks had been very unfavorable from a business standpoint he looked for an immediate change for the better as the glut of flowers was about over and demand and supply would be more evenly balanced.

J. A. Peterson, the cyclamen king of Cincinnati, O., was in town Monday and Tuesday, visiting the trade. His production last year was one and one quarter million seeds. This season he hopes to cross the two million mark.

Edward Reid led the homeward bound motor fleet from Florex Gardens, North Wales, on Tuesday last. He set a Premier pace that he said left no dust, and just a clear open road for the boys to follow.

Roses, snapdragons, carnations and cattleyas are leaders with the Leo Niessen Co. The stock in all lines taxes their facilities to handle it.

Berger Bros. are carrying a full line this week of which lilies, roses, carnations and sweet peas are features.

K.

Rochester, N. Y.

STOCK IN PLENTIFUL SUPPLY.

Unusually warm weather for April has brought on an abundance of blooming plants and great quantities of all flowers. Forsythia and cherry trees are almost in full bloom. Daffodils and crocus are also in bloom out-of-doors. Violets are very poor, due to the warm weather. Carnations and roses are much improved. Red roses, however, are off crop at present. Sweet peas are excellent, and the price is low. There are some fine snapdragons on the market now. Bulbous stock is very plentiful, such as tulips, jonquils and narcissi, Caledulas, yellow marguerites, snapdragons and mignonettes are coming in in large quantities.

NOTES.

In the current issue of Country Life in America, John Dunbar has written an intensely interesting article on "Hawthorns." In it he uses some of the Rochester hawthorns as illustrations.

Geo. T. Boucher has a fine window display of flower and garden seeds of different varieties.

The cherry trees are in bloom, the earliest this spring than for many years.

Numerous large orders for funerals have been placed with J. B. Keller & Sons.

Schuyler Arnold, Coldwater, made a trip to this city recently.

Felix Albuts is making special sales of baskets and corsages.

Geo. B. Hart is the proud owner of a new touring car.

CHESTER

GOLD LETTERS Best Quality
Gold, Silver and Purple Letters.
Gold and Purple Scripts.
PRICES GREATLY REDUCED
This is your opportunity, Mr. Florist. Write today for samples and prices.
J. LICHTENBERGER, 1560 Avenue A, NEW YORK CITY

HARRY CHARLES
Wholesale Florist
VIOLETS
104 West 28th St., NEW YORK CITY
Phone Watkins 2260. Consignments Solicited.

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

New York.

The market conditions the past week have been very poor, with but little demand for any kind of stock.

FLORISTS' CLUB MEETING.

The regular meeting of the Florists' Club was held April 11, at 7:30 p. m. with President Hendrickson in the chair. The budget for 1921 was read by Roman J. Irwin, vice-president, and was adopted unanimously by the Club. Mr. Irwin, as chairman of the banquet committee, read a report of the dinner held at the Biltmore hotel, March 6, which showed a deficit of only $34. Mr. Irwin was given a vote of thanks for his capable handling of this affair. L. D. Fernald of the New York Evening Post gave a very interesting and practical talk on advertising, showing how it applied as well and better to florists than to many other branches of business. The main point, he said, was to make people always think of flowers; then they would purchase them through force of habit. Mr. Fernald distributed booklets without charge to the members, which described advertising in a practical way. Mr. Henshaw, chairman of the allied florists' publicity campaign, followed with an account of what they had accomplished in the way of advertising in the city papers, and asked for more funds to carry on the good wrk. Wallace R. Pierson, Cromwell, Conn., also had a few remarks to make on this subject. Secretary Young reported a request from J. F. Ammann, Edwardsville, Ill., asking President Hendrickson to appoint a committee to make a drive for new Society of American Florists members. In the exhibitions held in connection with the meeting, the new snapdragon, Golden Pink Queen, grown by G. S. Ramsberg, Somersworth, N. H., and exhibited by Roman J. Irwin, was awarded a certificate of merit. Two very well grown vases of carnations displayed by the Springfield Floral Co., Springfield, N. J., consisting of Belle Washburn and Laddie, were awarded a cultural certificate. A. N. Pierson, Inc., Cromwell, Conn., displayed one vase of the new rose, Dark Pink Sport of Columbia, which was highly commended. The meeting of the Florists' Club adjourned at 10 p. m.

A. F. F.

HENTZ & NASH INC. N.Y.
(WHOLESALE COMMISION FLORISTS)
GROWER AGENT
55 and 57 West 26th St. N.Y.

Mention the American Florist when writing

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

Mention the American Florist when writing

W. L. DOYLE A. E. BOOTH
Doyle & Booth
WHOLESALE FLORISTS
Consignments Solicited
Telephone: Watkins 9408
121 West 28th St, NEW YORK
Mention the American Florist when writing

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Prompt and careful attention to your interests. Consignments Solicited.

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Near the main entrance on 18th Street Wholesale Flower Market.

We are in short supply of Roses, Carnations, Valley and Orchids. Would be glad to correspond with small or large growers, same particular attention is given to all. Give me a trial and be convinced.

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NEW YORK, APRIL 13. Per 100

Roses, Beauty	$20.00@	$50.00
" Mdm. Butterfly	3.00@	12.00
" Pilgrim	4.00@	15.00
" Hadley	5.00@	20.00
" Dunlop	4.00@	15.00
" Bbl. Whit. Killarney	3.00@	12.00
" Columbia	2.00@	8.00
" White Killarney	2.00@	8.00
" Aaron Ward	3.00@	12.00
" Ophelia	2.00@	8.00
" Mrs. Chas. Russell	2.00@	12.00
" Premier	4.00@	12.00
" Sunburst	2.00@	10.00
" Scott Key	8.00@	30.00
Adiantum Croweanum and Hybrid	1.50@	2.00
Asp. Plumosus, per bunch	.25@	1.00
Bouvardia, doz.	25.00@	35.00
Carnation Laddie	8.00@	10.00
Carnations	1.50@	30.00
Carnations, inferior grades	1.00@	1.50
Cattleyas	35.00@	100.00
Forget-Me-Nots, pr. dz. bchs.		.75
Gardenias, per doz	.50@	2.00
Lilies, white	10.00@	15.00
L. Rubrum	5.00@	15.00
Lily of the Valley	2.00@	6.00
Lilac, per bunch	.25@	.50
Acacias, cut, per bunch	2.00@	2.50
Narcissus, Paper White, doz.	.40@	.50
Narcissus, Majors and Spurs, per doz.	.25@	.35
Callas, per doz.	1.50@	2.50
Smilax, doz. strings	2.00@	2.50
Snapdragons per dozen	1.00@	2.00
Stocks, per doz.	.25@	.50
Violets	.25@	.40
Daisies, yellow	1.50@	3.00
Tulips, Darwin, per doz.	.50@	.75
Tulips	.25@	.35
Mignonette, per doz.	.50@	1.00
Wallflowers, per doz.	.20@	.25

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Traendly & Schenck
Wholesale Florists and Cut Flower Exchange

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Orchids, Roses, Carnations, and all the other best products of the leading growers. Consignments Solicited.

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'Mums, Snapdragons, Roses, Carnations, Bouvardias, Pompons and Orchids. As Well As All Other Flowers in Season.

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Everything in Cut Flowers

Consignments Solicited.

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Desirable wall space to rent for advertising.

Open for Cut Flower Sales at 6 o'clock every morning.

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Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.

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SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Alpha Floral Company

Our Motto: Satisfaction, Quality and Service.

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Miami's Largest Florist

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Prompt Deliveries to All Points in Southern Florida

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Begerow's

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THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

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Canada's Best Known and Most Reliable Florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

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You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

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Steamers arriving at or leaving any port can be served at a few hours' notice.

Bees Ltd Bold Street LIVERPOOL

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Centrally located. Each order receives my personal attention. Best facilities for shipping

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The Largest Growers of Flowers in the City

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Send us your retail orders
We have the Best Facilities in the City
Established 1857

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—OF—
"Home Grown Flowers"
Get in touch with
MATTHEWSON'S, SHEBOYGAN, WISCONSIN.
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CONGRESS HOTEL
520 South Michigan Ave.

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Elks' Building, Dayton, O.
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Telegraph orders for Dayton will receive our immediate and careful attention.

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THINK OF HEINL'S

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LITTLEFIELD, Florist
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WASHINGTON D. C.
Gudes'

Members of Florists' Telegraph Delivery.

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Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

Steamship Sailings.

FROM NEW YORK EXCEPT AS NOTED.

April 18.

FROM BALTIMORE, Carrigan Head, I. M. M. Lines (Dublin-Londonderry).

April 19.

La Bourdonnais, French Line (Havre).
Vennonia, I. M. M. Lines (London).

April 20.

France, French Line (Havre).
Olympic, I. M. M. Lines (Southampton).
FROM NEW ORLEANS, Philadelphian, I. M. M. Lines (Liverpool).
FROM PORTLAND, Saturnia, Cunard-Anchor Line (Glasgow).

April 22.

Stavangerfjord, Norwegian-America Line (Norway).
FROM HALIFAX, Saturnia, Cunard-Anchor Line (Glasgow).
FROM PHILADELPHIA, Haverford, I. M. M. Lines (Liverpool).

April 23.

Bardic, I. M. M. Lines (London).
Canopic, I. M. M. Lines (Azores-Genoa).
Columbia, Cunard-Anchor Line (Glasgow).
Providence, Fabre Line (Marseilles-Algiers).
Ryndam, Holland-America Line (Rotterdam).
St. Bede, I. M. M. Lines (Manchester).
San Lorenzo, Porto Rico Line (San Juan-Mayaguez).
Vauban, Cunard-Anchor Line (Liverpool).
Zeeland, I. M. M. Lines (Antwerp).
FROM BALTIMORE, Manhattan, I. M. M. Lines (Hamburg).
FROM PHILADELPHIA, Deranof, I. M. M. Lines (Hamburg).

Chicago.

A. Lange
77-79 E. Madison Street

Members of Florists' Telegraph Delivery.

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CHAS. EBLE
Oldest Florist South
121 BARONNE STREET
Members of Florists' Telegraph Delivery.

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OF EVANSTON
Chicago.
30 East Randolph Street
Members of Florists' Telegraph Delivery.

Kansas City, Mo.
The Apollo Flower Shop
4 East 11th Street
We Carry the Largest Stock of Cut Flowers in the City. We Please the People.
Home Phone: Main 3652 Bell Phone: Main 1034

NEWARK, N. J.
Philips Bros.
988 BROAD STREET
Members of Florists' Telegraph Delivery.

Kansas City, Mo.
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1017 Grand Avenue
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Mention the American Florist when writing

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street

Mention the American Florist when writing

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F.T.D. Established 1908.

New York Floral Co. Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St.

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FOX'S
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Omaha Neb.
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Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO.
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.
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WIRE
Grimm & Gorly
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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
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Wholesale and Retail
Members of Florists' Telegraph Delivery.
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Members of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—American Beauty Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—A. Eckrich, 924 Madison Ave.
New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—N. Christatos.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
New York—The Boulevard Florist.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
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Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
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Seattle, Wash.—Rosaia Bros.
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St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

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Holm & Olson
20-22-24 W. Fifth St.
We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.
Mention the American Florist when writing

SEATTLE, WASH.
HOLLYWOOD GARDENS
Seattle's Leading Flower Shop
1536 SECOND AVE.
Members of Florists' Telegraph Delivery.
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Savannah, Ga.
JOHN WOLF
The Largest Grower of Cut Flowers in the South
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Knoxville, Tenn.
Baum's Home of Flowers
Personal attention given to orders For Knoxville and East Tennessee.
Members F. T. D.
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Kansas City, Mo.
W. J. Barnes FLORIST. KCMO
Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890
Mention the American Florist when writing

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R. Summer Season.

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Opp. Hotel Biltmore
New York

The Leading Florist for nearly Half a Century

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Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET AT REASONABLE PRICES

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"SAY IT WITH FLOWERS"

Max Schling Flowers

Schling Service Nothing Better

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NEW YORK CITY

Member of Florists' Telegraph Delivery.

New York Telephone Audubon 6618 Established 1906

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Orders from Other Cities filled with promptness

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(FORMERLY DRAKOS CO.)
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Member of Florists' Telegraph Delivery.

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New York. Telephone Lenox 3822

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FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

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We solicit telegraph orders. Regular trade discount.
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Flowers delivered in City and State on Short Notice.
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Orders from other cities receive our personal attention.
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Cut Flowers and Funeral Designs a Specialty.
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Largest Floral Establishment in America
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WIRE US

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PHILIP BREITMEYER, - President

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Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

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Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around WASHINGTON, D.C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

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JAMES WEIR, Inc.
FLORIST
324 Fulton St. cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

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WIRE YOUR ORDERS TO
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The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

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Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

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484 St. Catherines St., West,
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Every order receives prompt and careful attention.

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14th and H Streets, N. W.
Exceptional Service

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Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Staten Island, N. Y. F. T. D.
ALEX. S. GEORGE
(Not Incorporated)
National Florist
FLORAL ARTIST
423-425 Richmond Terrace
(V. M. C.)

Mention the American Florist when writing

Nashville, Chattanooga and Atlanta
THREE STORES
MEMBER Florists' Telegraph Delivery
Joy's

Mention the American Florist when writing

New York

Matthew A. Battista
FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
Irene Hayes, *Inc.*
F. T. D.
799 Park Avenue
Telephone Rhinelander 3087

Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Members of Florists' Telegraph Delivery.

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Hartford, Conn.

WELCH'S Flower Shop

Also Store at New Britain, Conn.
Established 1885.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

FLOWERS

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.

The Park Floral Co.

E. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell
FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Michigan — Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

CHICAGO OPPOSITE FIELD'S — DETROIT

Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. — F. T. D. — Paterson, N. J.

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORIST

930 PROSPECT AVE., Erie Building. CLEVELAND

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

New York

A. ECKRICH

(Successor to Charles E. Grunewald)
FLORIST
924 Madison Ave., bet. 73rd & 74th Sts.

Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

Mention the American Florist when writing

Salt Lake City

Miller Floral Co.

10 EAST BROADWAY
250,000 Square Feet of Modern Glass.

First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

WICHITA, Kansas — Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers — Members
Personal Service — F. T. D.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. — Telephone Market 494

Mention the American Florist when writing

Brooklyn, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place
Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Tacoma, Wash.

California Florists

will take care of all telegraph orders.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel. Next annual meeting, will be held at St. Louis, June 20-21, 1921.

MANY southern authorities are now asking for more corn and less cotton planting.

THE Wing Seed Co., expects to establish a branch house at Jacksonville, Fla., in May.

VISITED CHICAGO: A. J. Brown, of the A. J. Brown Seed Co., Grand Rapids, Mich.

INFORMATION is asked as to the origin and source of seed supply of a celery called Green Top.

SEEDSMEN catering to private trade say that class of business is greatly reduced this season.

GUADALOUPE, CALIF.—Dr. Franklin, of the L. D. Waller Seed Co., is making an eastern trip.

THE death of Charles Johnson, of Marietta, Pa., is recorded in our obituary columns this week.

JACKSONVILLE, FLA.—An involuntary petition in bankruptcy has been filed against the E. A. Martin Seed Co.

LOS ANGELES, CALIF.—John C. Bodger and wife are rejoicing in the arrival of another boy, April 3. Mrs. Bodger and baby are doing nicely.

PRICE of bags at Chicago, April 13: American, 16-oz., $30.00 per bale, in bale lots or over; Railroads, 16-oz., $30.00; Crown, 12-oz., $23.00.

PITTSBURGH, PA.—The retail establishment of the Beckert Seed Store is said to be one of the most extensive and best equipped in the country.

SALT LAKE CITY, UTAH.—The Porter-Walton Co. is asking an extension from their creditors through the partial control of their business by a creditors' committee.

BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade, April 13, were as follows: Timothy, $4.25 to $5.50 per 100 pounds; Red Clover, $12.00 to $17.00.

RUTHVEN, ONT.—The J. O. Duke Seed Co., Ltd., has been incorporated with a capital of $60,000 to grow and deal in seed. The incorporators include J. O. Duke and A. J. Gunning.

JOHN FLETCHER, who was in Chicago as a representative of Thorburn 42 years ago, again visited this city last month. He is now located at Columbus, O., in the coal business.

CHARLES DICKINSON, former president of the Albert Dickinson Co., Chicago, now devotes most of his time to aviation and still wears top boots, one of the few pairs extant in the city.

MINNEAPOLIS MINN.—The idea that by holding back grain, much higher prices would be forced, is pretty well exploded. Nevertheless, there is persistent holding yet in many localities.

THE week ending April 9 was probably the peak of the counter business in the midwest. Sales of shrubbery were checked by the sudden leaf growth of all this stock not heeled in, but the cold weather of April 10-13 has helped this trade.

PORTLAND, ORE.—For several days recently there were no bids and no quotations published on wheat here, owing to low prices. Offers made in the surrounding country were as low as 93-95 cents a bushel. Large quantities of wheat are still in the hands of northwest growers and warehousemen.

KNOXVILLE, TENN.—D. R. Mayo will vacate his present location, 615 Gay street, to occupy a new two-story building, about January 1, the change being rendered necessary because of increasing demand. The business was founded by the father of the present owner at the old location 43 years ago.

THE Jerome B. Rice Seed Co., Cambridge, N. Y., reports its shipments for the year to March 1 were $75,881 more than on the same date a year ago. Business was very quiet the first half of last month, but since March 15 it has come in with a rush, showing the month ahead of last year on the 22nd.

THE middle west wheat producers are organizing a great grain pool and are pledging five years production of farms. Grain received is to be delivered to elevators and warehouse receipts taken. On these the producer will borrow for his needs and the central organization will release grain as considered advisable.

BOSTON, MASS.—Business in the seed trade district was quite active last week. This was especially noticeable at Breck's and the store of Fottler, Fiske, Rawson Co. At the Thos. J. Grey Co.'s it was stated that business was fully as good as last year's. At Farquhar's, trade was reported better than last year.

NEWS comes to us now of the death last year of Karl Sehrbunt of Quedlinburg, Germany. He had been in the employ of Dippe Brothers for 63 years and was known as one of the best informed men on flower seeds, especially stocks and pansies. He was a most delightful man to meet and always willing to give freely of his valuable information to those interested in his favorites. He will be greatly missed by visitors who have been favored with his guidance and knowledge on inspection tours of his firm's extensive productions.

Holland's Seed Exports.

Present indications are that the seed-growing industry of the Netherlands, which had assumed large proportions before the war, is resuming its extent and vitality, according to a recent report of United States Counsul General George E. Anderson, at Rotterdam. Especially is this true of North Holland and Groningen. The trade of 1920 was good, and while the total exports were considerably less than during the preceding year, the decrease was due almost wholly to the fact that in 1919 there was an abnormal demand in Germany for seed peas, beans and miscellaneous garden seeds to restock the country after war. There were decreased exports of caraway seeds to the United States and Great Britain because of overstocking the year before. The exports of yellow mustard seed to the United States were also much smaller. Most other important items showed increases.

The exports of seeds from the Netherlands in the past two years have been as follows:

	1919	1920
Linseed:		
For sowing	$ 821,648	$ 974,233
Other purposes	620	131,730
Rape seed	4,248	218,048
Poppy seed	103,924	243,630
Caraway seed	761,486	470,589
Mustard seed:		
Brown	89,876	107,281
Yellow	208,202	168,664
Grass seed	101,172	117,776
Clover seed	64,382	135,158
Seed peas and beans	2,248,803	205,839
Other garden seeds	1,421,780	586,776
Flower seeds	122,337	157,728
Beet seed	271,068	221,823
All other seeds	166,527	191,324
Total	$6,385,073	$3,930,598

About 75 per cent of the linseed went to Ireland in both years. Germany takes about half and Great Britain a sixth of the rape seed, while the United States and Belgium divide the remainder of the exports. The United States imported about 85 per cent of the total exports of poppy seed, while of the exports of caraway seed, Germany took 35 per cent, the United States 20 per cent, Austrla 18 per cent, and Czechoslovakia and Great Britain the remainder. The United States takes a fair amount of the yellow mustard seed, though the trade fell off greatly last year. The brown mustard seed goes almost entirely to Belgium, Denmark, France and the rest of northern Europe.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Mention the American Florist when writing

Braslan Seed Growers
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA
Company, Inc.

Money Makers in Flower Seeds

Asparagus Plumosus Nanus, per 1000 seeds, **$4.00;** 3000 seeds and up, **$3.50** per 1000.
Sprengeri..... .....per 1000 seeds, **$1.50**

ANNUAL EVERLASTINGS.

	Tr. pkt.	Oz.
Acroclineum Roseum, single pink	$0.10	$0.30
Album, single white	.10	.30
Roseum, Fl. Pl., double pink	.10	.60
" **Album, Fl.,** double white	.10	.60
Ammobium Alatum Grandiflorum, white	.10	.40
Gomphrena Globosa, red, white or pink, each	.05	.25
Orange, be sure and try this	.25	1.00
Helichrysum, (Straw Flower). Silver Ball, Golden Ball, Fire Ball, Rose Carmine, Salmon, Violet. each	.10	.60
Vaughan's Special Mixture	.10	.60
Rhodoanthe Manglesi, rose	.10	.60
Maculata, rose or white, each	.10	.60
Statice Sinunata, blue, white or rose, each.....lb., **$4.80**	.10	.40
Russian (Suworowii), rose	.25	1.40
Bonduelli, yellow.....lb., **$4.00**	.10	.40

	Tr. pkt.	Oz.
Didiscus Coeruleus (Lavender Lace Flower)	$0.35	$2.00
Dracaena Indivisa.....lb., **$5.00**	.10	.40
Hunnemannia (Bush Escholtzia)	.10	.50
Larkspur (Annual), Stock—Flowered, lilac, dark blue, sky blue, each	.10	.50
Lustrous carmine, bright rose, white	.15	.60
Marigold, Double Tall French Mixed	.10	.40
Colossal Zinnias. These are splendid cut flowers. Cut out the cluster flower. White, Orange, Pink Shades, Golden Yellow, Burnt Orange, Flesh, Crimson, Violet, Purple, Cream. each	.15	.80
Buttercup, a wonderful color	.30	2.80
Salmon Pink Shades	.25	1.40
Colossal, many colors mixed	.15	.90

Perennials. These are coming more and more to the front and it is time to sow them. See complete list of seeds in the spring edition of **"Vaughan's Book For Florists,"** an extra copy will be sent on request.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Henry Berrien Fish
Carpinteria, Calif.

I have for immediate delivery seed stock of these varieties, hand-picked and ready for planting:

Fordhook Bush Lima
Wood's Prolific Bush Lima
Large White Pole Lima
Lazy Wife Pole

Write for Quantities and Prices.

Western Seed & Irrigation Co.
WHOLESALE SEED GROWERS
SPECIALTIES:
Cucumber. Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.
Write for Special Contract and Spot Prices.
Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. **Office: Cambridge, New York**

Mention the American Florist when writing

Vanderschoot's Dutch Bulbs
If you are interested in Top Quality of
Hyacinths, Tulips, Narcissus, Crocus, Etc.
for delivery in August next, please ask for our quotations.
WHOLESALE TRADE GROWERS. Established in 1830.
R. A. VANDERSCHOOT, Hillegom, Holland

Before Placing Orders for SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO., Contract Seed Growers
LOS ANGELES, CALIFORNIA

—THE—
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Great Britain has taken most of the grass seed and northern Europe has imported the remainder of Holland's offerings, although the United States has imported a fair amount of both grass and clover seed. Germany has taken most of the seed peas and beans, and the great falling off in this trade has been due to the stocking of Germany in 1919. The United States has been the best customer in miscellaneous garden seeds, with Germany a fair second, the balance of the exports being scattered over northern Europe. The United States takes about 60 per cent of the flower seeds and Great Britain most of the remainder. We import 75 per cent of Holland's beet seed, the remainder nearly all going to Italy.

ASTERS

CREGO. White, Blue, Shell Pink, Rose Pink, Purple, Lavender—Trade pkt., 40c; $2.00 per oz. Mixed Colors—Trade pkt., 30c; $1.50 per oz

SEMPLE'S LATE BRANCHING. Separate Colors—Trade pkt., 30c; $1.50 per oz. Choice Mixed—Trade pkt., 30c; $1.25 per oz.

EARLY ROYAL BRANCHING. Separate Colors—Trade pkt., 40c; $2.25 per oz. Choice Mixed—Trade pkt., 40c; $2.00 per oz.

Also All Other Popular Varieties.

Send for Wholesale Price List offering everything required by the progressive florist.

Henry F. Michell Co.
518-516 Market St.,
PHILADELPHIA, PA.

SEEDS

Flower, Vegetable and Farm

Send your inquiries to

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

Mention the American Florist when writing

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

SPECIAL OFFER

Lily of the Valley Pips

HOLLAND GROWN
At $17.00 per 1000

Packed in cases of 1000 and 2000 each. First-class quality and dormant condition guaranteed. Ready for immediate or later shipment.

C. J. SPEELMAN & SONS
470 Greenwich Street, NEW YORK CITY

Mention the American Florist when writing

Flower Seeds
KELWAY'S

choice strains of Florists' Flowers are unsurpassed and we can point to over 300 Exhibition Awards gained in all parts of the world.

Prices always available—spot or growing crops.

The address

KELWAY & SON, Wholesale Seed Growers, **Langport, England**

Mention the American Florist when writing

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and Market Gardeners.

W. Atlee Burpee Co.
Seed Growers Philadelphia

Mention the American Florist when writing

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

Yokohama Nursery Co.
LTD.
Woolworth Building
NEW YORK CITY
Importers
Japanese Bulbs, Plants and Seeds

L. D. Waller Seed Co.
GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds
GUADALUPE, CALIFORNIA

R. & M. GODINEAU
Seed Growers
Angers, - - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Mention the American Florist when writing

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

Return Envelopes
Catalogue Envelopes
Seed Packets
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

LAWN SEED MIXTURES
FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

Valley for Mothers' Day

NEW STOCK READY FROM COLD STORAGE.

Bruns' Celebrated Chicago Market Brand

$35 00 ..... per 1000 | $10.00.....per 250
20.00.....per 500 | 5.00.. ... .per 100

Florists' Money Maker Brand

$30.00.....per 1000 | $8.00.....per 250
16.00 .....per 500 | 4.00.. .....per 100

I carry over 2,500,000 of the finest **Valley Pips** in storage and my facilities enable me to make shipments the same day or not later than the day following receipt of order.

If it's **VALLEY**, I can supply it. Tell me what you want.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

Lily of the Valley Pips

EXTRA FINE STRAIN EXHIBITION Size GERMAN "LUBECK" PIPS Just Arrived.

Price in cases, 1000, 500 or 250 each, on application.

J. M. THORBURN & CO.
53 Barclay St., NEW YORK CITY

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

Sound Bulbs of Highest Vitality

From W. J. ELDERING & SON, Ltd., Overveen, Holland

We do not crowd our bulbs into marketable size at the expense of vitality and firmness. Our bulbs are absolutely full aged, solid, well matured and free from disease.

Write for prices to the home address, **OVERVEEN, HOLLAND,** or to **Room 309, White Hall Building, - - - NEW YORK CITY**

Abundance of Stock

Size	100	1000
2¼-in. **Ageratums,** light or dark	$ 2.75	$25.00
2 -in. **Coleus,** red or yellow.	2.75	25.00
3 -in. **Cyclamens,** 8 varieties	15.00	....
2¼-in. **Fuchias,** 12 varieties..	3.00	27.50
2¼-in. **Heliotropes,** light or dark	3.00	27.50
2½-in. **Marguerites,** fine plants	3.50	30.00
2½-in. **Stocks,** Alice or Nice.	2.75	25.00
2¼-in. **Vincas,** variegata	5.00	45.00
3½-in. **Vincas,** variegata	13.00	125.00

Liberal Extras. Correspondence Solicited.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

Mention the American Florist when writing

Lily Bulbs

From Storage. Write for Prices.

GIGANTEUM from Chicago. Denver, Toronto and New York. **MAGNIFICUM, RUBRUM** and **FORMOSUM** from New York only.

For Immediate Shipment.

VALLEY PIPS, German and Dutch type; **BAMBOO STAKES,** green and natural; **RAFFIA,** natural and colored; **COCOS WEDDELIANA Seeds; Rosa Multiflora JAPONICA** Seeds and Stocks.

Summer-Fall Shipment.

PALM SEEDS. MANETTI STOCKS, FERNS IN FLATS, FRENCH BULBS, DUTCH BULBS, LILY BULBS, VALLEY PIPS, CHINESE SACRED LILIES, FREESIA and CALLA BULBS, DRACAENA CANES.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | **Lagarde & Speelman, Olioules, Var. France**

NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

CYCLAMEN

We must have room and offer for one week, 2,500 2¼ in. **Cyclamen,** at $10.00 per 100; $90.00 per 1000.
3,000 3 in. **Cyclamen,** at $20.00 and $25.00 per 100.
1,000 4 in. **Cyclamen,** at $40.00 per 100.
Ask for our prices of **Easter Greeting Pelargoniums** and **Ferns.**

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

GET QUOTATIONS FROM

LANDRETH

Seeds Which Succeed

Bloomsdale Farm **BRISTOL, PA.**

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

DUTCH BULBS

Standard Bulb Company

BENTON HARBOR, MICH.

Ask prices.

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June, 1921.

THE maple sugar crop will be a short one.

VISITED CHICAGO: Wm. E. Johnson, Jr., of the DeGalvez Nursery & Development Co., Milton, Fla.

FRUIT crops in Illinois, Michigan, Indiana, Ohio and Virginia have been seriously injured by the cold weather of April 9-10.

HOWARD & SMITH, of Los Angeles, Calif., have a new hybrid tea rose named Mrs. W. C. Egan, which will be distributed by H. A. Dreer, Inc., Philadelphia, Pa.

American Iris Society.

BOARD OF DIRECTORS MEETING.

A meeting of the board of directors of the American Iris Society was held in New York on March 17. Those presenet included President Wister, Treasurer Presby, Messrs. Farr, Gleason, Hendrickson and Norton. Robert Sturtevant, secretary, was prevented from attending on account of illness. In his absence, Dr. H. A. Gleason acted as secretary pro tem. The report read by the president for the secretary covered in detail the general activities of the Society through 1920 and its plans for the future. The report showed a present membership of 462, including 34 life members, and further indicated that two bulletins had been issued by the society.

It was announced that the annual meeting of the society would be held in connection with the iris exhibition at Columbus, O., about May 27, and that small exhibitions would be held in Richmond, Va., Takoma Park, D. C., Boston, Mass., Belvidere, Ill., Des Moines, Iowa, and probably at Minneapolis, Minn., Louisville, Ky., and Nashville, Tenn. The treasurer reported that Liberty bonds to the value of $600 were in the treasury, and a cash balance of nearly $800. On motion, it was decided that after December 31, 1921, the bulletins of previous years should not be given free to new members, but should be sold to members at 50 cents each. It was decided to establish a collection of lantern slides, an appropriation of not less than $50, or more than $100, being voted for this purpose. These slides are to be loaned to garden clubs and all similar institutions without charge, except for transportation and breakage, and will be rented to professional lecturers, such arrangements being made with the understanding that a slide bearing the legend, "Shown through the courtesy of the American Iris Society," be displayed on the screen. It was also decided to establish a library of books, magazine articles and photographs.

Dr. Gleason reported on the progress of the trial and demonstration garden of iris at the New York Botanical gardens, indicating that the Botanical gardens have expended about $5,500 on its construction, and that over 500 named varieties were now included, most of them secured through the co-operation of the Society. The directors expressed the wish that the annual meeting in 1922 might be held at Bronx park at the time the test garden is in bloom. It was decided to continue the policy of offering stock prizes at iris exhibitions, and it was the consensus of opinion that it might be more desirable to offer such prizes in monetary value, to be selected by the donor or winner, rather than any stated varieties, as was done last year.

H. A. GLEASON, Sec'y pro tem.

VIBURNUM PLICATUM

Also Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO WEST GROVE PENN'A.

Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing

We have on hand the largest stock of

BOXWOOD

in New England; all shapes.

Rhododendrons

Parsons' Hardy American Seedlings.

400 BAY TREES

All sizes, pyramidal and standard shapes.

MONTROSE NURSERIES

Wakefield Center, Mass.

(Office and Salesroom) 31 Otis St., Boston, Mass

N. F. McCarthy & Co., Props. Send for catalog

2-yr. Ibolium Privet.

Ibolium Privet

The New HARDY HEDGE

Resembles California. HARDY AS IBOTA.

Dormant Summer Cuttings, $15.00 per 100

All larger grades sold.

Box-Barberry

Summer Frame Cuttings, $25.00 per 1000 For Lining Out.

10 samples postpaid for 50c.

Hard Wood Cuttings for Greenhouse Bench Propagation, $7.50 per 1000. READY NOW.

SURPLUS

Am. Hemlock, Pin Oak, Gingko, Red Maple Japan Iris.

ELM CITY NURSERY CO.,

Woodmont Nurseries, Inc.

NEW HAVEN, CONN.

Buy Box-Barberry and Ibolium Privet of the Introducers.

Hill's Choice Stock

STOCK FOR LINING OUT

Ornamental Evergreens and Deciduous Tree and shrub seedlings, Rooted Cuttings, Grafts, etc., in large assortment of rare, choice and standard varieties for lining out. Annual output, 2,000,000 plants

LANDSCAPE EVERGREENS

New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

THE D. HILL NURSERY CO., Inc., Box 404, Dundee, Ill.

EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

Rhododendron Catawbiense var. Compacta.

NEW HARDY AMERICAN RHODODENDRON

Rhododendron Catawbiense var. Compacta

A new, very hardy, compact form of R. Catawbiense from the highest Allegheny Mountain Peaks. Dark green foliage, entirely distinct from the type, and brilliant red-purple flowers. A very free bloomer, and probably the hardiest rhododendron in cultivation. Perfect specimens for immediate effect are offered as below:

	Each	10	100
9 to 12-in. clumps	$1.50	$14.00	$120.00
12 to 18 in. clumps	2.00	18.00	160.00
18 to 24 in. clumps	3.00	28 00	260.00
2 to 3 ft. clumps	5.00	44.00	420.00
3 to 4 ft. clumps	7.50	70.00	650.00

Trade Discount. Ask for "The Successful Rhododendron Bed"—Catalogs.

HARLAN P. KELSEY

Hardy American Plants, SALEM, MASSACHUSETTS

SPECIAL SALE

Roses and Carnations

Owing to the death of the proprietor, plans made for next season have been changed to such an extent that all the stock listed below and grown for our own use will be sold immediately. **Everything is guaranteed to be in first-class condition and an exceptional bargain.** Orders filled in strict rotation. Wire, phone or mail in your order right away. Hurry!

Rose Plants

2¼-inch Own Root Stock	1,000		1,000
Premier	$110.00	Sunburst	$ 75.00
Columbia	75.00	Dunlop	90.00

3-inch Own Root Stock	1,000
Premier	$125.00
Columbia	90.00
Ophelia	75.00

Carnation Plants

200,000 from Black Soil	1,000
Ward	$ 25.00
Enchantress	25.00
Rose Pink Enchantress	25.00
White Enchantress	25.00
Thenanthos	25.00
Matchless	35.00

200,000 from Sand	1,000
Ward	$ 18.00
Rose Pink Enchantress	18.00
Enchantress	18.00
White Enchantress	18.00
Thenanthos	18.00

☞ CASH WITH ORDER.

PETER REINBERG

Wholesale Florist, **30 East Randolph St., CHICAGO**

Mention the American Florist when writing

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request.

Kentfield, Marin Co., Calif.

Mention the American Florist when writing

FERNS

Cyrtomium Rockfordianum, Holly Ferns. 3-inch, $1.50 per doz., $8.00 per 100; 4-inch, $3.00 per doz., $25.00 per 100.

Be sure to get Our Monthly Bulletin.

R. Vincent, Jr. & Sons Co.
WHITE MARSH, MD.

Mention the American Florist when writing

Seasonable Stock

READY TO SHIP

	Per 100
Santolina Incana—Good for edging and carpet bedding, 2-in. pots	$ 5.00
Begonias—Prima Donna, Gracilis, Luminosa and Erfordia Superba, 2-in. pots, at	5.00
Buddleia Magnifica (Summer Lilac)—2½-in. pots	6.00
" " " " —2-yr., field-grown	15.00
Chrysanthemums, 2-in. pot plants—Pompons in 12 varieties, and single-flowered in 6 varieties	5.00
Fuchsias, 2¼-in —Avalanche, Black Prince, Lord Byron, Mrs. E. G. Hill, Minnesota, Phenomenal and Speciosa, at	6.00
Pelargonium Easter Greeting—Fresh, late propagated 2-in. pot stock	10.00
Hardy Japan Lilies, 8 to 9 in.—Auratum	16.00
" " " Speciosum Rubrum and Speciosum Album	15.00
Boston Ivy (Ampelopsis Veitchii)—Strong, field-grown	16.00

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Dooley, Cook County, Ill., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

THE harlequin cabbage bug has made its appearance earlier than usual on account of the mild winter and should be checked at the outset of attack.

Prices of Indoor Fruits and Vegetables.

Chicago, April 12.—Cucumbers, 2-dozen box, $3.25 to $4.00; leaf lettuce, per box, 20 cents.

Florida Celery Land Values.

Sanford, Fla., shipped an average of 275 cars of celery weekly during March. Land tiled for artesian sub-irrigation is valued at $1,000 an acre. New forest covered black hammock land, untiled, south of the city, is held at $300, probably the highest trucking value in the country. Four crops can be raised yearly with two tons of fertilizer per acre.

Fertilizing for Peas.

Peas need plenty of available plant food. If there is not enough naturally present, then top-dress with barnyard manure five to 10 loads to the acre, or add commercial fertilizer 300 to 600 pounds to the acre. Where the soil is moderately fertile and dark colored, a fertilizer carrying 10 to 12 per cent phosphoric acid and three to five per cent potash will give best satisfaction. If the soil is light colored, then choose a fertilizer carrying two to three per cent of ammonia in addition to the phosphoric acid and potash. The addition of lime is profitable if the soil is sour, says R. E. Vaughan, of the Wisconsin experiment station. An abundance of decaying sod or humus is good for peas. Humus holds the spring moisture and lets it out gradually to the young plants as they need it. It also supplies needed plant food, as it rots in the soil.

Milwaukee, Wis.

HEAVY SUPPLY GLUTS MARKET.

The exceptionally warm weather both day and night from April 1 to 8 inclusive certainly proved that in the florists' business, and especially the grower, one is at the mercy of the conditions. A good many of the past Easter crops which were just a little behind time, were forced on the market the past week, causing one of the worst gluts experienced in a long time, and also causing the quality to recede rapidly. Carnations, roses, sweet peas, lilies and bulbous stock were in over-abundance, so that it had to be sacrificed at a low figure. It turned considerably cooler on April 9 and it seems that the worst is over with for some time to come.

FLORISTS' CLUB MEETING.

The Florists' club meeting on April 7 again brought out a good sized attendance; R. C. Schwebke was elected a member. The entertainment committee announced the May ball would take place at the Calumet Club, May 12. The chair appointed C. C. Pollworth, A. Leidiger and Alfred Locker a committee of three to cooperate with the Society of American Florists in their drive for new members. The topic of spring plants was freely discussed and proved that the growers are all preparing for a very busy season in spite of the fact that so many are idle and conditions in other lines of business are not good.

NOTES.

Dealers in shrubs, plants and seeds were rushed during the past warm spell and it will be a steady grind from now on till the planting season is over.

A. Reinhardt, the carnation specialist, is planning a brief visit to his former home in Germany to visit his aged father whom he has not seen for some years past.

Eugene Oestreicher mourns the loss of his father, who died on April 3, age 75 years, after a four months' illness.

Mrs. Seaman, well known among the retail craft, is now with J. M. Fox & Sons, Inc. E. O.

Boston.

A HEAVY OVERSUPPLY ON MARKET.

The market for this week has been quieter than at any time since last fall. Roses are very plentiful, the fancy ones selling at 10 and 12 cents, and the short ones as low as three cents. Carnations have held their own fairly well considering the amount of other stock offered. Good carnations sold for five and six cents. Callas and Easter lilies are also plentiful and move with great urging. Jonquils and other spring bulbs are fast nearing their end, only a limited supply coming in at present. Marguerites, corn flowers, mignonettes and myosotis are of very poor quality with a very light demand. Orchids are still short on supply, good flowers bringing 12 to 15 cents per dozen. New crops of sweet peas are arriving with some very fancy long stem ones offered at $1.50 to $2 per hundred. Business reported by retail stores as very quiet with no indication of any immediate change.

NOTES.

Thos. Welch, for 30 years with Thos. F. Galvin, Inc., died April 6. He had been ailing for two years, but was at work until two months ago. Mr. Welch had a very wide acquaintance both in and out of the flower business, who will hear of his death with great sorrow. He was 57 years old and had been employed in the flower business in this city more than 40 years. Besides his many friends his loss will be felt by a brother and sister.

The Waban Rose conservatories, one of the oldest places in New England, which has been in the hands of a receiver, was ordered sold by the courts to meet its obligations. If not sold privately the concern will be disposed of at public auction the first week in May.

Mrs. Roy P. Sawyer, wife of Roy Sawyer of the F. P. Sawyer Co., Clinton, died very suddenly at her home on April 2. A cerebral hemorrhage was the cause of her death. E. F. S.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, $1.00

American Florist Co.

440 S. Dearborn St., Chicago

Ageratum Fraseri

We feel confident in offering **Ageratum "Fraseri"** to our customers that we are offering what will be one of the most valuable acquisitions to the bedding plant line in recent years, that it is a blue, a decided blue, that would be continually in bloom. In our trial grounds last summer **"Fraseri"** attracted more attention than any other bedding plant. It only grew about 8 to 10 inches high and was covered the entire season with what can easily be classed as immense trusses of flowers, as many of them were over 2½ inches across, while the individual flower would be ⅞ of an inch in diameter. The plant spreads about 12 to 15 inches across. It can easily be used with Alternantheras as a border plant.

Being an early bloomer and dwarf, compact grower, it makes an excellent pot plant.

2-inch, $1.00 per doz.; $ 6.00 per 100.
3-inch, 1.50 per doz.; 10.00 per 100.

Be sure to get Our Monthly Bulletin.

R. Vincent, Jr. & Sons Co.
White Marsh, Md.

Mention the American Florist when writing

50,000 Dracaena Indivisa

From 2-inch pots, ready for 3 or 4-inch pots, at $4.00 per 100. From 2-inch pots, good strong average sized plants at $3.00 per 100.

GERANIUMS (Our Specialty)

Nutt. Buchner, Ricard, Poitevine, Viaud. Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.

We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, **ALLEGANY, N. Y.**

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

Mention the American Florist when writing

SPECIALTY

Potted Plants

To Trade Only.

A. L. MILLER, Jamaica, N. Y.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD, Delaware County, PA.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

10,000 Carnation Rooted Cuttings

C. W. WARD and **MATCHLESS,** will be sold at once at a bargain.

J. H. THOMPSON & SON, Kennett Square, Pa.

Ready Reference Section

15 CENTS, NET, PER LINE

ABELIA.

Abelia Grandiflora, for growing on, 2¼-in. pots, $8.00 per 100. THE GOOD & REESE CO., Box 52, Springfield, O.

ACALYPHA.

Acalypha Triumphans, fine for color bedding, red foliage, 2¼-in. pots, $6.00 per 100.
THE GOOD & REESE CO.
Springfield, Box 52, Ohio.

ALTERNANTHERAS.

Alternantheras. Yellow and Brilliantissima, fine bushy, 2-inch stock, $4.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

AMPELOPIS VEITCHI.

Ampelopsis Veitchii. A large stock of one and two year in all grades. Two year transplanted are heavy for grades. Some three year with heavy tops and roots. Light stocks for lining out very cheap. CHAS. BLACK, Hightstown, N. J.

ANTHERICUM.

Anthericum, white and green striped foliage, 2¼-in. pots, $6.00 per 100.
THE GOOD & REESE CO.
Springfield, Box 52, Ohio.

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $10.00 per 1,000.
ROMAN J. IRWIN
43 West 18th St. New York

Asparagus Sprengerii, 4-inch, 20c; 3½-inch, 15c each. Asparagus plumosus, 4-inch, 20c; 3½-inch, 15c each. DAVIS FLORAL CO., Davenport, Ia.

Asparagus plumosus, 2-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

BARBERRY.

Box-Barberry, well-rooted summer cuttings $25.00 per 1,000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BEGONIAS.

Begonia Chatelaine, 2¼-in., $7.00 per 100; $65.00 per 1,000. Patten (new dark pink Chatelaine), 2¼-in., $8.00 per 100.
Pride of New Castle, 2¼-in., $14.00 per 100.
Ask for price list of Canna Roots and Gladioli Bulbs.
ROMAN J. IRWIN
43 West 18th St. New York

Begonias, Metallica, Otto Hacker and Pres. Carnot, $10 per 100. The Storrs & Harrison Co., Painesville, O.

Begonia Chatelaine, 4-inch, $25.00; 3½-inch, $20.00 per 100. DAVIS FLORAL CO., Davenport, Ia.

BULBS.

Bulbs, Gladiolus. All bulbs are first-class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

R. A. VAN DER SCHOOT
Hillegom, Holland
Extensive own culture of bulbs and plants. Prices on application.

CANNAS.

Cannas. Large-flowering. Fine 2 or 3 eye, plump, dormant roots, true to name. For varieties and prices, see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Cannas. Guaranteed true to name; 2 to 3 eyes; strong plants.

	100	1000
King Humbert	$4.50	$40.00
Yellow King Humbert	4.50	40.00
Wintzers Colossal	4.00	30.00
Mrs. Alfred Conard	7.00	65.00
City of Portland	7.00	65.00
Golden Gate	3.50	30.00
J. F. Howell	3.50	30.00
David Harum	3.50	30.00
Richard Wallace	3.50	30.00
Chas. Henderson	3.50	30.00
Allemania	3.50	30.00
Kate Grey	3.50	30.00
Indiana	3.50	30.00

NORTH STAR NURSERY
Onarga, Ill.

CARNATIONS.

CARNATION PLANTS.
200,000 from black soil.

	1000
Ward	$25.00
Rose Pink Enchantress	25.00
Enchantress	25.00
White Enchantress	25.00
Thenanthos	25.00
Matchless	35.00

200,000 from sand.

	1000
Ward	$18.00
Rose Pink Enchantress	18.00
Enchantress	18.00
White Enchantress	18.00
Thenanthos	18.00

PETER REINBERG
Wholesale Florist
30 E. Randolph St. Chicago

ROOTED CARNATION CUTTINGS.

	100	1000
Enchantress Supreme	$4.00	$35.00
Ward	3.50	30.00
White Enchantress	3.50	30.00
White Wonder	3.50	30.00
Nebraska	3.50	30.00
Aviator	3.50	30.00
Matchless	3.00	25.00
Miss Theo	3.00	25.00

CHAS. N. MILLER & BRO.
Morton Grove. Illinois.

CARNATIONS
Choice Rooted Cuttings
MATCHLESS
$5.00 per 100; $40.00 per 1,000.
BELLE WASHBURN
$7.00 per 100; $60.00 per 1,000.
Our cuttings are all made from flowering side shoots.
BASSETT & WASHBURN.
178 N. Wasbash Ave., Chicago.

CARNATIONS.

CARNATIONS, STRONG ROOTED CUTTINGS

	100	1000
Enchantress Supreme	$5.00	$45.00
C. W. Ward	5.00	45.00
White Enchantress	4.50	40.00
Aviator	4.50	40.00
Matchless	4.00	35.00

CHAS. N. MILLER & BRO.
Morton Grove, Illinois.

ROOTED CARNATION CUTTINGS.

	100	1000
Enchantress Supreme	$4.00	$35.00
Aviator	3.50	30.00
Nebraska	3.50	30.00
C. W. Ward	3.50	30.00
White Wonder	3.50	30.00
White Enchantress	3.50	30.00
Pink Enchantress	3.00	25.00
Miss Theo	3.00	25.00
Matchless	3.00	25.00

J. A. BUDLONG CO.
184 North Wabash Ave. Chicago.

10,000 Carnations, rooted cuttings, C. W. Ward and Matchless, will be sold at once at a bargain. J. H. THOMPSON & SON, Kennett Square, Pa.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemums. Hamburg Late Pink. One of the best pinks for commercial purposes. Rooted cuttings, $8.00 per 100; $75.00 per 1000. 2-in stock, $9.00 per 100; $85.00 per 1000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

CHRYSANTHEMUMS, ROOTED CUTTINGS.
Clean, healthy stock free from midge.
Standard Varieties.
Golden Glow, Early Frost, Charles Razer, Seidewitz and all other standard varieties. $3.50 per 100; $30.00 per 1,000.
Pompons—Hardy Early Flowering. Single varieties. Anemones, $3.50 per 100; $30.00 per 1,000.

Choice Commercial Varieties.

Sun Glow	White Mistletoe
Glen View	Golden Mistletoe
Wells' Lake Pink	December Gem
White Turner	Odessa
Yellow Turner	

Price on all above, $5.00 per 100; $45.00 per 1,000.
White Seidewitz, $6.00 per 100.
Hamburg Late White, $5.00 per 100; $25.00 per 1000. Pink Turner, $2.25 per dozen, $15.00 per 100.
Ask for Price List of Carnation Cuttings.
ROMAN J. IRWIN
43 West 18th St., New York

CHRYSANTHEMUMS.
Rooted Cuttings.
Our celebrated early white pompons are ready to ship anywhere. This variety commences to bloom October 1, and will continue three months, producing quantities of double white pompons, which are fine for either cut flowers or potted plants.
$6.00 per 100
50.00 per 1000
BASSETT & WASHBURN
178 N. Wabash Ave. Chicago.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrain, Mich.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CINERARIAS.

Cinerarias, Columbian Mixture and Stellata. In bloom. Just the thing for show. 4-inch, 20c each; 5-inch, 40c each. Cash with order. MATTHEWSON'S, Sheboygan, Wis.

CINNAMON VINES.

Most beautiful and fragrant of all climbers. Easily handled, quickly sold. Good "money-makers" every day for florists. Now is your time. Particulars and colored plate free. Address largest grower in the world. A. T. COOK, Seedsman, Hyde Park, N. Y.

CLEMATIS.

Clematis Paniculata, 2-in. pots, $5.00 per 100; $45.00 per 1,000. THE GOOD & REESE CO., Box 52, Springfield, O.

COLEUS.

COLEUS ROOTED CUTTINGS.
$1.50 per 100; $14.00 per 1,000, by express. If postpaid, special delivery and insured, at customer's risk, add 15c per 100; 75c per 1,000. Golden Bedder, Verschaffeltii, Queen Victoria, Firebrand, Beckwith Gem, Trailing Queen and others.
American Beauty and Brilliancy, $2.50 per 100; $20.00 per 1,000.
Ask for Price List on All Bedding Plants.
ROMAN J. IRWIN
43 West 18th St., New York

Coleus. Best bedding varieties, $3.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CYCLAMEN.

Cyclamen. The kind you have been looking for. Strong, well grown named varieties in separate colors in the following:
From 2½-in. pots............$12.00
From 3- in. pots............ 20.00
From 4 -in. pots............ 40.00
From 5 -in. pots............ 75.00
Write for discounts on large orders.
We pay special attention to boxing and packing and the using of paper pots should insure safe arrival at destination. The stopping of express cars at our plant enables us to make direct shipments without unnecessary rough handling, which will be appreciated by our customers. Plants are moving fast and we advise ordering at once.
J. W. DAVIS COMPANY
Terre Haute, Indiana.

Cyclamen Seedlings. We offer for immediate delivery, strong transplanted seedlings, grown cool, 5 to 8 leaves, ready for 3-in. pots:

Glory of Wandsbek	White—Carmine Eye
Daybreak	Rose of Marienthal
Brilliant Red	Magnifica
Christmas Cheer	Lavender
Pure White	Rococo Improved

$80.00 per 1000, net. Strong, hardy, a superior strain and grown cool.
J. A. PETERSON & SONS
Westwood, Cincinnati, O.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,00. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill

DAHLIAS.

DAHLIAS
The following good cut flower varieties are still available: Jack Rose, Sylvia, Lynhurst, Minnie McCullough, Princess Juliana, White Swan and Golden Gate. Stock of other varieties exhausted.
LYNDHURST FARM, INC.
R. F. D. No. 2, Hammonton, N. J.

DAISIES.

DAISIES, Single White, 2½-inch, $6.00 per 100; $50.00 per 1000. Boston Yellow, 2¼-inch, $8.00 per 100.
Ask for Price List on Ferns, Cyclamen Seedings, Etc.
ROMAN J. IRWIN
43 West 18th St., New York

DELPHINIUMS.

25,000 Delphinium Belladonna, 2¼-in., $6.00 per 100, $50.00 per 1000. WM. SWAYNE, Kennett Square, Pa.

DELPHINIUMS.

3000 Delphinium Formosum and Belladonna, strong plants from cold frames; $10.00 per 100; $90 per 1000. ROSE HILL NURSERIES, New Rochelle, N. Y.

Delphinium Belladonna, strong field-grown plants, $7.00 per 100. Also excellent seed at $2.00 per ounce. THOMAS J. MURPHY, 1409 Erie St., Painesville, O.

DRACAENAS.

DRACAENA INDIVISA. Extra fine well-rooted, 3½-inch pots, $17.00 per 100; 2¼-inch pots, $5.00 per 100.
ROMAN J. IRWIN.
43 West 18th St., New York.

Dracaena Indivisia, for growing on, 2-in. pots, $4.00 per 100. THE GOOD & REESE CO., Box 52, Springfield, O.

Draceana Indivisa, 2-in., ready for 3 or 4-in., $4 per 100. Elmer Rawlings, Allegany, N. Y.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

FERNS.

FERN RUNNERS, ready April 5, $15.00 per 1000. FOLLOWING VARIETIES: Boston, Roosevelt, Teddy Jr., Macawii and Verona, 2¼-inch of above, also Scottii, $6.00 per 100, $50.00 per 1000. New Macawii, 2¼-inch, $10.00 per 100, $95.00 per 1000. Larger sizes ask for prces.
Bostons, 3-inch pots, $15.00 per 100; 3½-inch pots, $24.00 per 100; 4-inch pots, $26.00 per 100.
ROMAN J. IRWIN
43 W. 18th St., New York.

FERNS.
We are headquarters for
Strong Fancy Plants. Free from scale.

	Per 100	Per 1000
Roosevelt, 2¼-in........		
Whitmani, 2¼-in........	$6.00	$55.00
Boston, 2¼-in...........		
Teddy Junior, 2¼-in....		

Trade reference or cash.
THE AMERICAN ROSE & PLANT CO.
Springfield, Ohio.

BOSTON FERNS
Good, Strong, Bushy Stock
5-inch ....$ .50 each
7-inch ....1.25 each
8-inch .... 2.00 each
10-inch ....2.50 each
Add 5% packing charge.
DAVIS FLORAL CO.
Davenport Iowa

Ferns. Pot grown and in good shape. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

FERNS.

STRONG HEALTHY FERNS
Boston, 3-inch................$12.00 per 100
" 4-inch................ 22.00 " "
" 5-inch................ 40.00 " "
Give us a trial order.
PETERSON FLORAL CO.
Gibson City Illinois

Ferns, Boston, Roosevelt and Harrisii, 2¼-in., $7.00 per 100; $65.00 per 1,000. Macawii, 2¼-in., $12.00 per 100; $100.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Ferns. Table and fern dish. For varieties and prices see display advertisement elsewhere in this issue The Storrs & Harrison Co., Painesville, O.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns, Ill., descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums, Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GLADIOLUS.

GLADIOLI.
Minnesota grown, solid bulbs.
Excellent stock and true to name.

	100
Ida Van, 1½-in. and up..............	$ 3.00
Ida Van, 1¼-in.	2.50
Ida Van, 1-in	2.00
Willbrinck, 1½-in. and up............	6.00
Miss Lucille, 1¼-in.	3.00
Mrs. F. Pendleton, 1 to 1¼-in.......	3.00
Magic, 1¼-in.	9.00
Chicago White, 1½-in. and up.......	2.50
Miss Evelyn Kirtland, 1½-in. and up	7.50
Mrs. Dr. Norton, 1½-in. and up......	60.00
Mrs. Dr. Norton, 1¼-in..............	50.00
Lily White, 1½-in. and up...........	20.00
Lily White, 1¼-in. and up..........	16.00
	Per Quart
Ida Van, Bulblets	$ 2.00
Willbrinck, Bulblets	6.00
Magic, Bulblets	9.00
Chicago White, Bulblets	1.50
Mrs. Dr. Norton, Bulblets.....per 100	8.00

HOLM & OLSON, INC.
20 West 5th St., St. Paul, Minn.

Gladioli. Mrs. Francis King, No. 1, $20.00 per 1000; No. 2, $15.00 per 1000; No. 3, $12.00 per 1000; America, No. 1, $20.00 per 1000; No. 2, $15.00 per 1000; No. 3, $12.00 per 1000.
THE GOOD & REESE CO.
Springfield, Box 52, Ohio.

HYDRANGEAS.

FRENCH HYDRANGEAS.
For Memorial Day Forcing.
My 20 best named varieties, white, pink, blue, rose, etc.

	Doz.	100
4½-in. pots, 4 to 6 branches.	$ 5.50	$40.00
5 and 5½-in., 5 to 9 branches	7.25	55.00
6-inch pots, 6 to 10 branches	7.75	60.00
6½-in. pots, 8 to 12 branches	10.75	85.00
7-inch pots, 9 to 12 branches....$1.25 each		

Packing, 5 per cent on amount of order. Ask for list of varieties on application.
ROMAN J. IRWIN.
43 West 18th St., New York.

IVIES.

English Ivy. 200 fine, large plants, 5-7 feet, $9, $12 and $15 per dozen. ROSE HILL NURSERIES, New Rochelle, N. Y.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

Lily of the Valley pips, Holland grown, $17.00 per 1000. C. J. Speelman & Sons, 470 Greenwich St., New York.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

MYRTLE.

MYRTLE HARDY CREPE VARIETY for covering graves, etc., $7.00 per 100; $60.00 per 1,000.
ROMAN J. IRWIN.
43 West 18th St. New York.

NURSERY STOCK.

5000 Hydrangea arborescens (Hills of Snow), from 2½-in. pots for lining out, $6.00 per 100; $35.00 per 1,000.
500 Deutzia crenata fl. pl. rosea, double pink, 6-7 feet, heavy bushes, $35.00 per 100. Packing at cost.
500 Syringa (Philadelphus) Virginalis, new Everblooming variety, 3 sizes, $4, $5 and $6 per doz.
ROSE HILL NURSERIES.
New Rochelle, N. Y.

OTAHEITE ORANGES.

Orange, Otaheite, fine plants, not too tall, 4-in. pots, 35c each, $35.00 per 100.
THE GOOD & REESE CO.
Springfield, Box 52, Ohio.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

PANSIES.

300,000 PANSY PLANTS.
Steele's Mastodon in bud and bloom Large, strong, stocky plants. September transplanted. Quality plants. Satisfaction guaranteed. $4.00 per 100; $35.00 per 1000.
JOHN JENSEN & SONS.
9801 S. Western Ave., Chicago.

PELARGONIUMS.

Pelargonium Easter Greetings. In bud and bloom, extra fine plants, 5-inch, 40c; 4-inch, 25c each. DAVIS FLORAL CO., Davenport, Ia.

PINKS.

Hardy Scotch Pinks, 4 sorts, 2¼-in. pots, $5.00 per 100. THE GOOD & REESE CO., Box 52, Springfield, O.

POINSETTIAS.

California field-grown Poinsettia stock plants. Early variety, famous for holding its foliage, and True Red Variety plants, $18.00, $25.00 and $30.00 per 100. These stock plants will produce on an average of 25 cuttings in one season. I am now supplying some of the largest growers of potted poinsettias in nearly every state of the United States. Free sample plant sent upon request. PAUL ECKE, 1126 Hayworth Ave., Los Angeles, Calif.

PRIMULAS.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIMULAS. Sim's Hybrid Yellow Polyenthus, strong divisions, $7.00 per 100.
ROMAN J. IRWIN
43 W. 18th St., New York

PRIVET.

Privet. Ibolium privet, hardy hybrid cross between California and Ibota privet, 2 years, 2-3 ft., $2.50 each; 1 year, 1-2 ft., $1.00 each; summer frame cuttings, 50c each. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

ROSES.

BENCH PLANTS.
Roses—Choice Stock.

Russell, 3-year old	$15.00 per 100
Columbia, 2-year old	12.00 per 100
White Killarney, 2-year old	10.00 per 100

BASSETT & WASHBURN.
178 North Wabash Ave., Chicago.

ROSES.

SURPLUS AFTER EASTER STOCK.
Baby roses for pots, bedding or growing on.
2¼-in. pots, $7.00 per 100.

Orleans	Ellen Poulsen
Mad. Herbert Levavasseur, (Red Baby Rambler.)	
Erna Teschendorff	Baby Echo
Etoile Luisante (Baby Herriott)	Le Marne
Tip Top (Baby Doll)	Mdlle. Franciska Favre
Maman Levavasseur	Catherine Zeimet
(Baby Dorothy)	Mdlle. Cecile Brunner
Geo. Elgar	(Sweetheart or Mignon)
Baby Tausendschon	Le Ponceau
Jessie	Clothilde Soupert

Hardy Climbing Roses.
Rosarie (Pink Tausendschon) 6c.
Paul's Scarlet Climber, 7½c.
American Pillar, 6c. Crimson Rambler, 6c.
Tausendschon, 6c. Lady Gay, 6c.
Silver Moon, 6c. Dorothy Perkins, 6c.
Excelsa (Red Dorothy), 6c. Hiawatha, 6c.
THE GOOD & REESE CO.
The largest rose growers in the world.
Springfield, Box 52, Ohio.

ROSE PANTS.

	100	000
2500 Pink Killarney, 3-in.	$ 9.00	$80.00
11000 Ophelia, 3-in.	9.00	80.00
9000 Richmond, 2½-in.	7.00	60.00

WIETOR BROS.,
Wholesale Florists,
30 E. Randolph St., Chicago.

ROSE PLANTS.
2¼-in. own root stock.

	1000
Premier	$110.00
Columbia	75.00
Sunburst	75.00
Dunlop	90.00

3-in. own root stock.

	1000
Premier	$125.00
Columbia	90.00
Ophelia	75.00

PETER REINBERG
Wholesale Florist
30 E. Randolph St. Chicago.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Russell Bench Plants	$16.00	$150.00
Milady Bench Plants	15.00	140.00
Killarney Bench Plants	12.00	115.00
Ophelia Bench Plants	12.00	115.00
Sunburst Bench Plants	12.00	115.00
American Beauty	20.00	190.00

M. C. GUNTERBERG,
Wholesale Florist
8 East Randolph St. Chicago, Ill.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

Roses. Own Root. Dunlop, 2-in., $20.00 per 100, $175.00 per 1000; Columbia, 2-in., $15.00 per 100, $125.00 per 1000; Cecile Brunner, $9.00 per 100, $80.00 per 1000; Ophelia, 2-in., $9.00 per 100, $80.00 per 1000. THE PARK FLORAL COMPANY. 1643 Broadway, Denver, Colo.

RUSSELL BENCH PLANTS.
Good stock $15.00 per 100. No order for less than 100 shipped.
BASSETT & WASHBURN.
Wholesale Florists
178 North Wabash Ave. Chicago.

Roses. 4000 Ophelia, 3-year old, dormant, very strong, $30.00 per 100; $250.00 per 1000. ROSE HILL NURSERIES, New Rochelle, N. Y.

SEEDS.

Seeds. Seed stock of the following varieties, hand-picked and ready for planting: Fordhook Bush Lima, Wood's Prolific Bush Lima, Large White Pole Lima, and Lazy Wife Pole. Write for quantities and prices. Henry Berrien Fish, Carpinteria, Calif.

GARDEN SEED BARGAIN. Good money for florists. Big dollar box of earliest and best vegetable and flower seeds; 40 varieties; big packets; just what every planter must have, 25c, 6 boxes, $1.00; 100, $12.50 prepaid. A. T. COOK, Seedsman, Hyde Park, N. Y.

Asparagus plumosus seed of new crop, per 1,000, $4.00; 3,000 lots at $3.50 per 1,000. VAUGHAN'S SEED STORE, Chicago.

SEEDS.

Seeds. Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Son, Langport, Eng.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Cyclamen and Giganteum. For varieties ahd prices see display advertisement elsewhere in this issue. Kelway & Son, Langport, Eng.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Lawn mixtures and field, wholesale. Write for prices. Atlantic Grass Seed Co., 46 W. Broadway, New York.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SNAPDRAGONS.

SNAPDRAGONS

2¼-inch Pots	100	1000
Nelrose	$6.00	$55.00
Keystone	6.00	55.00
Silver Pink	6.00	55.00
Giant White	6.00	55.00
Giant Yellow	6.00	55.00

Ask for Prices of Roses, Grafted and Own Root.
ROMAN J. IRWIN
43 West 18th St., New York

Snapdragons. Double June Hefko, rooted cuttings, $15 per 100; $125 per 1000; 2½-in., $17 per 100. T. D. Hefko, Marshfield, Wis.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SPHAGNUM MOSS.

Moss, Sphagnum, 5 bbl. bales, burlaped, $2.00 each. E. WERNAU, Atco, N. J.

VEGETABLE PLANTS.

Field-grown plants. Sweet and hot peppers, $4.00 per 1,000; tomatoes, $3.00 per 1,000; Early Jersey cabbage, $1.75 per 1,000. 20% discount on orders for 2,000 or more plants of same kind. Ready now. SCOTT FLORAL CO., Navasota, Tex.

VINCAS.

VINCAS. Varieg. R. C., $2.00 per 100; $18.00 per 1000; 2¼-in., $5.00 per 100; 4-inch pots, bushy, $15.00 per 100, $140.00 per 1,000; 3½-inch pots, $12.00 per 100; $110.00 per 1,000.

ROMAN J. IRWIN
43 W. 18th St., New York

Vincas. Variegated, 2-in., $4.00; 3-inch, $8.00; 4-inch, extra heavy, $15.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Strong vincas, green or variegated, 4-inch, $12.00 per 100. PETERSON FLORAL CO., Gibson City, Ill.

MISCELLANEOUS.

Seed packets for 1921. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Meyers' Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.26; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Gold letters of best quality. Prices greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A, New York.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

1,000 letterheads and 1,000 envelopes, $8.50. Good stock. Cash please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Florists' specialties and supplies of every description. Seligman & Stein, 116 W. 28th St., New York.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

HARDWOOD ASHES. Nature's own fertilizer. Geo. Stevens, Peterboro, Ontario, Can.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Baskets, novelties and florists' supplies. S. H. Russin, 55 W. 19th St., New York.

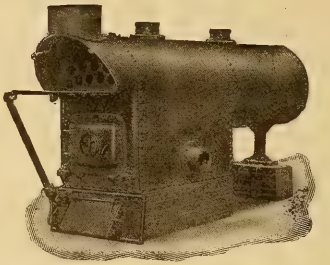
Glass, large stock and good prices. Sharp, Partridge & Co, Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

When "You Say It With Flowers"

Always Remember



that to grow good flowers it requires good boilers in the greenhouses, so when installing a boiler be sure and consider

—THE—

"Superior Standard" Boiler

Most durable, rapid and Economical Greenhouse Heating Boiler on the Market.

Is unequalled for Greenhouse Heating.

Made for packed hub joints or screwed fittings. Made in 9 sizes.

Superior Machine & Boiler Works

840-850 West Superior Street, CHICAGO, ILL.

Think of Advance

when thinking of

Sash Operating Devices and Greenhouse Fittings

You cannot make a mistake in dealing with us, for we advise you correctly and guarantee everything we furnish to give satisfaction.

Write for a catalog.

ADVANCE CO., Richmond, Ind.

MISCELLANEOUS

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

FERTILIZERS.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

LABELS, for nurserymen, and florists. Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. The Townsley Pottery, Idaville, Ind.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Fertilizer

Prices Smashed to Meet Market Conditions

Premier Brand Pulverized Poultry Manure at Rock-Bottom Prices

Per Ton, in Bags - - $37
Per Ton, Bulk, Car Lots, $33

Ideal for
Fruits, Vegetables, Flowers

6% Ammo. 5½% B.P.L. 1½% Pot.

Order Now. Immediate Delivery

Poultry Feed Co.

Dept. D
343 S. Dearborn St., Chicago, Ill.

POTS AND PANS.

Pots. Florists'. Prices low and quality guaranteed. The Progressive Clay Co., 9th Floor, Marbridge Bldg., New York.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Zane Pottery Co., South Zanesville, O.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

The **Florists' Hail Association of America**

for the past 34 years has paid all hail losses promptly, to the extent of considerably over half a million dollars.

For further information write

JOHN G. ESLER, Sec'y
Saddle River, New Jersey

Albany, N. Y.

EASTER TRADE SATISFACTORY.

Local florists express themselves as well pleased with the Easter business. Most of them cleaned up well at good prices. Plants were very largely in demand. Hydrangeas were in the lead with a number of the florists, and bulbous stock, genistas, baby rambler roses, followed in popularity. The demand for cut flowers, although good, was not equal to some other years. Prices were somewhat lower than in 1920, but very good, nevertheless. Violets sold for about $4 a hundred in corsages; sweet peas, $6 to $8 a hundred; cattleyas, $2.50 to $3 each; gardenias, $1 and $1.50 each. The foregoing were prices charged in the better class stores, and little fault can be found by the retailers with them. The public, as in other years, were insistent in their demands for plants of moderate size. Most dealers did not have enough of them to fill all orders.

FLORISTS' CLUB MEETING.

Members of the Florists' Club to the number of about 60 were present at the April meeting, which was held at the establishment of the president, Samuel Hanson, 537 Eighth avenue, Troy. The room in which the session was held was decorated with palms and foliage plants. In the rear, on the wall, was a large sign, "Welcome, Albany Florists' Club." The members discussed the subject of having a show in May at which a display of flower boxes would be a feature. On account of the business connected with Memorial day in that month, it was decided to postpone such an exhibition until later. The object of a flower box exhibit is to encourage the use of plants in connection with the decoration of houses and buildings. The evening's programme included refreshments furnished by the host, music by members of the Hanson family, and a social hour.

On April 6, Fred A. Danker carried out a notable decoration in connection with the Kauffman-Hoy wedding. The home of the bride's parents, John S. Hoy and wife, 309 State street, and the Westminster Presbyterian church, where the ceremony was performed, were tastefully decorated. The bridal bouquet was also from the Danker establishment. The groom, Samuel Hay Kauffman, is a son of Victor Kauffman and wife, Washington, D. C., and a grandson of the founder of the Washington "Star." Among the guests at the wedding was Col. George B. Harvey, who was recently appointed ambassador to the Court of St. James by President Harding.

R. D.

FOND DU LAC, WIS.—R. D. Haentze, of the Haentze Floral Co., was elected Mayor of this city April 5.

BRIDGEPORT, CONN.—The Park Garden's Flower Shop has discontinued business at its old site, 1038 Main street, taking new quarters in a much larger store at 1184 Main street.

Greenhouse Builders

When You Are Ready To Talk Building Say When and Where and We'll Be There

Lord & Burnham Co.

Irvington Boston New York Cleveland Philadelphia Toronto Chicago

Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. **PRICE, $2.25.**

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. **PRICE, $2.25.**

American Florist Co., 440 S. Dearborn St., Chicago

Aphine

The Insecticide that Kills plant Lice of many species

The recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quart, $1.00 Gallon, $3.00

Sold by Dealers.

Aphine Mfg. Company
MADISON, N. J.

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of

FLOWER POTS

Why?

A. H. HEWS & CO., Inc.
Cambridge, Mass.

George Keller Pottery Co.

Successor to

GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

HUNTINGTON, W. VA.—W. S. Archer, formerly connected with the Flower Shop, 311 Eighth street, has opened a new establishment at 313 Ninth street.

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Put up in about 125-pound bales, 2c per pound.

Also Tobacco Dust for Your Flowers, 10c

These stems are the finest fertilizer, containing a large amount of potash.

Randall-Landfield Company, 112 E. South Water St, CHICAGO, ILL.

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H. M. Hooker Glass & Paint Company

Serving Greenhouse Men for Over 65 Years

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Florists' Specialties

New Brand New Style

"RIVERTON HOSE"

Furnished in lengths up to 500 feet without seam or joint.

The HOSE for the FLORIST

¾-inch, per ft.....22c
Reel of 500 ft.....21c
2 Reels, 1000 ft.....20c
½-inch, per ft.....19c
Reel of 500 ft. 18c

Couplings furnished without charge.

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GREENHOUSE GLASS

Free from Bubbles—Uniform in Thickness.

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Greenhouse White (Semi-Paste). The Paint Particular Florists Prefer.

It will pay you to get our estimates.

THE DWELLE-KAISER CO.

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Our plant at York, Pa., has made florists' pots for nearly ninety years. **We took First Prize at Last Three Expositions.** We may not be the oldest manufacturers in our line, but assuredly have the best pots. Try us on your next order.

Prices Low. Quality Guaranteed.

Address all communications to

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GREENHOUSE GLASS

BEST BRANDS

SHARP, PARTRIDGE & CO.

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John C. Moninger Co.

GREENHOUSES

Designers - Manufacturers - Builders

We sell the complete house or any part

908 Blackhawk St., CHICAGO, ILL.

Mention the American Florist when writing

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas"

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Toronto, Ont., 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

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Flowers for Mother.

If you have flowers to give mother,
give them when
The rosy dawn awakes the east; and then
She'll make life's journey with a love-lit eye,
Though all the world to you may seem awry.

If you have flowers to give mother,
do not wait
Until the sun sinks golden o'er the gate
To the immortal soul's vistas: that day
May be too late for souls to find the way.

If you have flowers to give mother,
do not keep
All for the coffin lid and the last sleep;
But give them e'er the clay returns to dust
And the soul to the home of all the just.

MOTHERS' DAY.

SUNDAY, MAY 8.

Its Sentiment Will Survive.

The most sentimental of all the floral holidays of the year is fast approaching. Pages might be written extolling the virtues of one's mother and the love and reverence due her at all times, and particularly on the day that has been appointed and named Mothers' Day, first by Miss Jarvis and later by the congress of the United States which has decreed that the second Sunday in May of each year is to be called Mothers' Day. At this time there is to be, as on all other national holidays, a general display of the national colors. Such public and official recognition stamps the day as one of first importance, a tribute to the motherhood of the country.

Miss Jarvis's first thought was a day for the adoration of mothers, with one's own mother the best mother who ever lived, to be presented with flowers if living, or to be placed on her grave or worn in her honor if she had passed away. It is this beautiful custom that makes the occasion of so much value to the florist. While the trade individually and as a whole should strive in every way to do all that they can to encourage this movement, it should be along the lines of the use of all flowers as being your mother's favorite flower. Since the first observance of the day, some years ago, it has gradually gained in importance until in some communities it ranks almost first in volume of trade or at least equal to Easter or Christmas. In such instances the gratifying results have been brought about by the intensive publicity method of the trade, who mapped out and followed a well planned campaign. Wherever such a movement has been intelligently carried out it has been successful beyond expectation. If every large city or community would take up this local publicity work with the right kind of hearty enthusiasm there would be no question as to the surprising results.

It is safe to say that not 10 per cent of the people of this country know of Mothers' Day and its beautiful custom; then again many forget, being busy with their various duties, and the day passes before they know it. With its beautiful sentiment it should not be hard to get columns of appropriate reading matter in the daily press, well in advance of the day. This is educational and calls attention to the beautiful custom and makes an impression and leads to the use of flowers for this purpose. Churches and schools have almost universally observed Mothers' Day with appropriate services, with addresses honoring the occasion, and with songs and flowers.

Mothers' Day will never come to its greatest possibility until it becomes the custom on this occasion to lay flowers on the graves of those who have departed. Then will the facilities of the trade be taxed to the utmost and the event assume its greatest importance. The custom is beautiful and its general observance can be brought about by force of example and by encouraging it in every way. The publicity of such a movement is best handled by a professional promoter, one who knows the ropes, who can get access to the news columns with matter that papers are glad to get, as it is in a sense news, timely and up-to-date. Every paper has on its editorial staff occasional writers who are glad of such assignments and could get a wonderful lot of publicity at a cost of from $50 to $500, depending on the territory to be covered. As the day draws near there must be advertising matter to support this propaganda, an expense that the trade would willingly bear, once they had experienced its benefits.

There are so many in the business who are satisfied to let well enough alone and are loath to go into co-operative advertising to help put any particular project over for fear that it will help others more than it will be of advantage to them. This is a great

mistake, as individual efforts in this line would be very small while publicity having the backing of the whole trade would be of compelling importance that would be sure to produce wonderful results. As an example of co-operative effort, Cleveland, O., florists thought they saw in Mothers' Day a great business opportunity and have by intelligent effort and several years of hard work so increased the demand that their sales, which are not confined to any one line of flowers, such as carnations, includes flowering and foliage plants and all kinds of cut flowers and thus make a clean sweep of their entire stock, with the volume of trade equal to that of the Easter period.

Store Preparations.

Those who are in earnest and enthusiastic about securing business for Mothers' Day begin their advertising campaign weeks ahead. This will consist of a liberal display of Mothers' Day cards about the store and window, and leaflets containing historical facts to be handed out to customers and visitors, and mailed to the store's list of patrons and prospects. It is something about which the people should be told and made to feel its great importance well in advance, so that they may talk it over with one another. The featuring of this occasion in the window should start early. Hundreds who go by will stop and take notice, many for the first time, who will ask, "What is this Mothers' Day? I have never heard of it before." A little leaflet entitled, All about Mothers' Day, placed on a tray in the store window will induce many to come in and ask for a copy.

As the event draws nearer, the featuring should be increased with displays of the many things in stock that are suitable as gifts for mother. All should bear an inscription as: For Mother, Mothers' Day, A Gift for Mother, Mothers' Favorite Flower, etc. White carnations, or any mention of them in connection with the day is to be studiously avoided. These flowers are the great bugaboo of many in the trade, who think they are the only flower that can be sold for the occasion, in consequence of which demand, prices rise to such high figures that there is both annoyance felt and expressed by customers. All this dissatisfaction can be avoided by keeping prominent the slogan, "Your Mother's Favorite Flower," which will include each item in the stock, as every flower is bound to be somebody's favorite.

Boston Flower Show.

We present this week some additional pictures of the exhibition held April 6-10, as reported in issue of April 16, where, on page 619, the fine display of climbing roses exhibited by the W. W. Edgar Co. of Waverley, Mass., was by error called Thomas Roland's rose garden. For full account of the show, see last week's issue.

ATLANTA, GA.—Mrs. Anschutz, who for several years conducted the flower store in the McClure building, has opened a shop in the Arcade, supplied by her range at Decatur, this state.

GRAFTON, MASS.—Leonard C. Midgley, Worcester, sold his greenhouse, with two and one-half acres of land, near this city, recently, to Arthur A. Phelps, who will continue operation.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

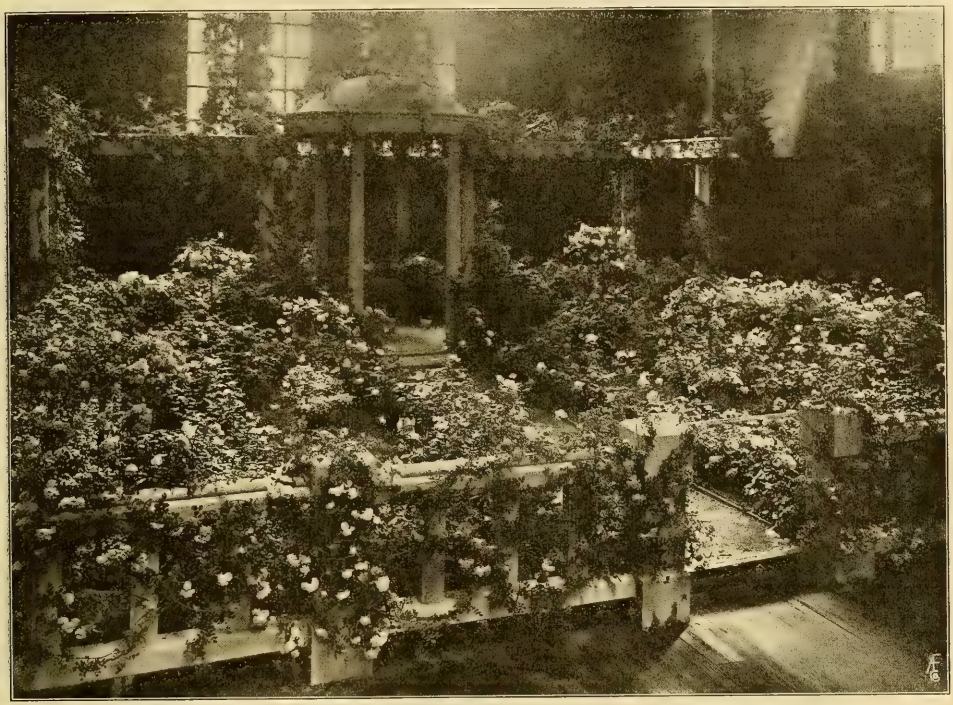
Next Week in the Flower Shop.

Each flower shop has its peculiarities, its own way of doing things, retaining their stationery, tags and style of boxes that were used years ago, and there is little change in their business methods. After urgent persuasion a persistent salesman at last sells them a plain-bodied delivery car and Old Dobbin and the wagon are reluctantly parted with. This change is considered a wonderful innovation, but as it shows its great efficiency the wisdom of the move is soon acknowledged by all. There are many stores that could, if they went carefully over their shop facilities and methods of doing business, comparing them with what are now considered up-to-date, would make changes that in many ways would soon increase their volume of trade.

Take the matter of funeral flowers, which is the main stay, in fact almost the total volume of many stores. There is nothing like the made up and prepared stock that is kept on hand, and which should be in evidence about the shop. People who come in to look around nearly always have an object in view; they want to leave an order. Generally, if what they want is not in view, they will say they are just looking around and will be in again, and consequently the sale is lost. There should be a full line of magnolia or oak leaf wreaths always on hand, displayed to advantage, some of them decorated with palm leaves and artificial flowers, which can be sold as they are, or to give an idea as to how they will appear with natural flowers. Sprays on palm leaves of prepared lilies, carnations or roses are decorative. All the made up work should carry appropriately inscribed ribbons, either in chiffon or silk, which addition makes a piece much more finished and salable. All the stock of this kind should be on hand in variety, it is purchased at much lower rates in quantity and expensive delays are thus avoided when time is precious, in sending for necessary articles.

Every other branch of the business is open to the same kind of neglect. All goods either in plants or cut flowers that are the common stock of cut flower stores should always be seen in good assortment. One who deals in

FREESIA SPRAY.



BOSTON FLOWER SHOW.
Rose Garden of Thos. Roland, Nahant, Mass.

perishable stock must take a chance. A flower case in which stock is carried only for orders, presents a very sparse appearance and offers very little to encourage buyers. It is a full stock and a variety of goods well presented and displayed that attracts buyers. Flower holders and plant receptacles that are kept to the front and used to show their usefulness with plants and flowers will attract attention and sell, while if left on the shelves they will scarcely be noticed.

Make a good use of dogwood, which is plentiful now; it is very decorative and will last for several days in jars of water, if well soaked, for in this way moisture will get well up into the flowers and branches.

Feature a window of spring flowers, a generous vase or basket of each. Have all correctly labeled, which is an important point in holding the observers. A pale fence in sections as a background, gives a natural looking garden effect.

All short stemmed roses and other short stemmed flowers should be displayed in medium handled vase baskets. When nicely arranged they are pretty little pictures in themselves and look very inviting. These various window attractions should each have their descriptive and price cards. Very few florists realize the value of these, for they are silent salesmen, working all the time and effecting many sales that would otherwise not be made. These signs catch the eye of the passer-by, who then stops to notice. They give the window the punch that is so necessary to attract attention.

PLANT NOTES.

Freesias.

Although the freesias are a cheap bulb they should not be thrown away, for it takes but little attention to ripen them off after they are through blooming and as good bulbs can be procured as those that are purchased. The freesia is a native of southern Africa, so they are blooming at the natural season when flowered in midwinter in the north. But the bulbs must be allowed to mature their growth and then dried off gradually. The pots or boxes in which they are grown can then be placed in full sunlight and allowed to become very dry. A shelf near the glass makes an admirable place on which to place them after the growth has finished, and no more watering is required, but they must not stand where any drip from a roof on a stormy day is liable to keep them moist. They can be shaken out in June and the bulbs started, as it is comparatively easy to select the flowering bulbs and store in a dry place until wanted for planting. For Christmas blooming the bulbs should be started early in July and a succession of plantings until September will give the grower flowers until the following spring.

Bedding Plants.

The general florist will now have his hands full with bedding stock, which should now be spread out and given the necessary room. The geraniums should be spaced, and if any have grown too tall to make shapely plants the tops should be cut back, but at the present day the trade wants a geranium in bloom at bedding time, and very little pinching should be done after the first of April, for it will take from then until the first of June to produce a new branch with a flower. Ageratums, alternantheras, alyssums, heliotropes and like blooming plants should be kept on the move and be given good light positions. Salvia should be kept pinched back until the latter part of the month, which should produce fine, shapely plants. The coleus should be rooted and the top rubbed out as soon as established in the pots. Seedlings should be potted or flatted, the former preferred if a price can be obtained commensurate for the extra labor, but if flatted give them room enough to develop properly. Cannas will now require a warm, light location and plenty of root room. The one great factor in growing good bedding stock is, at this season, to keep the plants moving and never allow them to get a check, for if once severely checked, a good plant is an impossibility.

Hydrangeas.

There are very few plants that are generally grown that show more variance in their culture or in the returns to the grower than the hydrangeas, especially those that are grown for summer blooming. In looking over the stocks in the several markets one will often see the extremes of these plants grown in the same sized pot; one with eight to 10 heads of bloom, short and stocky, with fine foliage, an ornament on any porch in any yard; and the

other tall and long jointed, with two or three heads of bloom and five or six branches with no flowers and the foliage thin and small, the former bringing the grower $3.00 to $3.50 and the latter hardly averaging $1.50. Yet these two plants have practically cost the grower the same amount of labor. These plants grow rapidly and must have plenty of room, an abundance of sun and lots of nourishment. It is useless to try to grow a good plant when they are crowded together. Many growers finish these plants by raising the pots over the benches of bedding plants that do not now require the full amount of sun, placing the hydrangeas about four feet apart in the center of the bench and standing the pot on a stand two feet above the other plants. This gives the hydrangeas a fine location. When the plants have set their buds, the pots will probably be full of roots and a watering of liquid manure once or twice a week will greatly assist them in finishing up the flower and keep the foliage in good color. To grow good hydrangeas they must have plenty of food, room enough to grow shapely and for the air to circulate all around the plant and a light well ventilated location. Under these conditions they are easily grown and are remunerative to the grower.

Lilium Lancifolium.

Among the best flowers for greenhouse culture during the summer months is the Lilium lancifolium, of varieties rubrum, roseum album and Melpomene. While these varieties can all be grown outside, yet under those conditions they rarely give perfect flowers and they also tarnish quickly in the direct rays of the sun or under heavy rains, and to have flowers that can be used for decorative work or designs it is far better to grow them under glass. Those that are to bloom in July should have been started in March, but for August blooming they can be planted now. One of the easiest ways to grow these bulbs is to plant them in boxes from four to six inches deep, not too large, but of a size that one man can handle when filled with soil. Do not fill the boxes too full when planting the bulbs, for like all lilies they throw out roots at the surface, so it is well to leave room for top dressing later. Grow them in a cool, shady location and after the spikes begin to grow, give them plenty of water and keep them tied erect to stakes. Constant fumigation will be necessary to keep the green fly in check. This is in no way forcing these bulbs, and if properly dried off after blooming the bulbs may be grown year after year and a good crop of flowers obtained.

Sweet Peas.

A sowing of sweet peas made in pots late in March which can be transplanted outside as soon as all danger from late frosts is passed, will give a crop of these flowers two or three weeks earlier than the seed sown in the ground. There is generally a time in late June and early July that the sweet peas in the greenhouses come very poor, owing to the excessive heat under glass and the infection of red spider, and the early sowings outside are not yet in flower. Five or six seeds shown in a three-inch pot and these placed on the sill or window ledge or on a hanging shelf will make nice stock for planting out after the middle of April and the advantage of those started in the greenhouses over the ones shown in the cold ground will be quickly seen upon trial. They can be grown so that they will take but little valuable room under glass and the extra expense of this and the labor in transplanting them, will be more than recompensed by having fine flowers at a time when most of the stock is in poor condition. The plants that are growing inside will require considerable attention as the sun increases in power; the growth is very rapid and the vines must be kept erect or crooked flower stems will be the result. They should be gone over every day, and where the growing shoots are getting away from the supports they should be fastened to them.

Society of American Florists.

WASHINGTON CONVENTION, AUGUST 16-18.

The mailing of prints of the floor plan of the Convention hall in Washington, D. C., has just been completed. The plan covers the whole of the second floor of the building, which is most admirably adapted for the trade exhibition. As will be seen on reference to the plan, there is not a column, pillar, or other obstruction on the floor to interfere with the arrangement of the exhibits. Applications already received for space would seem to indicate that the trade displays will be even larger than those at the Cleveland, O., convention, at which all records were broken. The space rental remains the same as in previous years —60 cents per square foot. The cost of the official sign, including the rental of an upright, or stand, is $3. Rule No. 25 of the rules relating to the management of the trade exhibition, reading: "The selling of goods by persons or firms not having engaged space will be prohibited unless such persons or firms shall have secured a permit or license from the secretary, the same to cost not less than $35," will be strictly enforced, so that none other than exhibitors will be permitted to transact business on the floor until the license or permit mentioned has been obtained from the secretary.

Orders for signs should be sent to the secretary with the application for reservation of space. The rules require that 25 per cent of the total amount payable for space shall be paid upon the signing of the contract, and the balance before the exhibitor takes possession. Additional copies of the floor plan may be had upon application to the secretary.

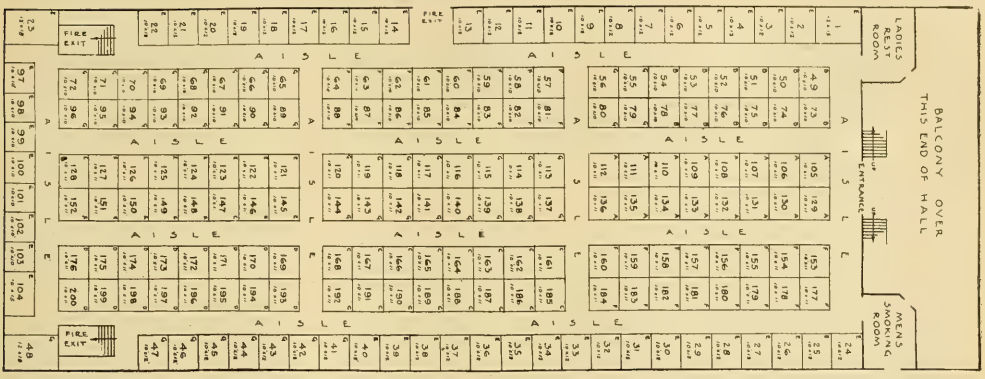
Membership cards will shortly be issued to all members in good standing, and such members will be required to present their cards at the entrance to the hall. The work of the secretary's office will be greatly facilitated if members who have not paid their dues will make remittance now. It might be again mentioned that at the annual meeting of the executive board, held in Washington last January, a resolution was passed authorizing the dropping of the name of any member from the membership roll for non-payment of dues after one year.

THE MEMBERSHIP DRIVE.

The drive for increased membership directed and supported by the executive board is about to commence. Complying with the board's resolution, President Thomas Roland, Nahant, Mass., has appointed the following committee to take charge of the drive: Chairman, J. F. Ammann, Edwardsville, Ill.; Joseph H. Hill, Richmond, Ind.; S. S. Pennock, Philadelphia, Pa.; A. L. Miller, Jamaica, N. Y., and Paul R. Klingsporn, Chicago. It will be the purpose and object of this committee to double the membership in the society before the date of the coming convention, and they will commence a vigorous campaign about May 15. Many novel plans and features to bring the desired results have been in process of working out. The different florists' clubs of the country have been called upon to co-operate, and they will appoint local committees to assist in the drive. The drive slogan is "Every member get a member," and if this idea materializes the society's present membership certainly ought to be doubled. The membership roll now contains about 3,500 names, and it is the earnest wish of the officers and directors to see this number increased to 7,000, which is but a nominal number, when it is considered that there are upward of 20,000 florists in the

BOSTON FLOWER SHOW.

Kurume Azaleas Exhibited by John S. Ames, North Easton, Mass.



SOCIETY OF AMERICAN FLORISTS' WASHINGTON CONVENTION EXHIBITION HALL FLOOR PLAN.
On Left K Street Entrances, Fifth Street on Top, L Street on Right, Entrance to Armory Meeting Room, Lower Right Hand Corner.

country. Our society bears the brunt of battle against all movements detrimental to the interests it represents, and, accordingly, must have strength of support to back it up.

The following have each guaranteed to secure the number of members stated with their names: Thomas Roland, (10); John Young, (10); J. J. Hess, Omaha, Nebr., (10); Joseph H. Hill, (10); C. C. Pollworth, Milwaukee, Wis., (10); Herman P. Knoble, Cleveland, O., (11); Paul R. Klingsporn, (10); J. F. Ammann, (10); Henry Penn, Boston, Bass., (10); George Asmus, Chicago, (10); A. Rasmussen, New Albany, Ind., (10); W. A. Rowe, Kirkwood, Mo., (10); Robert L. Graham, Jr., Baltimore, Md., (10); I. S. Hendrickson, Flowerfield, N. Y., (10); Wallace R. Pierson, Cromwell, Conn., (10); Frank H. Traendly, New York, (10); Thos. H. Joy, Nashville, Tenn., (10;) Alfred M. Campbell, Philadelphia, Pa., (10); W. H. Engelhart, Memphis, Tenn., (10); W. F. Gude, Washington, D. C., (10); A. Gude, Washington, (10); Joseph Kohout, Libertyville, Ill., (12); Carl Hagenburger, W. Mentor, O., (10), and John Canning, Ardsley, N. Y., (5 life).

NATIONAL PUBLICITY CAMPAIGN.

The secretary has been instructed to send out another appeal to guarantors who are delinquent in the payment of sums pledged to the campaign fund. The publicity committee is anxious to resume the national advertising at the earliest possible date and are greatly handicapped in making their contracts when they have insufficient funds in hand to cover their obligations.

DEPARTMENT OF PLANT REGISTRATION.

Public notice is hereby given that Henry J. Doll, Wankuk Greenhouses, Providence, R. I., submits for registration the new plant here mentioned:

Geranium, Mrs. Hattie A. Doll, seedling, parentage unknown. Plant a strong grower and free and early bloomer. Zone in leaf very distinct. Height, 18 inches. Color, glowing scarlet. Flowers, single, 30 to 35 in a large cluster. Single flowers, two inches in diameter with five large petals. Any person objecting to this registration, or to the use of the proposed name, is requested to communicate with the secretary at once. Failing to receive objection to the registration, the same will be made three weeks from April 20, 1921.

JOHN YOUNG, Sec'y.

Principles of Industrial Relations.

Overwhelming approval of a platform setting up 12 principles of industrial relations has been given by the membership of the Chamber of Commerce of the United States in a referendum vote, the result of which was announced recently. The vote taken was on the report of a special committee of the chamber's board of directors. This report went deeply into the subject of the employment relation, and recommended among other things, recognition of the right of open shop operation, and the right of employers and employes to deal directly with each other, without participation by outside interests.

At the same time, the chamber's membership in another referendum vote has approved a report of its committee on public utilities, recommending that strikes by public utility employes should be explicity prohibited, and that tribunals should be created by law to adjudicate in decisions binding on both parties differences between public utilities corporations and their employes. The vote on the two referenda was the largest ever recorded by the chamber on any subject.

The committee that prepared the industrial relations platform was named by the chamber's board of directors at the close of the president's first industrial conference in October, 1919. It was charged with considering the principles presented by the employers' group in the conference. Its members are: William Butterworth, president Deere & Co., Moline, Ill.; Frederick J. Koster, formerly president of the San Francisco Chamber of Commerce; Max W. Babb, vice-president the Allis-Chalmers Manufacturing Co., Milwaukee, Wis.; W. L. Clause, chairman of the board, Pittsburgh Plate Glass Co., M. J. Saunders, shipping, New Orleans, La.; Henry M. Victor, banker and cotton manufacturer, Charlotte, N. C.

The 12 principles of industrial relations advanced by the committee, and the vote on each, are as follows:

1. Every person possesses the right to engage in any lawful business or occupation, and to enter, individually or collectively, into any lawful contract of employment, either as employer or employe. These rights are subject to limitation only through a valid exercise of public authority. In favor, 1,675; opposed, 2.

2. The right of open-shop operation, that is, the right of employer and employe to enter into and determine the conditions of employment relations with each other, is an essential part of the individual right of contract possessed by each of the parties. In favor, 1,665, opposed, 4.

3. All men possess the equal right to associate voluntarily for the accomplishment of lawful purposes by lawful means. The association of men, whether of employers, employes or others, for collective action or dealing confers no authority over, and must not deny any right of those who do not desire to act or deal with them. In favor, 1,677; opposed, 4.

4. The public welfare, the protection of the individual, and sound employment relations, require that associations or combinations of employers or employes, or both, must equally be subject to the authority of the state, and legally responsible to others for their conduct and that of their agents. In favor, 1,671; opposed, 4.

5. To develop, with due regard for the health, safety and well-being of the individual, the required output of industry, is the common social obligation of all engaged therein. The restriction of productive effort or of output by either employer or employe, for the purpose of creating an artificial scarcity of the product, or of labor, is an injury to society. In favor, 1,675; opposed, 3.

6. The wage of labor must come out of the product of industry, and must be earned and measured by its contribution thereto. In order that the worker, in his own and the general interest, may develop his full productive capacity, and may thereby earn at least a wage sufficient to sustain him upon a proper standard of living, it is the duty of management to cooperate with him to secure continuous employment, suited to his abilities, to furnish incentive and opportunity for improvement, to provide proper safeguards for his health and safety, and to encourage him in all practicable and reasonable ways to increase the value of his productive effort. In favor, 1,679; opposed, 2.

7. The number of hours in the work day or week in which the maximum output, consistent with the health and well-being of the individual, can be maintained in a given industry, should be ascertained by careful study, and never should be exceeded, except in case of emergency, and one day of rest in seven, or its equivalent, should be

provided. The reduction in working hours below such economic limit, in order to secure greater leisure for the individual, should be made only with full understanding and acceptance of the fact that it involves a commensurate loss in the earning power of the workers, a limitation and a shortage of the output of the industry, and an increase in the cost of the product, with all the necessary effect of these things upon the interests of the community and the nation. In favor, 1,677; opposed, 3.

8. Adequate means satisfactory, both to the employer and his employes, and voluntarily agreed to by them, should be provided for the discussion and adjustment of employment relations, and the just and prompt settlement of all disputes that arise in the course of industrial operation. In favor, 1,668; opposed, 8.

9. When, in the establishment or adjustment of employment relations, the employer and his employes do not deal individually, but by mutual consent, such dealing is conducted by either party through representatives, it is proper for the other party to ask that these representatives shall not be chosen or controlled by, or in such dealing in any degree represents any outside group or interest in the questions at issue. In favor, 1,568; opposed, 54.

10. The greatest measure of reward and well-being for both employer and employe, and the full social value of their service, must be sought in the successful conduct and full development of the particular industrial establishment in which they are associated. Intelligent and practical cooperation, based upon a mutual recognition of this community of interest, constitutes the true basis of sound industrial relations. In favor, 1,664; opposed 2.

11. The state is sovereign and cannot tolerate a divided allegiance on the part of its servants. While the right of government employes, national, state or municipal, to be heard and to secure consideration and just treatment must be amply safeguarded, the community welfare demands that no combination to prevent or impair the operation of government or of any government function shall be permitted. In favor, 1,663; opposed, 4.

12. In public-service activities, the public interest and well-being must be the paramount and controlling consideration. The power of regulation and protection exercised by the state over the corporation, should properly extend to the employes in so far as may be necessary to assure the adequate, continuous and unimpaired operation of public-utility service. In favor, 1,649; opposed, 18.

The referendum on public utilities employment carried the recommendations of the chamber's committee on public utilities. These were two in number, and are given as follows, with the vote on each:

"The committee recommends that strikes by employes of all public service corporations, performing public service essential to the lives, health, security, comfort and well being of the people, should by law be explicitly prohibited. For, 1,564; against 97.

"The committee recommends that suitable tribunals should be created by law to adjudicate differences between the employes of public service corporations and their employers, and that the decisions of such tribunals should be final and binding upon both parties. For, 1,571; against, 100."

Members of the chamber's committee on public utilities are as follows: Lewis E. Pierson, chairman, Irving National Bank, New York; Henry G. Bradlee, president Stone & Webster, Boston, Mass.; Arthur W. Brady, president Union Traction Co., Anderson, Ind.; F. B. Deberard, director of research, New York Merchants Association; Albert W. Harris, president Harris Trust & Savings Bank, Chicago; Charles L. Harrison, director Cincinnati Chamber of Commerce; John W. Lieb, vice-president New York Edison Co., New York; H. L. McCune, lawyer, Kansas City, Mo.; Paul N. Myers, president St. Paul Association of Public and Business Affairs; John W. Van Allen, lawyer, Buffalo, N. Y.

San Francisco.

STOCK IN LIBERAL SUPPLY.

There has been a great increase in the rose supply the past week. From being practically on the short side all season, the supply has increased to such proportions that trade is unable to absorb the daily cut, thereby throwing a large lot of stock to the street merchants, who are offering it at low prices. The increase applies to nearly every variety. Mrs. Chas. Russell of the finest quality is now at lower levels than for a long time. The outdoor supply of Ulrich Brunner is also gradually getting larger. Cecile Brunner is about the only variety at the present time that is not in oversupply. Carnations continue to hold their own as regards price. They are of exceptionally good quality and there is no surplus after the increasing sales. As most of the sweet peas coming in are produced out-of-doors, much stock of fine quality is to be had. Fine long stems and large flowers are the rule and almost any desired color can be had at prices ranging from $1 to $1.50 per dozen small bunches. There is a great oversupply of tulips. Due to the low prices at which they can be purchased on the street, they are not receiving much attention from the stores. Some very good yellow freesias are being received. Snapdragon is showing much improvement and the best stock is bringing $1.50 per dozen. Ranunculus are in moderate supply and are used largely in basket work. Purple lilac still is plentiful and cheap. Easter lilies of fine quality continue to arrive and bring satisfactory prices. Gardenias are not so good as formerly and have declined in price owing to poor size. Cattleyas have increased somewhat in supply. Mossiae is now coming in and is very fine. The blooms retail at from $2 to $3 each. The violet supply is gradually diminishing and will shortly end, in the opinion of most growers. The shipping demand for this flower also shows a great falling off. Iris are quite plentiful and move slowly. There has been no increase in the peony arrivals and good prices are being realized for all offerings. Very little cut heather is to be had. Fruit blossoms continue to occupy attention for decorative work. Cut sprays of Famarix africana are being offered freely and have met with ready sale. Funeral work was reported brisk all week. The spring wedding season is also creating a strong demand for lily of the valley. Hydrangeas in pots are now being shown by all the stores. Rambler roses also continue to arrive. Azaleas and rhododendrons are getting scarce. All other pot stock is plentiful. The wholesalers report an excellent demand for ferns and asparagus. There is a large supply of all seasonable green goods.

R. D. Haentze,
Of the Haentze Floral Co., Elected Mayor of Fond Du Lac, Wis., April 5.

RETAIL FLORISTS' ASSOCIATION.

The monthly meeting of the Retail Florists' Association was held on April 6. Owing to the unavoidable absence of B. M. Joseph, chairman of the Easter advertising committee, no report of this committee was presented. Chairman P. V. Matraia of the exhibition committee made a detailed statement of the work accomplished by his committee in reference to the proposed flower show to be held in October. The matter of market conditions was thoroughly gone into by the members. Many of them spoke against the custom of the wholesalers of selling stock at retail. Other important matters engaged the attention of those present. The next regular meeting of the association will be held on the evening of May 4, at Native Son's hall.

NOTES.

The Dahlia Society of California has announced that the annual dahlia show will be held at the Palace hotel September 15-17. A preliminary premium list has been sent to all members. At the directors' meeting held recently the same board of directors was elected for the coming year. Richard Vincent, Jr., White Marsh, Md., was elected honorary vice-president. It was also decided to hold at least four general meetings of the society each year. The meetings of the board of directors will be held the third Thursday of each month. The exhibition committee for the year will be H. T. Hennig, Carl Salbach, J. W. Davies, Jesse Seal, F. C. Burns and Mrs. E. W. Lynberg. One of the features of the coming dahlia show will be an educational exhibit, showing the various types and how they have been developed during the last 135 years. Propagation, such as dividing of tubers, cuttings and seed raising, will also be explained to the visitors. In all probability the trial gardens of this organization will be located at the University of California, Berkeley, this year. Since the inauguration of the yearly trials by this society they have been conducted at San Rafael.

A meeting of growers and members of the Retail Florists' Association was held at the store of Podesta & Baldocchi, on Grant avenue, during the week to discuss the proposed new wholesale flower and plant market for white growers, 60 being in attendance. The growers were of the opinion that the building on Bush street which has been under consideration would not be suitable for their requirements, they desiring one of much larger floor and basement space, and also one where auto trucks could be driven into the building and unloaded, instead of being required to dispose of their stock on the sidewalk. Another meeting is scheduled for the near future

and in the meanwhile a search for a suitable location will be continued.

The exhibition committee of the Pacific Coast Horticultural Society met with the flower show committee of the Retail Florists' Association on April 8, at the Art Floral Co.'s offices. Chairman Matraia of the hall committee reported that the Civic auditorium could be had for three days for $1,317, but that the only date available which would include Saturday would be early in October. The members felt that this would be too early to insure a good display, it being the general opinion that the latter part of October would be the best time to hold the show.

The Southern Pacific and the Atchison, Topeka & Santa Fe railways are joint defendants in a complaint filed with the State Railroad Commission, wherein Domoto Bros. charge the collection of excessive rates for transporting fuel oil from Richmond to Oakland. This concern is large consumers of fuel oil for its greenhouses and the case is being watched with much interest by other trans-bay growers who have been compelled to pay excessive rates on oil shipments.

If appearances count for anything the present orchid shortage will be relieved very soon. This is the opinion of all who have visited the orchid range of John Carbone, Berkeley. His houses of Cattleya Mossiae are a perfect mass of buds and his stock never appeared to better advantage than it does at present. New hybrids in brassocattleyas can be seen in bloom there. Superintendent Percy Ellings is to be commended upon the fine appearance of this orchid establishment.

Chrysanthemum growers report planting as progressing rapidly and that this work will be shortly completed. Present prospects indicate about the same acreage being put out as last season. Early and mid-season varieties are being the most largely planted, very few late varieties being grown owing to the danger of frosts.

Angelo J. Rossi, of Pelicano, Rossi & Co., presided last week at a luncheon given to Mary Garden and other operatic stars of the Chicago Grand Opera Co. at St. Francis hotel. The Downtown Association, of which Mr. Rossi is president, was the host.

The monthly meeting of the Pacific Coast Horticultural Society was held on April 2. H. Plath spoke of the progress being made in preparation for the fall show. The next meeting in May will be ladies' night.

John R. Walsh, secretary of the Pacific Coast Horticultural Society, has left for a fishing trip to the northern part of the state.

The Suzanne Floral Co. has discontinued its Geary street store and will devote its energies to the Mason street establishment.

The Alameda County Dahlia Society will hold its annual exhibition September 4-6, at the Hotel Oakland.

B. M. Joseph will have charge of the Mothers' Day advertising for the Retail Florists' Association.

JAMES T. LYNCH.

Boston Notes.

The trade has generally been informed of the retirement of Thomas F. Galvin, Sr., from the firm of Thomas F. Galvin, Inc., and his association with his son, Thomas F. Galvin Jr., in the Devonshire street store. Mr. Galvin has had a long and honorable career as a retailer and has many friends in this city and throughout the country who wish him well.

At the Houghton & Gorney establishment, Park and Tremont streets, we recently noticed an innovation in cormade up with half a dozen cattleyas sage bouqets. Six of these had been in each, the innovation being that the flowers were on a background of ostrich feathers of a color to match.

D. A. Brownstein, of the Flower Shop, 114 Canal street, has an attractive store with fine show windows and two large ice boxes that are always well filled. R. T. Lombard, the former proprietor of this store, is now 82 years old, but active and cheerful.

Harry Quint, who already had a flower shop in the Hotel Victoria, has opened another good store at the corner of Dartmouth and Newberry streets with John T. Coolie, well and favorably known to the trade, in charge.

Maurice M. Saunders, for a number of years head decorator and designer for Wax Bros., opened a store a year ago at 240 Huntington avenue, opposite Horticultural hall, and is building up a good business.

W. T. Walke, Salem, in addition to a good stock of flowers for cutting and bedding plants, has a fine collection of his own seedling amaryllis. At the recent flower show he took first prize for his amaryllis.

Edward Welch, well known in the trade through his former activities in the wholesale line, and who for some time suffered from poor health, has recovered and is now with Harry Kelley, retail florist.

In addition to a great stock of cut flowers, including attractive baskets and small bouquets of Mayflowers, Penn, the Florist, has been featuring a fine stock of hydrangeas.

J. Newman & Sons, formerly at 24 Tremont street, is now located at 225 Tremont street. This firm started in business in 1870.

A large contract for filing the window boxes of the Copley-Plaza Hotel with arbor vitae, was completed last week by S. Hoffman, the Massachusetts avenue retailer.

Phillip Carbone and wife sailed for Europe on April 9 for a two months' visit that will combine business and pleasure.

A shop well stocked with cut flowers and flowering plants is kept by Max Fine, 200 Dartmouth street.

A. F. F.

Providence, R. I.

Trade the past week has been rather quiet. Stock is plentiful and of good quality. Roses have taken several drops and carnations are selling very low at present. Sweet peas are good, and sell well. Floral work has been rather slow.

NOTES.

Salesmen from the out of town houses have been in the city the past week booking orders for Memorial day business. The prospects are good so far with plenty of geraniums and other bedding stock for all. Magnolia wreaths and wax flowers will predominate as usual.

Several of the local florists were visitors at the Boston Flower Show the past week, and report it one of the best ever seen.

A. F. Faulkner, New York, representative of THE AMERICAN FLORIST was a visitor last week, on his way to the Boston show. H. A. T.

GREENVILLE, S. C.—A meeting of the creditors of Harold E. Rogers, bankrupt, was held here April 9.

LARNED, KAN.—Mrs. M. E. Angress, of the Broadway Greenhouse, has opened the Broadway Flower Shop at 418 Broadway.

ADRIAN, MICH.—Elmer D. Smith has recently sent chrysanthemum plants to Japan, New Zealand, Guatemala, France and England.

OBITUARY.

Augustus Hawley Goodwin.

Augustus Hawley Goodwin, vice-president of the W. W. Barnard Co., Chicago, died April 17 at the Drexel Arms hotel, that city, after a brief illness. During a recent trip to the east he contracted bronchitis, which gradually settled upon him after his return and finally caused death, despite the strenuous efforts of his physicians. The president of the company, Mr. Barnard, had preceded him but little more than a month, dying at Los Angeles, Calif., March 10.

Mr. Goodwin was born at Waterville, N. Y., July 15, 1844, and in early life engaged in the hardware business at Norwich, that state, later becoming a cotton factor in New York city. About 1885 he acquired an interest in the firm of Northrup, Braslan & Co., later styled the Northrup, Braslan, Goodwin Co., of Minneapolis, Minn. In 1896, upon reorganization of the company, he located in Chicago, forming the Goodwin, Harries Co., which was consolidated with W. W. Barnard & Co. in 1905, Mr. Goodwin becoming vice-president of the firm under the title of the W. W. Barnard Co. Mr. Goodwin retired from active business some years ago, but when Mr. Barnard became ill soon after, he resumed and continued work until a few days before his death.

While Mr. Goodwin had comparatively few close friends in the trade, yet he had no enemies. Of retiring disposition, he made little effort in recent years to increase his range of acquaintance in the seed trade, but he retained with firm grasp, older ones of the past 30 years. A man of great patience and gentleness, he rarely spoke a harsh or unkind word and his nearest associates found him always considerate and thoughtful of others. In the social affairs of life he was always a fine example of the true and polished gentleman, brilliant in conversation, and a charming host.

About 45 years ago, Mr. Goodwin married Miss Nellie Beebe, of Norwich, N. Y., where her father was a prominent merchant. Mrs. Goodwin survives, also one brother, Samuel W. Goodwin, of New York city.

Funeral services were held at Boydston's chapel, Chicago, April 20, the Rev. Clyde McGee, of Bethany Union church, officiating. Burial will be at Waterville, N. Y., in the family lot.

Ernest Granz.

Ernest Granz, of the firm of Rowehl & Granz, florists and nurserymen of Hicksville, N. Y., died on April 10 of a complication of diseases, age 57. He was born in Germany and came to this country when very young. Mr. Granz had been in business at Hicksville for 31 years. Funeral services were held at the Lutheran church, that city on April 13. Among those who attended the funeral was J. K. Allen, New York, an old friend of the deceased.

Mr. Granz is survived by his wife, two daughters and three sons.

A. F. F.

BAD AXE, MICH.—The Deady Greenhouse, closed for the past three years, has been reopened by Edward A. Houghy of Saginaw.

PEORIA, ILL.—Jacob T. Shoaff, pioneer resident of this city and florist at Glen Oak park conservatory for 25 years, died recently, age 70 years.

LOUISVILLE, KY.—Ground has been broken at the state fair grounds for a horticultural building, 200 by 400 feet, which will provide good facilities for floral exhibits.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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SOFT coal prices are reported declining.

EASTERN railroads will cut tourist passenger rates 10 per cent, effective May 15.

THERE were 495,904 idle cars on American railroads March 31, the largest number in their history.

AN advertisement for a gardener in a recent Chicago newspaper brought 440 replies, while a similar advertisement in the same paper two years ago brought none.

FERD. W. PECK, Chicago, former commissioner to the Paris exposition, recently a guest at the Waldorf hotel, New York, distributed each morning a bunch of white carnations to other guests.

PRESS dispatches from Washington state that the United States no longer requires passports or permits for American citizens entering or leaving the United States, so the state department announces.

POPPY DAY will be observed May 30 in honor of the American soldier dead in the late war.

Mothers' Day.

The general newspapers of April 14 gave wide publicity to the following, but the national use of flowers on Mothers' Day (Sunday, May 8, this year) will go on without interruption notwithstanding this local outburst against it:

The Mothers' Day International association in Philadelphia has abandoned the flower as a symbol for this year's Mothers' day on May 8. "These are not times to waste money on flowers," the proclamation reads. It warns against impostors, saying no one is authorized to solicit funds or sell anything for Mothers' Day.

American Rose Society.

EXECUTIVE COMMITTEE MEETING.

A meeting of the executive committee of the American Rose Society was held in Horticultural hall, Boston, Mass., April 7. After the reports of the secretary and treasurer had been read, J. Horace McFarland, editor of the Rose Annual, stated that the 1921 edition of that publication had been sent to all members. There was a lengthy discussion in regard to increased membership, and several directors pledged themselves to bring in 25 new members before the middle of next summer. Ex-Secretary E. A. White and Thos. N. Cook were guests at this session.

As a part of the programme at the Boston Flower Show, held April 6-10, the American Rose Society presented a series of lectures by its members as follows:

Wednesday—President Robert Pyle gave an illustrated talk on gardens in Europe and America, showing pictures of the American Rose Society test gardens in Hartford, Conn., Minneapolis, Minn., and Portland, Ore., and many beautiful pictures of the Bagatelle gardens in Paris, France, and the Roserie de'l Hay, just outside of that city.

Thursday—J. Horace McFarland spoke on "The Rose in America," with many beautiful lantern slides both of private and public gardens in the United States.

Friday—Chas. H Totty told of his trip to Europe and France last summer and of his visits to the various rose gardens there, comparing conditions with those here and telling particularly of some of the newer roses which he believed to be of value for outdoor planting.

Saturday—Wm. N. Craig gave a most practical talk on the culture of outdoor roses in New England, giving in detail the steps necessary for success with each class of roses in this particular climate, recommending varieties, methods of planting and the combating of insects and diseases.

Sunday—B. S. Letson, Boston, Mass., spoke on flower arrangements in the home, illustrating with cut roses which had been supplied for the occasion by Thomas Roland, and which were afterward distributed among the audience.

Great interest was manifested in all the lectures, the attendance averaging about 200. At the suggestion of the Massachusetts Horticultural Society, the American Rose Society had show cards recommending varieties suitable for planting in New England. These cards were placed in the entrance hall and attracted great attention throughout the week.

JOHN C. WISTER, Sec'y.

Business Continues to Improve.

An indication that business conditions throughout the country are getting better is found in the fact that the volume of distribution by jobbers and retailers showed a distinct gain in March over February, says Archer Wall Douglas, chairman of the committee on statistics and standards of the Chamber of Commerce of the United States. Mr. Douglas reports at length on the business situation in the May number of The Nation's Business. The whole tone of Mr. Douglas' report is optimistic. He points out many signs as indicative of an improvement in the situation, and as tending to foreshadow a return to more settled and stable conditions.

Retailers' Keynote.

President Roland, in his optimistic and excellent inaugural message, stated that people love plants and flowers, and only need to learn the many ways in which they may be used and reminded of the joys which come with them, to increase their sale.

Here is a keynote for the retailer. Exploit the stock in every possible way, make the store attractive with the best products of the greenhouse artistically arranged and featured. Every event in life, from the cradle to the grave, presents an opportunity for the use of flowers, which can be greatly increased by constant and timely presentation.

National Flower Growers' Association.

The list of officers of the National Flowers Growers' Association, corrected to date, is as follows: W. J. Keimel, Elmhurst, Ill., president; James W. Heacock, Wyncote, Pa., vice-president; J. F. Ammann, Edwardsville, Ill., secretary; Wallace R. Pierson, Cromwell, Conn., treasurer; E. H. Mann, Richmond, Ind.; Joseph Kohout, Libertyville, Ill.; E. Allan Pierce, Waltham, Mass.; Carl Hagenburger, West Mentor, O.; W. J. Pilcher, Kirkwood, Mo.; James S. Wilson, Des Moines, Ia.; Thos. Roland, Nahant, Mass., directors.

New Hanging Basket.

A new pyramid shaped hanging basket is being introduced by Reed & Keller, New York, made of galvanized iron, corrugated, with iron chains, japanned in colors, with a large drain at the bottom. Inside of the bottom is a trap to prevent the soil from falling through the large drain. The corrugated sides of the basket give it much greater draining surface and permit the air to reach the plant much better than the old-fashioned straight liner. Patent has been applied for.

Everlastings.

The use of everlasting flowers (some of which very improperly and distastefully are called straw flowers) has become very general in the trade during recent years, statice, helichrysum, etc., and there are many occasions on which they can be employed with excellent results. Already one firm, the San Diego Everlasting Flower Co., of La Jolla, Calif., with 35 acres of land, is specializing in the production of these flowers.

Personal.

Andrew Graham, of Cleveland, O., and daughters, returned from Florida last week.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time and place of meeting.]

Buffalo, N. Y., April 26, 8:30 p. m.—Buffalo Florists' Club at the General Electric building. William Legg, secretary, 889 W. Delavan avenue, Buffalo.

Columbus, O., April 25, 8 p. m.—Columbus Florists' Association at the Neil house. E. A. Munk, secretary, 19 S. High street, Columbus.

Newport, R. I., April 28, 8 p. m.—Newport Horticultural Society at Music hall, Thames street. Fred P. Webber, secretary, Nelville, R. I.

Seattle, Wash., April 24, 8 p. m.—Florists' and Gardeners' Union No. 16,667 at I. O. C. T. hall. E. Popp, secretary, Fort Seilacoom, Wash.

Wilmington, Del., April 25, 8 p. m.—Wilmington Florists Club at member's place of business. Roy G. Brinton, secretary, 800 W. Ninth street, Wilmington.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By good grower of roses, carnations and general stock. Address

A. F. F., care American Florist, 134 West 16th St., New York.

Situation Wanted—By gardener and florist; single; having long experience on private estates and institutions. Good Scotch and American references. Capable of taking full charge. Address **Box 3, Hardwick, Ga.**

Situation Wanted—Capable of taking charge; first class grower of roses, carnations and all kinds of forcing stock. State wages and full particulars. Address,

Key 557, Care American Florist.

Help Wanted—A competent man for a New York retail store. Address

A. F. F., care American Florist 134 West 16th St. New York

Wanted—Alfred E. Hachet, or anyone knowing or seeing him, write Rosa Hachet, Chattanooga, Tenn., Highland Park. Very important; estate to settle.

Store Wanted—On the north or northwest side, Chicago. Mail full particulars as to price and location. Address

Key 556, care American Florist.

Greenhouses for Sale—Containing 20,000 feet of glass; well stocked with roses, carnations, sweet peas, etc. New boiler recently installed. Located in Chicago, on northwest side, south of six corners and one block from street car line. Doing a fine retail trade. Reason for selling, old age. Address,

Key 554, Care American Florist.

HELP WANTED

First-class storeman, designer and decorator. Must be able to take entire charge of retail store. References wanted as to ability and perfect honesty. Permanent position and good chance for the right man. Wages, $40.00 to start. Address

Key 553, care American Florist.

Situation Wanted

All around storeman is open for position in Chicago. Ready to start work immediately.

Key 555, care American Florist.

FOR SALE

Good second-hand pipe for water and steam purposes and for culverts in all sizes, from ¾-inch to 14-inch; also for support posts for irrigation systems. Write us for prices

MAX ZEIGLER & BROS., Muncie, Ind.

BOILER FOR SALE.

Due to changes in our heating equipment, we have for sale at our Edgebrook greenhouses a boiler 11½ feet long, with seventy 2½-inch flues, 6 feet long.

This boiler is of locomotive type, with a 4x4-foot fire box and a 2-foot dome. It is in good condition and will be sold to the party making the best offer.

The Geo. Wittbold Company, 745 Buckingham Place, Chicago, Ill.

FOR SALE

Glass: 16x24, 16x20, 16x22, per box	$5 50
16x16, 14x16, per box	4.50
12x16, 10x16, per box	4 00
1¼ in. wrought iron pipe, per foot	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each	2.50
Rafters or sash bars, per foot	.02
Shafting (heavy), per foot	.10
Shafting (light), per foot	.06
Ventilating arms, each	.25
Ventilating hangers, each	.10
Garland iron gutters, per foot	.40
	Per 1000
6 ft. wire stakes	$13.50
5½ ft. wire stakes	10.00
5 ft. wire stakes	10.60
4 ft. wire stakes	7.50

PETER REINBERG

30 East Randolph Street, CHICAGO

FOR SALE

Two acres of land facing Forest Preserve and two roads, one to be a state road. Auto truck express daily to Chicago market, 14 miles distant. Five greenhouses; area covered by glass, 14,000 square feet. Eight-room dwelling, fully equipped with hot water heat, gas, electric light, village sewer and water, also rain water cistern and cement walks. Fruit trees and berries on place. Price, $15,000.

Henry D. Neve, Des Plaines, Ill.

Forced Sale

Exceptionally fine greenhouse property in Evanston, Illinois, must be sold by order of court to close litigation. Located on corner, 172x251 feet; greenhouses cover over 30,000 square feet and are equipped with concrete benches. There is also a 7-room heated dwelling on the premises and necessary sheds, etc. Property worth double what you can buy it for now.

Frederick H. Brammer

138 North La Salle Street CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $8.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

Home-Grown Stock

Greatly Increased Demand

If you have any to offer, or are likely to have any soon, **advertise in these columns now.**

AMERICAN FLORIST CO.

440 South Dearborn Street, CHICAGO

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

St. Louis, Mo.

STOCK CLEANS UP NICELY

The market continues to be flooded with stock, generally speaking, but despite this fact, and slightly contrary to it, there is a very limited quantity of high-class material on hand. The trade has stiffened up considerably during the last few days and stock has ceased to sell at a loss. Roses are taking the lead this week with Premier, Mrs. Chas. Russell, Columbia, Butterfly, Ophelia, Sweetheart, Ward and a few Killarneys, the best selling varieties. The quality of the stock is excellent, long-stemmed and wide-awake, and the demand is good. Carnations are more than plentiful and they sell well. There is an over-abundance of the white varieties and a shortage of dark kinds. The demand is rapidly picking up. Calla lilies are plentiful and find a ready use in funeral displays. The finest Lilium Harrisii that has found its way here in years, is now coming in, and they are selling for from six to 12 cents each wholesale. Sweet peas of a medium grade are offered at all establishments, but fancy varieties are scarce and bring a high figure. They find their chief use in corsage bouquets. Calendulas of large size are among this week's offerings, with but little call. Jonquils are indeed scarce and the demand is not brisk. The stock, however, is of exceptional quality. Mignonette is much sought after and hard to obtain. Some very fancy snapdragons are to be had at high prices. The demand is good. Daisies, both the yellow and white varieties, are being brought onto this market. They are very long stemmed, but do not sell well. A very limited quality of fine Spanish iris is to be had at a fancy price. The stock is long stemmed. The supply, though limited, is steady and the demand excellent. Delphiniums, the season's first, are now beginning to come in and they are valuable stock. The demand is far greater than the supply and being the season's first, they sell rapidly. Only light blue spikes are to be had. Gladiolus is arriving and the demand is exceptional. Myrtle, Pink Beauty and a few other kinds are the only ones seen, as yet. The offering is very limited and they wholesale at from $2.50 to $3 per dozen. Cattleyas are plentiful this week and displayed by many stores, constituting the chief feature of several weddings. A few home-grown violets are also seen, and sell slowly. Lily of the valley is very scarce and the demand is the best. There are no hyacinths of any kind, and the number of tulips coming in show a large decrease over last week's figures. Common varieties are plentiful but much of the stock was nipped by the frost. A limited quantity of Darwins are to be found, and they sell well. A few good double tulips are coming in, but move slowly. Some fine amaryllis are offered with only light red varieties being disposed of. Hydrangeas are plentiful and seen in all windows, but there is little call for them. Retailers have cleaned up on begonias this week with the call continuing firm. A few well-grown plants of calceolarias are seen and sell well, commanding good prices. Bougainvilleas are shown in a few establishments and are in great demand as a house plant. Pansies are very plentiful and the stock is of exceptional quality, being very large-flowered and long-stemmed. Geraniums and blue and white ageratums are being shown in large quantities and they always bring a fair price. Pandanus, dracaenas, ferns and other novelties, remain at the same figure. Greens are plentiful. Ferns of first-class quality are bringing $6 per 1,000. Some very fancy boxes of growing plants are offered at reasonable prices and many are making a specialty of $1 boxes, which contain a few roses, carnations and sweet peas.

FLORISTS' CLUB MEETING.

The Florists' Club held its regular meeting April 14. The session was called to order by President Rowe. The publicity committee reported that arrangements had been made with the Missouri theater to put on a special act in which numerous girls will appear upon the stage, each dressed to represent a certain flower. It will be known as the "Say It With Flowers" week at this show house. The main features of the afternoon were lantern slide lectures given by Messrs. G. H. Pring and J. F. Ammann, Edwardsville, Ill. Mr. Pring spoke about the New York spring show, which he had attended, and Mr. Ammann lectured on "Publicity." Dr. R. S. Vitt and Carl Smith, chairman of the local safety council, gave interesting talks on the conservation of human life. The meeting was well attended and a profitable time was had by all.

NOTES.

The decorating for a number of important weddings this week was had by Grimm & Gorly. Messrs. Harvey and Duenberg were the designers in charge of the work. This firm is contemplating a Mothers' Day window for the coming week.

The "Say It With Flowers" Bowling league met April 13, at which time the "Carnations" won three straight games from the leaders. The big race for first place is now on with the "Carnations" lacking but one game from being winners.

The Windler Wholesale Floral Co. is cleaning up on roses and carnations and is probably the only concern that has jonquils in stock.

An attractive window consisting of baskets of plants, with begonias the the feature, is seen at the Fred C. Weber store.

The St. Louis Wholesale Cut Flower Co. reports some large orders for orchids and roses during the past week.

The Mullanphy Floral Co. states that they have had a very large funeral business this week.

Fine bougainvilleas and snapdragons are being handled by the Bourdet Floral Co.

The H. G. Berning Floral Co. has been unusually busy filling orders.

A lively business in delphiniums is reported by C. A. Kuehn.

Visitor: Allen Strauss, New York.

R. D. M.

TUBEROSES.

WHITE BULBLETS

(GLADIOLUS)

	1000
America, ½-¾ in.	$ 5.50
America, ½ in. and under	4.50
Mrs. F. Pendleton, ½ in. and under	10.00
Mrs. F. King, ½ in. and under	4.50
Panama, ⅜ in. and under	6.50

TUBEROSES Well cured, Free from rot.

	100	1000
Dwarf Excelsior Pearl, 1st size, 4-6 in.	$4.00	$35.00
Variegated Leaved, single	3.75	32.50
Albino, single	3.75	32.50
Armstrong's Ever-Bl'm'g	3.75	32.50
Mexican	3.00	25.00

CALADIUMS With Real Sound Center Shoots.

	100	1000
5- 7 inch	$ 4.50	$ 40.00
7- 9 inch	7.50	70.00
9-11 inch	12.00	100.00

GLADIOLUS From Our Own Farms.

	1000
America, First	$27.00
America, Medium	22.00
Halley, Medium	35.00
Mrs. F. King, First	25.00
Mrs. F. King, Medium	20.00
Schwaben, First	60.00
Florist Mixed	25.00
Standard Mixed, First	22.00
Standard Mixed, Medium	19.00

Our Spring Book "For Florists" Now Ready.

CHICAGO Vaughan's Seed Store NEW YORK

LARGE CUTS OF
ROSES
----FOR----
Mothers' Day, May 8

Exceptionally fine White Killarney, Killarney, Ophelia, Mrs. Chas. Russell, Sunburst, Premier and Columbia.

CARNATIONS

Good Supply of White, Pink and Red

While we will have a good supply of Carnations, there will not be enough flowers to supply the demand, so push roses on that day. You will find that the public in a great many cases prefer them to carnations. so make allowance for the scarcity of carnations and substitute roses. They will move just as quickly. Make up your order for us today.

When Ordering Remember White Flowers Stand for Mothers' Memory and Colored Flowers for Mothers Living

Buy Direct From the Grower — **MOTHERS' DAY PRICE LIST** — **Subject to change without notice**

MRS. CHAS. RUSSELL and PREMIER	Per 100
Specials	$35.00 to $40.00
Fancy	30.00
Select	25.00
Medium	15.00 to 20.00
Short	8.00 to 12.00

OPHELIA and SUNBURST	Per 100
Specials	$20.00 to $25.00
Select	18.00 to 20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00

COLUMBIA	Per 100
Specials	$35.00 to $40.00
Fancy	30.00
Select	25.00
Medium	15.00 to 20.00
Short	8.00 to 12.00

Killarney	Special	20.00 to 25.00
	Select	18.00 to 20.00
White Killarney	Medium	12.00 to 15.00
	Short	8.00 to 10.00
ROSES, OUR SELECTION		12.00

CARNATIONS—All colors..... $10.00 to $12.00

Sweet Peas, all colors	$3.00 to $ 5.00 per 100
Valley, order of us for the best..	8.00 to 10.00 per 100
Ferns, per 1000	$5.00
Adiantum, per 100	2.00

GALAX	Per 1000
Bronze	$2.00
Green	2.00
Asparagus, per bunch	.50

Order from us and get the freshest stock and of best keeping quality and have the assurance of supplies such as can only come from 2,000,000 FEET OF MODERN GLASS

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

CHOICE QUALITY OF ROSES
In All Lenghts of Stem
Buy Direct from the Grower

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST—Subject to Market Changes

RUSSELL	Per 100
Fancy Long	$25.00
Good Length	20.00
Medium	10.00 to 16.00
Short	6.00 to 8.00

COLUMBIA	
Fancy Long	$20.00
Good Length	16.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

PREMIER	
Fancy Long	$20.00 to $25.00
Good Length	16.00
Medium	10.00 to 12.00
Short	6.00 to 8.00

HOOSIER BEAUTY	Per 100
Long	$16.00 to $20.00
Medium	$10.00 to 12.00
Short	5.00 to 8.00

OPHELIA	
Long	$12.00
Medium	8.00 to 10.00
Short	5.00 to 6.00

SUNBURST	
Long	12.00 to 16.00
Medium	8.00 to 10.00
Short	5.00 to 6.00

WHITE KILLARNEY	
Long	$10.00 to $12.00
Medium	8.00
Short	4.00 to 6.00

ASSORTED ROSES
—OUR SELECTION—

Good short and medium, including some **Russell, Columbia and Premier.** In lots of 200 or more. $8.00 per 100.

Fancy Ferns, per 1,000	$5.00
Adiantum, per 100	$1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	.35

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
NOTICE!—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

STOCK IS NOT SO PLENTIFUL.

There was a great change in the market conditions following the cold wave of last week and Monday, April 18, found stock well cleaned up in almost all lines at greatly advanced prices. There was a noticeable decrease in the supply as early as the previous Saturday when the department stores were unable to obtain enough stock to advertise special bargain sales of cut flowers. Carnations are in strong demand this week and are none too plentiful at this writing, with fancy stock selling at $4 and $6 per 100 and in some instances more especially on Laddie and Ward. American Beauty roses are holding their own and the demand for roses in general is strong enough to take care of all the stock that is arriving in this line. Mrs. Chas. Russell, Premier and Columbia are having the best call but there is no surplus in any of the other varieties grown for this market. Orchids are plentiful and are offered at prices within the reach of all the stores. Lily of the valley is in good demand and gardenias are cleaning up nicely. Lilies are in fair supply and the same holds true for callas. Sweet peas do not appear to be any too plentiful and violets are on the short side. Some fine snapdragons are included in the offerings together with choice stocks. Lupines, white, blue and yellow daisies, pansies, larkspur, calendulas, candytuft, for-get-me-nots, mignonette, statice, local indoor and southern grown gladioli, jonquils and other miscellaneous seasonable stock is included in the offerings. Greens are in fair supply. Business has shown a wonderful improvement this week but some of the dealers are inclined to believe that with a few warm days the supply will again be greater than the demand.

NOTES.

A prominent retailer mentioned the other day in speaking of the special sale on roses recently by the department stores at low prices, that it would be a good idea to limit the length of stems on stock finding an outlet through these channels and at the same time derive the same benefits. He is not exactly against the department store sales, but believes that it is hardly fair for the wholesaler to expect him to do business when a nearby establishment conducts a special sale on roses just as good, if not better, in some instances, at such ridiculously low prices that he would not even attempt to meet them. This was particularly noticeable about a week ago when several of the prominent retailers advertised prices on one page while in the same issue near to it a large loop

Do not take any fake or imitation thread, claimed to be the Meyer silkaline, or smilax threads. Be sure the name Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from and you will notice that our threads run full two ounces of thread to the spool. Be sure and get the Meyer thread.

Mothers' Day

MAY 8

The demand for Cut Flowers will be exceptionally heavy for this occassion making it necessary for everyone to place their orders immediately. We will make a special effort to fill all orders in full for those who place their orders with us early. **DO IT NOW.**

GOOD SUPPLY

Roses and Carnations

in all the Leading Varieties Grown for this Market.

Sweet Peas, Daisies, Tulips, Orchids, Lilies, Snapdragons, Callas, Valley, Stocks, Calendulas and all other Miscellaneous Seasonable Cut Flowers. Complete Line of Greens.

MOTHERS' DAY PRICE LIST

Place Orders with us NOW and be assured of YOUR supply.

	Per 100
Premier	
Special	$40.00
Fancy Long	$30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Russell	
Special	40.00
Fancy Long	30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Milady	
Special	40.00
Fancy Long	30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Columbia	
Special	35.00
Fancy Long	30.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00

	Per 100
Ophelia	
Special	$30.00
Long	$20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
Sunburst	
Special	30.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
White	
Special	30.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
Butterfly	
Special	35.00
Long	25.00 to 30.00
Medium	15.00 to 20.00
Short	12.00
Mrs. Ward	
Special	25.00
Long	20.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

BRUNNER, the Miniature Rose, $5.00 to $6.00 per 100.

Extra Special Roses Billed Accordingly

ORCHIDS

Choice Home-grown Cattleyas—$12.00 to $15.00 per dozen.

MISCELLANEOUS FLOWERS

	Per 100
Carnations	
Select	$12.00
Fancy	15.00
Lilies	20.00
Valley	8.00
Sweet Peas	$ 2.00 to 4.00
Calendula	3.00 to 6.00
Jonquils	6.00 to 8.00
Tulips per 100,	6.00 to 8.00
Mignonette per 100,	8.00
Calla Lilies per doz.,	3.00 to 4.00
Pansies, dozen bunches	2.50
Daisies per 100,	3.00 to 4.00

DECORATIVE GREENS

Ferns	$5.00 per 1000
Adiantum	$1.50 to 2.00 per 100
Plumosus	50c bunch
Sprengeri	35c to 50c bunch
Boxwood	per pound, 25c
Smilax	$4 00 doz.
Galax	$15.00 per case; $2.00 per 1000
Mexican Ivy	per 1000, $10.00
Leucothoe	per 1000, 10.00

Prices Subject to Change Without Notice. Open Week Days 8 a. m. to 5 p. m.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

EXTRA HEAVY SUPPLY

ROSES--CARNATIONS

For Mothers' Day

Place your orders with us and you will get the best stock obtainable for the least money

MOTHERS' DAY PRICE LIST—Subject to change Without Notice.

COLUMBIA	Per 100
Extra long	$30.00
Select	25.00
Medium	18.00
Short	10.00
PREMIER	
Select	30.00
Medium	20.00
Short	12.00

OPHELIA	Per 100
Select	$15.00
Medium	12.00
Short	8.00
SUNBURST	
Select	15.00
Medium	12.00
Short	8.00

CARNATIONS	Per 100
Wards and White	$12.00
Enchantress	10.00
Rosette	12.00
MISCELLANEOUS	
Calla Lilies, per doz	$ 2.00
Ferns, per 1000	6.00
Galax, per 1000	2.00
Sprengeri, per bunch	.50

WIETOR BROS.

30 East Randolph St., L. D. Phone: Randolph 2081 **CHICAGO**

department store quoted long stemmed fancy roses at less than 40 cents per dozen. The writer does not attempt to criticize nor does the retailer referred to in this item, but his suggestion is a good one and if it will lessen the supposed evil, why not adopt it? What do you think of the idea?

Wietor Bros. are busy replanting and expect to have all the new soil in their benches by May 1. Two houses of carnations have been planted and the benching of the young stock is almost completed. N. J. Wietor says that the new white carnation, Joy, will be given considerable bench space next season.

The Henry Wittbold Co., now located in the Atlas building at 30 East Randolph street, will move to 75 East Adams street early next month. The new store will be equipped by the A. L. Randall Co. in keeping with its surroundings.

Kreitling's store on E. Van Buren street, near Michigan avenue, was right in the path of the violent wind April 16, when a lady was blown through one of the windows and is reported to have died later at St. Luke's hospital of her injuries.

Paul Richmond, who has been at the Rosery, 6972 N. Clark street, since his return from Salt Lake City, Utah, last year, leaves April 23 for Oklahoma City, Okla., where he will have charge of John W. Furrow's new retail store.

C. O. Wilcox, of the W. G. Madson Seed Co., Manitowoc, Wis., visited his many friends in the wholesale cut flower market here this week, after an extended business trip in the south.

Arbor and bird day was generally observed by the school children of the city and state April 15, planting trees and erecting bird houses.

The E. F. Winterson Co. is moving a large quantity of huckleberry, which is making new friends among the green buyers every day.

Help Yourself to the Market.

YOUR 1st PROTECTION

The thing every customer wants to know is the price; price-giving with your cut flowers that makes for quick sales, increased sales, simplified selling, and saves a lot of unnecessary talk and unnecessary questions. As long as the retail dealer fails to display prices, a question of doubt is raised in every transaction.

Our wholesale market letters supply price information to the retail florist that means exactly what they say.

Principal Location in The Market

KENNICOTT BROS. CO.
174 N. Wabash Avenue
CHICAGO

Place Your Mothers' Day Order Early

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Excellent Roses

SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red CARNATIONS

Including the finest Mrs. C. W. Ward on this market, bar none

**Valley, Snapdragons, Lupines, Calendulas, Larkspur,
White and Blue Daisies, Sweet Peas, Forget-Me-Nots,
Lilies, Stocks and all other seasonable Cut Flowers.
Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri.**

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

Miss Ruth Allen, of Oak Park, and Fred Krell, well known florist, 3021 Southport avenue, were married at La Grange April 20 and are spending their honeymoon in the east. The happy young couple have the best wishes of their many friends for a safe and happy voyage down the matrimonial sea.

P. Peterson, of the Chicago Carnation Co., Joliet, was here on one of his frequent visits April 19. He says business has been good and is optimistic in regard to the future demand. He believes in advertising and makes good use of printers' ink in his vicinity.

A. L. Vaughan & Co. have no complaint to make in regard to business this week, which has improved considerably, especially the out-of-town demand. The week opened strong with a steady stream of messengers with telegrams all day April 18.

M. C. Wright, of the Lord & Burnham Co., returned this week from a successful business trip in the east. George Sykes and wife, who have been spending the winter in Florida, are expected home in the near future.

Corsage Shields

	Per doz.
Lace Shields (all colors)	$2.25
Invisible Shields (green only)	2.25
Colonial Shields (green only)	1.25
Celluloid Shields (per 100, $5.00)	.75

Corsage Pins

4½ Inches Long.
(With glass heads, any color.)

Per gross	$1.50
5 gross or more, at	1.40

Get Our Complete List of Other Items. It's free.

GEO. H. ANGERMUELLER CO.
Wholesale Florists, 1324 Pine St., ST. LOUIS, MO.

John Stobie, formerly of Evanston will confer a favor upon his sister, Mrs. Isabella M. Valent, 427 Rebecca avenue, Wilkinsburg, Pa., by sending his present address for important news from home.

Poehlmann Bros. Co. is in splendid crop with orchids and report a good demand for same. This firm is cutting exceptionally fine carnations including Joy, the new white that looks most promising.

New Crop

Sphagnum Moss

Vaughan's Seed Store
Chicago & New York

Single Bales or Carlots

CONTRACT NOW

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES
Absolutely the finest supply of Cut Lilies in this market.

ROSES
COLUMBIA
RUSSELL
White Killarney
Butterfly
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS
Valley Cattleyas

CARNATIONS
Callas Mignonette

SWEET PEAS
Candytuft
Yellow Daisies White
Snapdragons
Calendulas

GREENS
Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

The late Peter Reinberg is not easily forgotten. His portrait appeared in a morning newspaper April 20 along with 12 other prominent democratic leaders who died recently. Harry R. Gibbons, county treasurer and close friend of Peter Reinberg, died suddenly April 19.

John Kruchten, of the John Kruchten Co., has been troubled more or less of late with rheumatism but manages to stay on the job. Henry Kruchten was badly bruised about the face last week when he was thrown while stepping out of an auto.

Henry D. Neve says his new range will be built at Des Plaines instead of Park Ridge, as mentioned in these columns last week. The Des Plaines people are certainly loyal and do not like to have anyone put them into Park Ridge.

John Weiland of Evanston has the sympathy of the trade in the loss of his daughter, Doris, whose death occurred April 19. She was killed instantly when struck by an auto while crossing the street in front of her home.

Zech & Mann are handling a fine supply of roses in addition to a large quantity of choice sweet peas. The shipping trade is more active at this establishment and the stage is now being set for Mothers' Day.

William Wolf, one of the East Monroe street florists, walked away with practically all the prizes in one of the bowling tournaments on the south side last week, including a neat sum of cash.

On the petition of L. Koropp, a receiver was appointed for the Bergman-Koropp Co., manufacturers of prepared flowers and foliage, by Judge Sullivan, April 19.

Kennicott Bros. Co. is booking orders for Mothers' Day and from present indications the demand will be as strong if not greater than in former years.

Bassett & Washburn are cutting a good supply of roses which are cleaning up nicely owing to the great improvement in the shipping demand.

The J. A. Budlong Co. is fortunate in having a large supply of cut ferns this season, which are exceedingly scarce and in strong demand.

Walter Walters, of the Central Floral Co., is back on the job after a pleasant visit with his folks at Milwaukee, Wis.

Vaughan's Seed Store reports the heavy demand for gladiolus bulbs continues and that other spring bulbs are going freely.

The directors of the Chicago Flower Growers' Association held their regular quarterly meeting at the store April 19.

The E. C. Amling Co. is supplying its trade with statice in addition to its unsual complete line of cut flowers.

The Joseph Foerster Co. is pleasing its trade with choice sweet peas, which it is handling in quantity.

Irvin Stein, of Seligman & Stein, New York, called on the trade here this week.

Erne & Co.'s shipments of cut flowers include a nice supply of choice stocks.

Visitors: E. Niednagel and wife, Evansville, Ind.; Karl P. Baum, Knoxville, Tenn.; A. F. Borden, Los Angeles, Calif.

Boston.

MARKET GRADUALLY IMPROVING.

Stock this week cleaned up fairly well. The market opened quite weak but gained strength later on. Roses and carnations were most in demand with no increase in prices until the last of the week. The retail stores have mostly funeral work with no cut flower trade to speak of. There has been a considerable demand for wedding flowers. Lily of the valley, white sweet peas and white roses are bringing a premium over other stock. No very fancy roses are coming in except a few special American Beauties. Bulb stock is about finished, only a very few jonquils left and no great call for them. There are no novelties noted on the market this season. Snapdragon is arriving in large quantities with only a small amount of good quality stock. Iris is very scarce and inferior flowers are selling at $3 to $4 per dozen. Gladioli are quite late this year; several calls for it have been received by the wholesalers and none to be had. Delphinium has arrived, the quality being excellent. The prices range from $2.50 to $4 per dozen.

FLORISTS' ASSOCIATION MEETING.

There was a rather small attendance at the Florists' Association meeting, April 12. The speaker of the evening was F. E. Newcomb, traffic manager of the Boston & Maine Railroad. He gave a very interesting talk on the effect of present railroad rates on the florist business. There was a letter read from The Boston Herald urging the association to place an order for regular advertisements in that paper. It was filed for the attention of individual members. Jas. B. Macklin sent in his application for membership. The dinner committee reported very favorably on the banquet tendered to the three local national society presidents.

The greenhouses of A. Rolfs, Randolph, Mass., were wrecked by the explosion of The American Fireworks Co. April 15. E. F. S.

Evansville, Ind.

Business during the month of April has continued very satisfactory. There is brisk demand for bedding plants of all kinds. Many weddings are scheduled for May and June. General trade conditions are improving and collections are fairly good. Stocks in all florists' lines are plentiful.

The case to break the will of the late Julius Niednagel will be retried April 20. The jury failed to reach an agreement at the previous trial. The estate is valued at more than $100,000.

E. Niednagel and wife were in Chicago last week. W. B. C.

STEADY SUPPLY

Our supply of Cut Flowers is steady, enabling us at all times to take the best possible care of all our regular customers. Our service is unsurpassed—**There's a reason.**

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 **CHICAGO**

ALL ORDERS FOR CUT FLOWERS
FOR MOTHERS' DAY

Should be placed immediately owing to the increasing demand. Arrange for your supply with us at once.

Columbus, O.

TRADE FAIRLY ACTIVE.

Despite rather unfavorable weather which prevailed last week, trade was fairly active. One of the features was the large amount of funeral work, which had the effect of increasing the gross business at most of the establishments. Social work was not active as the season is now about over and the usual spring weddings do not occur until May or June. The supply of flowers is quite good and the quality is excellent. This applies to roses, carnations, snapdragons, sweet peas, jonquils and the usual seasonable stock. Easter lilies are still being sold to a large extent and the supply will last for some time. Roses and carnations with sweet peas are the staple lines and prices are unchanged from the previous week. Pot plants are still in good demand as the supply is rather limited. Lilies and primroses are the plants which are in the best demand. Corsages have been selling fairly well but the largest call is for loose flowers. Orders are about as numerous as usual but with the total volume of sales showing a decrease.

NOTES.

The organization of the Flower Growers' and Dealers' Association in this city has been completed at a meeting held at the Munk Floral Co. last week. This was the fourth session of this organization and good fellowship has been brought about. Permanent officers were elected as follows: Walter Stephens, of L. Stephens & Son, president; I. D. Siebert, of the Fifth Avenue Floral Co., vice-president; E. D. Ludwig, of T. J. Ludwig & Son, secretary, and Herman Kropp, of the Cottage Rose Gardens, treasurer. T. S. Ludwig made a talk in which he urged florists to ascertain the cost of doing business, which was necessary if they desired to prosper.

The regular quarterly meeting of the Columbus Horticultural Society was held April 16 in the Horticultural building on the university campus. Prof. L. M. Montgomery spoke on "The Vegetable Garden," and Prof. A. C. Hottes gave a talk on "Flowers." A general discussion followed, the public being invited, and a large number attended.

Active preparations are being made for Mothers' Day and all of the downtown florists anticipate a strong demand for the usual run such as roses, carnations and lilies. The importance of this event is increasing as the years go by and the trade is anticipating a good business.

Herman Kropp, proprietor of the Cottage Rose Gardens, and with an interest in the Neil House Flower Shop, is having a good trade.

J. W. L.

WALDO, FLA.—T. K. Godbey, grower of winter flowers here for the northern markets, cut 2,500 callas Easter week.

LAKELAND, FLA.—Scharfenburger & Giddings, formerly located at Tulsa, Okla., now have a fine store in this city.

TARRYTOWN, N. Y.—George Chisholm and family have returned home after a three months' visit in Europe.

HUCKLEBERRY

$7.50 Per Case, F. O. B. Chicago

THE E. F. WINTERSON CO., Central 6004 L. D. Phone: 166 No. Wabash Ave., Chicago, Ill.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

Worcester, Mass.

This city, one of the most important in the state, has fine parks, public buildings and business enterprises. From a day's visit among its florists we formed the conclusion that their business is prosperous. All spoke highly of the Easter trade and no fault was found with existing conditions at the time of our visit.

Randall's Flower Shop is one of the show places here, and there is every evidence of a well managed retail store and the prosperity that naturally accompanies good management. Easter trade at this establishment was considerably better than a year ago and business is keeping up well. In addition to many other good features, no store or show that we have recently visited could boast of a finer lot of hydrangea plants, the pink being particularly noteworthy.

Henry F. Littlefield has an excellent shop and a prosperous retail trade. In another section of the city he has a range of considerable area where there is a fine stock of carnations. We were particularly interested in a seedling rose, a cross of Hadley and Ophelia, which Oscar Sodeholm, the foreman, is bringing forward. It favors Ophelia, but is of a much brighter color and has the perfume of Hadley.

A. W. Hixon has a good stock of bedding plants and is growing the petunias originated by the Richard Diener Co., Inc., Kentfield, Calif. He speaks highly of this strain. Mr. Hixon is deeply interested in the work of the Worcester County Horticultural Society.

The range of the Quarry Floral Co. is centrally located, and we found a great stock of bedding plants coming forward. This concern has a branch store at 150 Franklin street.

Estabrook & Luby, who had the misfortune to be burned out of their Main street store last January, are now established at 43 Pleasant street.

Petunias, originated by the Richard Diener Co., are being grown by L. J. Primeau, who also has a retail store at 46 Richards street.

A good Easter business was reported by the H. F. A. Lange establishment. Trade is very good here at the present time.

F. B. Madaus has a good store at 370 Main street. He is said to be the oldest commercial florist in this city.

Out near Hope cemetery, Herman J. Snyder has a considerable glass area and a good cemetery business.

Fierer's Flower Shop on Pleasant street makes a good appearance and is well stocked. A. F. F.

KALAMAZOO, MICH.—The department stores here are offering nursery stock at very low prices.

ST. PAUL, MINN.—Holm & Olson report business in their landscape gardening department.

NEW CROP

STATICE

RHODANTHE
ACROCLINIUM (Daisy)
HELICHRYSUM (Strawflower)

Rush us your orders for Decoration Day

Largest Growers in the U. S.

San Diego Everlasting Flower Co.

LA JOLLA, CALIF.

Seligman & Stein

FLORISTS' SPECIALTIES

116 W. 28th St., New York

IMPORTERS—MANUFACTURERS

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

Huckleberry Foliage

New Crop Now Ready.

Southern Wild Smilax

Bush Boxwood

Telegraphic orders receive prompt attention.

Duncan Jackson, Kinston, Ala.

Tonner

CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

FREDERICTON, N. B.—We are advised that the Easter prices of flowers at this place were misquoted in our issue of April 9. Carnations should have been $3.00 to $4.00 per dozen.

AKRON, N. Y.—John Priesach, Corfu, N. Y., recently purchased the Newman greenhouses and property, formerly operated by the Wm. F. Kasting Co., Buffalo, N. Y. Mr. Priesach will continue the business in addition to his other interests at Corfu.

RANDOLPH, MASS.—The greenhouses owned by A. Rolfs were wrecked by an explosion in the plant of the American Fireworks Co., April 15.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue

CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

ARTIFICIAL VALLEY ARTIFICIAL FLOWERS

Write for prices

Grossberg-Tyler-Finnerman Co.

Manufacturers and Importers

30 E. Randolph Street, CHICAGO

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Wire Hanging Baskets

The well made kind. Painted, bound with galvanized wire. 6 at dozen rate, 50 at hundred rate.

10 inch.....$2.25 per doz.; $16.00 per 100
12-inch..... 2.50 per doz.; 20.00 per 100
14-inch.....$3 25 per doz.; $25.00 per 100
16-inch..... 4.25 per doz.; 35.00 per 100

GREEN SHEET MOSS Long Green Sheets for Hanging Baskets Per bag....$2.00 10 bags...$17.50

Michigan Cut Flower Exchange, 1452 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST.

		Dozen
Roses, Beauty	3.00@	8.00
		Per 100
" Mrs. Chas. Russell..	8.00@	40.00
" Butterfly	8.00@	35.00
" Columbia	8.00@	35.00
" Dunlop	8.00@	35.00
" Premier	8.00@	40.00
" Hoosier Beauty	8.00@	35.00
" Killarney Brilliant..	6.00@	25.00
" White Killarney	6.00@	25.00
" Mrs. Geo. Shawyer..	6.00@	25.00
" Milady	6.00@	30.00
" Mrs. Aaron Ward...	6.00@	20.00
" Sunburst	6.00@	20.00
" Ophelia	6.00@	20.00
" Dble. W. Killarney..	6.00@	25.00
" Cecile Brunner		4.00
" Our Selection		6.00
Calendulas	3.00@	6.00
Freesia	3.00@	6.00
Jonquils	4.00@	8.00
Violets	.75@	1.50
Mignonette	6.00@	8.00
Sweet Peas	1.50@	4.00
Cattleyas, per doz.	7.50@	9.00
Valley	6.00@	8.00
Carnations	3.00@	6.00
Lilies, per 100	15.00@	20.00
Adiantum	1.50@	2.00
Ferns .....per 1,000	4.50@	5.00
Galax .....per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays		35c to 50c per bunch
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry		7.50

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

Bailey's New Standard Cyclopedia of Horticulture

SIX SPLENDID VOLUMES.

Price, $48.00.

Sold Only in Complete Sets.

Carriage paid to any part of the United States.

American Florist Co.

440 S. Dearborn St., CHICAGO

Raedlein Basket Co.

713 Milwaukee Avenue

CHICAGO, - - ILLINOIS

Write for Catalog and Prices.

Mention the American Florist when writing

Beauties Orchids Valley Gardenias

They are very important items when you need them for a special occasion. It surely must interest you to know that you are absolutely safe in depending on us to supply you. That is one advantage in placing your business with us—we carry a complete line of cut flowers.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Mention the American Florist when writing

EDWARD REID

CHOICE ROSES, All Grades.

CARNATIONS, EASTER LILIES and All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

Philadelphia.

A BETTER DEMAND FOR STOCK.

The past week has been more encouraging to everyone; there has not been so much stock, and a rather firm demand, which balanced things, gave a better tone to the market and will make returns that much greater for the trade. Growers did their best for the Easter holidays and the weddings following, but with the favorable weather, overstepped the mark with the result the market has seldom, if ever, had such an overstock following the holiday. Now that this great oversupply is past and a seasonal demand has set in, the trade will put forward its best efforts to get all it can out of the spring season. The stock was never in better condition, particularly the roses, which in the increased size of the newer varieties has raised the standard of all other flowers. Carnations have been overabundant and of very good quality. They were in great demand on the night of the reception and parade in honor of Cardinal Dougherty. The street men, who took quantities, sold out at a handsome profit. Snapdragon is now at its best and is largely used for spray and decorative work of all kinds. The late Easter lilies are about over and prices are well maintained. Quantities of callas are on hand and prices are down. Sweet peas have dropped off considerably, one large dealer stating that the supply had fallen to 20 per cent of what it was the week before. He thought the growers would get as much, however, as all were cleaned up at good prices. Cattleyas are not any too plentiful, being completely disposed of each day. White and yellow daisies are now at their best and are largely used in boxes of spring flowers. Choice gardenias bring top prices, but the short stemmed stock is principally seen on the streets.

BOSTON, APRIL 20.	Per 100
Roses, American Beauty	$4.00@$75.00
" Russell	6.00@ 20.00
" Dunlop	6.00@ 16.00
" Pilgrim	6.00@ 20.00
" Crusader	6.00@ 20.00
" White Killarney	8.00@ 25.00
" Ward	6.00@ 16.00
" Maryland	4.00@ 10.00
" Hoosier Beauty	6.00@ 10.00
" Columbia	5.00@ 16.00
" Hadley	6.00@ 25.00
" Ophelia	4.00@ 16.00
" Premier	6.00@ 20.00
Adiantum	2.00
Asparagus bchs, per bch	.50@ 1.00
Asparagus Strings, doz	12.00
B. Buttons	2.00@ 3.00
Calendulas	3.00@ 4.00
Carnations	4.00@ 6.00
Carnation, Laddie	8.00@ 10.00
Cattleyas, per doz.	12.00@ 15.00
Lily of the Valley	8.00@ 10.00
Longiflorum Lilies	12.00@ 15.00
Pansies	1.50@ 2.50
Smilax, per doz	4.00@ 6.00
Snapdragons, doz.	1.50@ 2.50
Mignonette	4.00@ 6.00
Sweet Peas	1.50@ 3.00
Callas	1.50@ 2.50
English Daisies	.75
Jonquils, Spur	6.00
Cypripediums	4.00
Marguerites	1.50@ 2.50
Tulips	6.00@ 8.00
Bicolor Jonquils	6.00@ 8.00
Myosotis, per bunch	.35@ .50

BUFFALO, APRIL 20.	Per 100
Rose, White Killarney	6.00@ 10.00
" Dbl. Wht. Killarney	6.00@ 15.00
" Richmond	6.00@ 12.00
" Maryland	6.00@ 12.00
" Sunburst	5.00@ 12.00
" Ward	4.00@ 6.00
" Columbia	6.00@ 20.00
" Ophelia	5.00@ 12.00
" Russell	6.00@ 15.00
" Premier	5.00@ 20.00
" Cecile Brunner	4.00@ 6.00
Calendulas	3.00@ 6.00
Calla Lilies	8.00@ 20.00
Carnations	2.00@ 5.00
Easter Lilies	12.00@ 20.00
Freesias	4.00@ 6.00
Mignonette	4.00@ 6.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	4.00@ 15.00
Golden Spur Narcissi	4.00@ 5.00
Paper White Narcissi	5.00@ 6.00
Sweet Peas	1.00@ 2.00
Violets	.75@ 1.00
White Tulips	4.00@ 6.00
Yellow Tulips	4.00@ 6.00
Forget-me-nots, per bch	.25
Delphinium	6.00@ 15.00
Valley	8.00@ 10.00

NOTES.

During his recent visit to Japan, Henry C. Geiger, while at a dinner of a number of persons of different nationalities told of sending a box of cut flowers of the Queen of Edgely rose in 1900, to Queen Victoria. It was then a great novelty, being a pink sport of American Beauty. They were very carefully packed and arrived as planned on Christmas eve. The buds in fine condition, were presented to the Queen by her equerry. Her majesty was much delighted with them and dictated a letter of thanks on her own personal stationery, and directed that it be sent through official channels and presented personally to the owners of the beautiful rose. To the surprise of Mr. Geiger the interesting story was then added to by one of the guests who arose and said: "I recall this circumstance very distinctly as my father was then equerry to the Queen and carried the roses to her and I have often heard of the pleasure they gave her, and that some of them lasted until New Year's eve. Mr. Geiger was delighted to be thus supported and considers it quite a co-incidence.

One of the large dealers stated that in spite of seasons of oversupply, the carnation men were well satisfied with their returns and many of them are planning to plant their houses earlier this year, so as to avoid the stem rot that was so prevalent last summer. He thought that the tendency of carnation growers to go into roses, which was so prevalent last year, had been checked and there would be a good demand for all the best varieties of carnations for planting out. For all that Ophelia has been such a wonderful rose in many ways it is being discarded very generally by the growers for this market, who are replacing it with Mme. Butterfly, which has proved a winner with the few who grow it. What is wanted is a good easy doing red, which if it is anything near as good as its parent it may be found in Jos. H. Hill's red sport of Columbia.

The seed stores have so far had a wonderful demand. The buying opened up very early, both mail and counter trade started in away ahead of the season and sales have been phenomenally large. The sale of vegetable plants has also exceeded the normal.

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Berger Bros.

The Choice of the Market in

EASTER LILIES,

ROSES and All Popular Flowers.

Exceptional Service.

1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, APRIL 20.	Per 100
Roses, Premier	4.00@ 15.00
" Russell	4.00@ 15.00
" Columbia	4.00@ 15.00
" Butterfly	4.00@ 15.00
" White Killarney	4.00@ 15.00
" Pink Killarney	4.00@ 15.00
" Sunburst	4.00@ 15.00
" Mrs. Aaron Ward	4.00@ 15.00
" Ophelia	4.00@ 15.00
" Baby Doll	3.00@ 4.00
Carnations	2.00@ 4.00
Easter Lilies and Callas	10.00@ 12.50
Ferns, per 1,000	4.00
Forget-Me-Not, bunch	.25
Freesia	3.00@ 4.00
Galax, per 1,000	1.50
Jonquils	3.00@ 4.00
Leucothoe, per 1,000	5.00@ 6.00
Plumosus (south) per bch	.25
Smilax, per string	.15@ .25
Snapdragons	6.00@ 8.00
Primulas, bunch	.25@ .35
Stocks, per bunch	.50@ .75
Calendulas	3.00@ 4.00
Sweet Peas	.50@ 1.00

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers.
116-118 Seventh Street,
PITTSBURGH, - PA.

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506
444-446 Milwaukee Street
MILWAUKEE, WIS.

Since the New York spring show there is considerable quiet talk as to why the trade should not provide such an exhibition for the flower lovers here, who, it has been shown, would support such an elaborate exhibition to the fullest extent. Now that normal times are returning there is nothing necessary but the building. We understand a site has been set aside on the Parkway and $1,500,000 appropriated for the erection of Convention hall. It would seem as if this was enough to start the project and that it is up to enterprizing citizens of such bodies as the Florists' Club to get active and begin something. This matter has been slumbering for several years, and now might be the best time for development.

E. G. Hill spent several days in this city on his way home from the Boston, Mass., Flower Show. Several automobile trips among the rose growers were taken, Edward J. Fancourt and James W. Heacock going with him to the large houses at Roelfs. Mr. Hill also visited a number of other ranges. There is great curiosity as to his next introduction about which little is said at this time. It is likely being reserved as a sensation for the Cleveland O., show. Mr. Hill looks well and takes as much interest in the achievements of the rose men as ever.

Leo Niessen believes the season will bring good returns to all who have applied themselves to their work. Conditions have varied, with too much stock at one time and not enough at another, but he is quite certain that the general average in returns for those who have good stock to sell, will prove satisfactory. Choice roses, snapdragons, and carnations are quantity items here.

There will be a great deal of activity in a trade way in baseball the coming summer, as soon as the vacation season commences. The sport is to be under the auspicies of the Florists' Club. President Campbell has appointed devotees in several branches, to work up enthusiasm in the clubs of the league, and has promised a trophy for the successful club.

Edward Reid, after his trip with the rosarians among the rose growers of this district, is well satisfied with the stock that comes to him. Choice roses, snapdragons and carnations are specials at this time.

Joseph Cousins, of the Jos. Heacock Co., was presented with a nine carat diamond on April 9. Mrs. Cousins will strive to have him rival in brilliancy his hustling father.

Darwin tulips, roses and sweet peas are quantity items with Berger Bros. Business is reported much better than last week. K.

Wholesale Flower Markets

PHILADELPHIA, APRIL 20.

	Per 100
Roses, Beauty, special	30.00@ 50.00
" " fancy	10.00@ 20.00
" Mrs. Chas. Russell	6.00@ 35.00
" Killarney	2.00@ 6.00
" Hadley	10.00@ 40.00
" Sunburst	4.00@ 10.00
" Wards	3.00@ 6.00
" Ophelia	2.00@ 10.00
" Columbia	3.00@ 20.00
" Premier	6.00@ 20.00
Adiantum	1.50@ 2.00
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Calendulas	1.50@ 3.00
Carnations	2.00@ 6.00
Cattleyas	1.00@ 1.50
Easter Lilies	20.00@ 25.00
Lily of the Valley	6.00@ 8.00
Smilax	.35
Snapdragons, per doz	.75@ 1.50
Mignonette	3.00@ 4.00
Callas	10.00@ 20.00
Sweet Peas	.25@ 1.50
Freesia	2.00@ 4.00
Tulips	2.00@ 4.00
Larkspur, per doz	3.00@ 5.00

PITTSBURGH, APRIL 20.

	Per 100
Roses, Beauty, spl., per doz.	6.00
" " fcy., per doz.	5.00
" " ex., per doz.	4.00
" " No. 1, per doz	2.50
" Killarney	6.00@ 15.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	8.00@ 20.00
" Columbia	6.00@ 20.00
" Ophelia	6.00@ 15.00
" Hilda	4.00@ 12.00
" Premier	8.00@ 25.00
" Madam Butterfly	6.00@ 20.00
Carnations	4.00@ 6.00
Cattleyas, each	1.00
Easter Lilies	20.00@ 25.00
Ferns, per 1,000	5.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.50
Calendulas	3.00@ 4.00
Sweet Peas	1.00@ 3.00
Smilax, per doz. strings	4.00
Jonquils	4.00@ 6.00
Valley	6.00@ 8.00
Tulips	4.00@ 6.00
Lilies, Calla	15.00@ 20.00
Snapdragons, per doz.	1.50@ 3.00

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MINNEAPOLIS, MINN.
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Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.
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ST. LOUIS, APRIL 20.

	Per 100
Roses, Premier	4.00@ 20.00
" Columbia	3.00@12.50
" Ophelia	3.00@ 12.50
" Killarney	2.00@ 6.00
" White Killarney	3.00@ 10.00
" Russell	3.00@ 20.00
" Ward	3.00@ 5.00
" Sunburst	4.00@ 12.50
Calendulas	2.00@ 4.00
Carnations, Laddies	8.00@ 12.00
Ferns, per 1,000	6.00
Valley	6.00
Mignonette	8.00..
Sweet Peas	.40@ .75
Smilax, per string	.20
Leucothoe	.75
Galax, green, per 1,000	1.50
" bronze, per 1,000	1.50
Carnations, fancy	2.00@ 5.00
Violets	.50
Callas	6.00@ 12.50

MILWAUKEE, APRIL 20.

	Per 100
Roses, Kill'n'y, W. Kill'n'y.	6.00@ 12.00
" Ward	8.00@ 15.00
" Premier	8.00@ 20.00
" Ophelia	6.00@ 15.00
" Columbia	8.00@ 20.00
" Hoosier Beauty	6.00@ 12.00
Callas, per doz.	1.50@ 2.00
Calendulas	4.00@ 6.00
Carnations	4.00@ 6.00
Daffodils	4.00@ 6.00
Hyacinths	8.00@ 10.00
Lilies, per doz.	1.50@ 2.00
Orchids, per doz.	12.00@ 15.00
Sweet Peas	1.00@ 2.50
Tulips	6.00@ 8.00
Fancy Ferns, per 1,000	5.00
Asparagus, per bunch	.50@ .75
Daisies, yellow	3.00@ 5.00
" white	1.00@ 2.00
Gypsophila, per bch	.75

New York.

STOCK IN MODERATE SUPPLY.

While there was some complaint of dullness during the past week, business seems to have been as good as could have been expected at this season. There was, toward the last of the week, a stiffening of prices on some stocks, notably American Beauty roses, which again reached the dollar mark for the best specials. With mild weather, there is usually a surplus of certain stocks, but all that is coming in, in moderate supply seems to clean up fairly well. There has been considerable dark, cloudy weather of late which tends to keep down the offerings. The absence of lilac is helping the sales of carnations, sweet peas and minor stocks. It is certain that the cold snap that swept the South and East a few weeks ago, finished the lilac, as a commercial crop for the season. Tulips and narcissi are yet on the market, but cannot last much longer. A few violets are arriving but their season has ended. One sure sign of Spring is the reappearance of the Ulrich Brunner roses on the market, a considerable stock of them having come last week. Orchids are moving fairly well at $50 to $100 per 100. Many of the gardenias are poor and the bottom seems to be pretty well out of their market. The movement in Easter lilies is moderate, but callas are slow, which need not cause worry as their season also is about finished. It is impossible at this writing to forecast Mothers' Day business. If the customers of the retail stores will vary their orders instead of all asking for white carnations, there is likely to be some business. And, it is to be hoped that the speculators in this flower, who have for several years been trying to turn the Mothers' Day trade into a gamble, will get effectually beaten if they try it this year.

April 18—There has been much dark weather and rain and it is quite cool this morning. There are no unusual features in the market, simply the usual Monday morning trade, with plenty of stock to supply all demands.

NOTES.

Many attractive features in novelties are noted at the Seligman & Stein establishment, 116 W. 28th street, who are manufacturers as well as dealers in same. They have several clever decorators on their staff and we have noticed a number of hand painted vases that show good work.

There is considerable talk in the wholesale district concerning the failure and disappearance of a Newark, N. J., retailer whose liabilities, all told, are estimated to be nearly $35,000. Part of this is said to be due wholesale florists and plant growers.

At Malandre Bros., Broadway at 72nd street, an attractive show window is seen, consisting of peach and cherry blossoms and baskets handsomely made up of roses and other flowers.

Harry Charles, 104 West 28th street, is now receiving a good stock of the Ulrich Brunner roses from the range of Victor Zuber & Sons, Whitestone, L. I.

Peter F. McKenney, Fifth avenue and 42nd street, recently arranged a fine decoration in Keith's new Fordham theatre.

Samuel Gilbert, the traveling wholesale florist, is receiving a fine stock of larkspurs.

Excellent stock of yellow daisies is being handled by Edward Brenner.

The first peonies noticed are at the store of the S. S. Pennock Co.

A. F. F.

LORAIN, O.—L. Hody, florist, is reported in financial difficulty, with assets of about $12,000, and liabilities of about $20,000.

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Gold and Purple Scripts.

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55-57 W. 26th St., New York
Telephone: 2046 Watkins

Milwaukee, Wis.

BUSINESS REVIVES AFTER BLIZZARD.

Conditions were more near normal the past week, due to the fact that not so much cut stock found its way to the counters. The weather being cloudy and cool the greater part of the week, retarded growth, after the premature heat the week previous. If there had been any trade on April 16, the report would be quite favorable all around. The absolute standstill of all kinds of business, including car and telephone service, was the result of the great record-breaking blizzard which commenced on Friday at six p. m. and lasted until the following midnight. Snowdrifts from four to six feet deep were numerous enough to demoralize all kinds of traffic and consequently put a damper on buying or delivering for that period. On April 17 and 18 it was warm and a good deal of the snow vanished as quickly as it came.

NOTES.

Thomas Griebler & Son, at 39th street and Keefe avenue, have the bars up on an addition of 90 feet on both of their old houses; a new chimney, boiler room and a 75 horsepower steam boiler will change this place to a modern plant. Besides growing pot plants and cut flowers they raise large quantities of young vegetable plants for spring sales.

So far we have heard that the florists in this vicinity suffered no loss from the storm with the exception of Thos. Plociennecazak, on the southern end of the city, although bracing was resorted to, to guard against the possible loss.

The A. F. Kellner Co. was very busy at the week end getting the decorations for the big charity bazaar in the Auditorium, which began April 16, and continues until the 23rd.

Fred W. Bliese, of the Waukesha Floral Co., who was a visitor last week, says that financially his Easter business was ahead of that of a year ago.

After holding off during the period of high prices, Nengo Locker, Wauwatosa, has the concrete foundation for a new dwelling completed.

The majority of the voters on April 5 were in favor of daylight saving, the same to go into effect April 24.

E. O.

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Telephone: 2264 Watkins

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Wholesale Flower Markets

NEW YORK, APRIL 20.

		Per 100
Roses,	Beauty	$5.00@$75.00
"	Mdm. Butterfly	3.00@ 15.00
"	Pilgrim	4.00@ 15.00
"	Hadley	5.00@ 30.00
"	Dunlop	4.00@ 15.00
"	Bbl. Whit. Killarney	3.00@ 12.00
"	Columbia	3.00@ 15.00
"	White Killarney	2.00@ 8.00
"	Aaron Ward	3.00@ 12.00
"	Ophelia	3.00@ 12.00
"	Mrs. Chas. Russell	3.00@ 15.00
"	Premier	4.00@ 25.00
"	Sunburst	2.00@ 10.00
"	Scott Key	8.00@ 40.00
Adiantum Croweanum and Hybrid		1.50@ 2.00
Asp. Plumosus, per bunch		.25@ 1.00
Bouvardia, doz.		25.00@ 35.00
Carnation Laddie		8.00@ 10.00
Carnations		1.50@ 6.00
Cattleyas		35.00@100.00
Forget-Me-Nots, pr. dz. bchs.		.75
Gardenias, per doz		.50@ 2.00
Lilies, white		10.00@ 15.00
L. Rubrum		5.00@ 15.00
Lily of the Valley		2.00@ 6.00
Lilac, per bunch		.25@ .50
Narcissus, Majors and Spurs, per doz.		.25@ .35
Callas, per doz.		1.00@ 1.50
Smilax, doz. strings		2.00@ 2.50
Snapdragons, per dozen		1.00@ 1.50
Stocks, per bunch		.50@ .75
Daisies, yellow		1.50@ 4.00
Tulips, Darwin, per doz.		.50@ .75
Mignonette, per doz.		.25@ .50
Wallflowers, per doz.		.20@ .25
Larkspurs, per doz.		2.00@ 4.00

Frank H. Traendly Charles Schenck
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Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
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HERMAN WEISS
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Open for Cut Flower Sales at 6 o'clock every morning.
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Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
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Night and day service in all Central Pennsylvania.
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April 25.

FROM BOSTON, Oxonian, I. M. M. Lines (Liverpool).
FROM NEW ORLEANS, Median, I. M. M. Lines (Liverpool).

April 26.

Asia, Fabre Line (Marseilles-Algiers).
Chester-Kiwanis, Black Diamond Steamship Corporation (Rotterdam).
Saxonia, I. M. M. Lines (Southampton).

April 27.

FROM NEW ORLEANS, Isabella, Porto Rico Line (San Juan).
FROM BALTIMORE, Missouri, I. M. M. Lines (London-Antwerp).

April 28.

FROM BOSTON, Massilia, I. M. M. Lines (Glasgow-Liverpool).
FROM PHILADELPHIA, Mahopac, I. M. M. Lines (Liverpool).
Berengaria, Cunard-Anchor Line (Cherbourg-Southampton).
Mongolia, I. M. M. Lines (Hamburg).

April 30.

FROM BOSTON, Novian, I. M. M. Lines (London).
America, Italian Lines (Naples).
New Amsterdam, Holland-America Line (Rotterdam).
Mesaba, I. M. M. Lines (London).
Caronia, Cunard-Anchor Line (Liverpool).

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Omaha Neb.

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For St. Louis

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1519 Farnam St., Omaha, Neb.

Members of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—American Beauty Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist. W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—A. Eckrich, 924 Madison Ave.
New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—N. Christatos.
New York—Darch's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
New York—The Boulevard Florist.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Savannah, Ga.

JOHN WOLF

The Largest Grower of Cut Flowers in the South

Mention the American Florist when writing

Knoxville, Tenn.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.
Members F. T. D.

Mention the American Florist when writing

Kansas City, Mo.

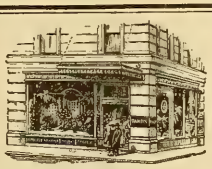
W. J. Barnes FLORIST, K.C.Mo.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.



DARDS

341 Madison Ave.
Opp. Hotel Biltmore
New York

The Leading
Florist for nearly
Half a Century

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER 426 Madison Ave., NEW YORK

Mention the American Florist when writing

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists

Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders by Telegraph Promptly Filled

Phones 1552-1553 Columbus.

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.

'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing

Salt Lake City, Utah

Evans Floral Co.

261 South State Street
Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.

Mention the American Florist when writing

New York

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)

2953 Broadway.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Oak Park, Ill.

AVENUE STATE BANK BLDG.

WILLIAM PALMER
FLORIST

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

"SAY IT WITH FLOWERS"

Max Schling Flowers

Schling Service
Nothing Better

785 Fifth Avenue
NEW YORK CITY

Member of Florists' Telegraph Delivery.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Mention the American Florist when writing

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraph orders. Regular trade distcount.

229 WEST THIRD STREET

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION

WIRE US

Mention the American Florist when writing

New York Telephone Audubon 6618 Established 1906

Olympia Florist

(PETER LAMBOS & CO.)

8799 Broadway, S. W. Cor. 158th St.

FRESH CUT FLOWERS DAILY.

Orders from Other Cities filled with promptness

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florist

JOHN BREITMEYER'S SONS

1314 Broadway

PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.
FLORIST
324 Fulton St. cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co's
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

The Dominion Floral Co.
484 St. Catherines St., West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

Mention the American Florist when writing

Washington, D. C.

BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

A. Mercier
Telephones: Lenox 2352 Lenox 7019
1062 Madison Ave., Near 80th St.
NEW YORK
Orders from other cities promptly filled.

DAYTON, OHIO
W. G. Matthews Co., Inc.
18 West Third Street.
Conservatories in Riverdale.
Members of Florists' Telegraph Delivery

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Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

Staten Island, N. Y. F. T. D.
ALEX. S. GEORGE
(Not Incorporated)
National Florist
FLORAL ARTIST
423-425 Richmond Terrace
(V. M. C.)

Nashville, Chattanooga and Atlanta
THREE STORES
MEMBER Florists' Telegraph Delivery
Joy's

Mention the American Florist when writing

New York

Matthew A. Battista FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D. 799 Park Avenue
Telephone Rhinelander 3087

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Members of Florists' Telegraph Delivery.

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Hartford, Conn.

WELCH'S Flower Shop

Also Store at New Britain, Conn.
Established 1885.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Michigan — Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

CHICAGO OPPOSITE FIELD'S — DETROIT

Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORIST

930 PROSPECT AVE., Erie Building. CLEVELAND

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

New York

A. ECKRICH

(Successor to Charles E. Grunewald)
FLORIST
924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

Mention the American Florist when writing

Salt Lake City

Miller Floral Co.

10 EAST BROADWAY
250,000 Square Feet of Modern Glass.

First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

WICHITA, Kansas — Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers — Members
Personal Service — F. T. D.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.
EVERYTHING IN FLOWERS
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

Brooklyn, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place
Phone: 1952 Lafayette.
Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Tacoma, Wash.

California Florists

will take care of all telegraph orders.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel. Next annual meeting, will be held at St. Louis, June 20-21, 1921.

SOUTH HOLLAND agents are insuring onion sets.

ADDITIONAL reports come to hand of unpaid spring bills past due in the seed trade.

VISITED CHICAGO: N. J. Groot, representing Sluis & Groot, Enkhuizen, Holland.

TWO new supplements to the present seed law are now before the Illinois legislature.

SEED CORN growers are reported carrying pretty heavy stocks at date; peak of sales perhaps not yet reached.

IT is said to take a poker-faced man this year to relate with success stories of record breaking seed business.

THE American Fruit Growers' Corporation is dealing in seeds and advising its members where to purchase.

FOR the first time since 1916, wheat sold recently below $1 per bushel in Kansas City, when July delivery broke to 98 cents.

NEW YORK.—John Bodger, of John Bodger & Sons Co., Los Angeles, Calif., and wife sailed for Europe on the S. S. Aquitania, April 12.

J. C. VAUGHAN, Chicago, will celebrate another birthday anniversary April 24, age problematical. One of his friends says he works like 35 but looks older.

THE meeting of the Western Canners' Association held at the Hotel Sherman, Chicago, April 18-20, brought out many representatives of the seed trade in that line.

PRICE of bags at Chicago, April 20: American, 16-oz., $30.00 per bale, in bale lots or over; Railroads, 16-oz., $30.00; Crown, 12-oz., $23.00. Present indications point to lower figures.

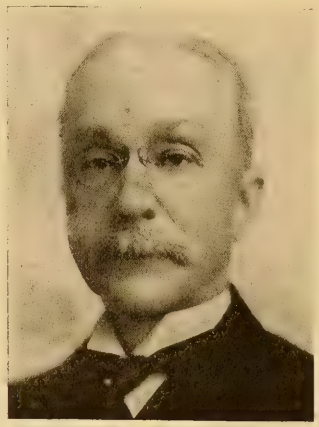
BOARD OF TRADE.—Prices for grass seed on the Chicago Board of Trade, April 20, were as follows: Timothy, $4.25 to $6.00 per 100 pounds; Red Clover, $10.00 to $16.00, down $2.00 since last week.

THE need of a record attendance at the seedsmen's convention in St. Louis, Mo., next June was never more apparent. Consideration of new laws, tariff, prices, growing contracts (now at low ebb) etc., make a long and difficult list.

GILROY, CALIF.—The Pieters-Wheeler Seed Co., on April 12, awarded the contract for a four-story seed cleaning plant on property recently purchased. This contract, with others already placed, will aggregate an expenditure of upwards of $150,000.

THE funeral of the late A. H. Goodwin, held at Chicago, April 20, was well attended by the trade, those from a distance including C. C. Massie of Northrup, King & Co., Minneapolis, Minn., and Thos. W. Chisholm of the Braslan Seed Growers Co., San Jose, Calif.

ON July 1 the Department of Agriculture will combine the two bureau of markets and crop estimates into one organization, to be known as the Bureau of Markets and Crop Estimates. It aims to develop the new bureau along constructive lines to assist farmers and agencies in marketing agricultural products.



The Late A. H. Goodwin.
Vice-President of the W. W. Barnard Co., Chicago. The Last of a Remarkable Trio, Northrup, Braslan, Goodwin.
See Obituary Page 667.

W. B. HAYT, whose birthday anniversary we lately chronicled in these columns, complains that we added an extra year to his expired time, and although we located him in the right Park, the wrong city was given for that date. Making all cities in the south he will soon come to the one in which we placed him. Selah!

Bean Emergency Duty.

The emergency tariff, paragraph five, provides a duty of two cents per pound on beans and lentils, an increase from 25 cents per bushel of 60 pounds, tariff act of 1913. The report accompanying the bill claims high duty necessary to protect American bean growers against Oriental labor. It is said growers of seed beans favor the new duty.

Pea Seed Risks.

Farmers buying seed peas for this year's planting, and more especially canning factories and large growers contracting for their next year's seed, are advised by the United States Department of Agriculture to go directly to seed growers wherever possible or to buy their seed of dealers of known responsibility. The rag-doll germinator test, which promises to become universal in the testing of seed corn for diseases and reproductive ability, can also be used to test the germinating qualities of peas and beans, but beyond that the purity of the variety is of first importance.

Canners in Maryland and Delaware learned this to their cost last year, as about 1,700 acres, 30 per cent of the total crop for canneries, was planted with seed that proved to be spurious. The department has recently conducted an investigation of the substitution. The Alaska variety is generally used for canneries in these states. The Alaska grows a vine about 30 inches high, with pods beginning to form at the sixth or eighth joint, giving early development and a uniform time for maturity. The latter qualification is important, as farmers nowadays mow the peas instead of picking them, and all that are not in a stage for use at the time of mowing are a total loss. These pea vines are then run through a machine called a viner, which delivers the peas ready for factory processes.

The Alaska also is a white-flowered pea, and any except white-flowered peas darken when processed for canning, thereby deteriorating the packed product. The spurious variety sold as Alaska grew to a length of five or six feet, and did not begin to bloom until it had made considerable growth. It then set pods through a long period, finally having the whole range from blossoms to dry pods, but at no time having a satisfactory yield of peas at the right stage for canning. In addition, manay of the pea vines bore colored flowers, and when processed the peas from these turned dark and stained the liquor to almost an inky hue, giving the buyer or consumer the impression that the product was unclean or spoiled.

The department found that the objectionable peas came from certain growers in Idaho and Washington,

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Mention the American Florist when writing

Braslan Seed Growers Company, Inc.
SAN JOSE, CALIFORNIA
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.

Money Makers in Flower Seeds

Asparagus Plumosus Nanus, per 1000 seeds, **$3.50**; 5000 seeds and up, **$3.25** per 1000.

Sprengeri.....per 1000 seeds, **$1.50**

ANNUAL EVERLASTINGS.

	Tr. pkt.	Oz.
Acroclineum Roseum, single pink	$0.10	$0.30
Album, single white	.10	.30
Roseum Fl. Pl., double pink	.10	.60
" **Album Pl.,** double white	.10	.60
Ammobium Alatum Grandiflorum, white	.10	.40
Gomphrena Globosa, red, white or pink, each	.05	.25
Orange, be sure and try this	.25	1.00
Helichrysum (Straw Flower). Silver Ball, Golden Ball, Fire Ball, Rose Carmine, Salmon, Violet, each	.10	.60
Vaughan's Special Mixture	.10	.60
Rhodanthe Manglesi, rose	.10	.60
Maculata, rose or white, each	.10	.60
Statice Sinuata, blue, white or rose, each.....lb., **$4.80**	.10	.40
Russian (Suworowii), rose	.25	1.40
Bonduelli, yellow.....lb., **$4.00**	.10	.40

	Tr. pkt.	Oz.
Didiscus Coeruleus (Lavender Lace Flower)	$0.35	$2.00
Dracaena Indivisa.....lb., **$5.00**	.10	.40
Hunnemannia (Bush Escholtzia)	.10	.50
Larkspur (Annual), Stock—Flowered, lilac, dark blue, sky blue, each	.10	.50
Lustrous carmine, bright rose, white	.15	.60
Marigold, Double Tall French Mixed	.10	.40
Colossal Zinnias. These are splendid cut flowers. Cut out the center flower. White, Orange, Pink Shades, Golden Yellow, Burnt Orange, Flesh, Crimson, Violet, Purple, Cream. each	.15	.80
Buttercup, a wonderful color	.30	2.80
Salmon Pink Shades	.25	1.40
Colossal Zinnia, many colors mixed	.15	.90

Perennials. These are coming more and more to the front and it is time to sow them. See complete list of seeds in the spring edition of **"Vaughan's Book For Florists,"** an extra copy will be sent on request.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

some of whom were honest, but some of the dealers appear to have taken advantage of a threatened shortage in seed peas to perpetrate substitution. There is another variety which is locally known there as Alaska but which does not have the qualifications desired by the eastern canners. A number of lawsuits have grown out of the situation, but there seems little likelihood of injured parties recovering more than the price paid for the seed, although the damage they sustained was far greater. The dealers' integrity seems to be the only practical protection against repetitions of the same situation.

Catalogues Received.

B. Hammond Tracy, Cedar Acres, Wenham, Mass., gladioli; R. Vincent, Jr. & Sons Co., White Marsh, Md., dahlias, cannas and other plants; Edward T. Bromfield Seed Co., Garden City, N. Y., garden seeds; Stark Bros., Seedsmen and Nurserymen, Louisiana, Mo., seeds; Montgomery Gardens, Sac City, Ia., bulbs and plants; Alt. F. Clark, Netcong, N. J., dahlias, and Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn., nursery stock.

Vilmorin-Andrieux & Co., Paris, France, new plants, and A. & W. Perry, Enfield, Middlesex, Eng., perennials.

Lawn Mower Firm Organizes.

The organization and incorporation of the So-Mo Sales Company, with headquarters at 115 Mulberry street, Newark, N. J., has been announced by Alexander Forbes, chairman of the board of directors. The concern is capitalized at $50,000 and will engage in the business of distributing power and hand lawn mowers and lawn grass seed to dealers. The officers include James Smith, East Orange, presi-

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations Throughout America. Office: **Cambridge, New York**

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:

Cucumber. Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Henry Berrien Fish

Carpinteria, Calif.

I have for immediate delivery seed stock of these varieties, hand-picked and ready for planting:

Fordhook Bush Lima

Wood's Prolific Bush Lima

Large White Pole Lima

Lazy Wife Pole

Write for Quantities and Prices.

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Valley for Mothers' Day

NEW STOCK READY FROM COLD STORAGE.

Bruns' Celebrated Chicago Market Brand

$35.00..... per 1000 $10.00.....per 250
20.00.....per 500 5.00.....per 100

Florists' Money Maker Brand

$30.00.....per 1000 $8.00.....per 250
16.00 .....per 500 4.00.. .....per 100

I carry over 2,500,000 of the finest **Valley Pips** in storage and my facilities enable me to make shipments the same day or not later than the day following receipt of order.
If it's **VALLEY,** I can supply it. Tell me what you want.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

SEEDS

Flower, Vegetable and Farm
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

dent; George Smith, East Orange, treasurer. Other members of the board of directors include Alexander Forbes, A. Forbes, Jr., George H. Smith and John G. Forbes.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky bluegrass, redtop and red clover at principal points of distribution, April 9, as given by the Government Market Reporter of April 16, 1921:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York ..	$6.75	$32.00	$14.00	$20.00
Baltimore ..	7.00	28.50	14.00	19.00
Richmond ..	7.75	32.00	15.50	21.00
Buffalo ..	6.75	30.00	14.75	21.00
Toledo	6.00	32.00	15.00	21.25
Louisville ..	7.00	30.00	15.00	20.00
Chicago	6.15	31.00	13.50	20.00
Minneapolis .	6.00	32.00	15.50	21.50
St. Louis ...	6.60	30.00	14.00	18.00
Kansas City	6.50	30.00	15.00	19.00
Denver	7.00	30.00	15.00	21.50
Salt LakeCity	6.50	36.00	18.00	18.00
Seattle	7.50	28.00	18.00	18.00
Average for the United States same date, 1920	$13.60	$29.65	$19.45	$55.50

Free Seeds.

When spring came smiling through the land
And set the little brooks to singing,
When every breeze was soft and bland
And homeward all the birds were winging,
When blossoms burgeoned on the mead
And green the buds were, on the lattice,
I used to watch to see the seed
My Congressman despatched me—gratis.

And ah! I used to plant them, too,
I set them out on every May-day;
For I was young—the skies were blue,
And spring and hope were in their hey-day.
I watered them with tender care;
The richest, blackest loam I brought 'em,
And all the time that I could spare,
I gave to them from May till autumn.

But though the rains wept o'er their beds,
And sunbeams warmed their resting places,
No sproutlets ever raised their heads,
No plantlets showed their tiny faces,
But after years I came to know
That neither rain nor sun nor diet
Nor care nor toil could make them grow,
In fact, they wouldn't even try it.

And yet, in springtime, when they came,
Aside I reverently laid them,
And always thrilled to see my name
Upon the packet that conveyed them.
But when they came the neighbors knew
That wasn't in the least essential;
It mattered little if they grew,
—Minneapolis Tribune.

SPECIAL OFFER

Lily of the Valley Pips

HOLLAND GROWN
At $17.00 per 1000

Packed in cases of 1000 and 2000 each. First-class quality and dormant condition guaranteed. Ready for immediate or later shipment.

C. J. SPEELMAN & SONS
470 Greenwich Street, NEW YORK CITY

We Do Not DISSIPATE

our energies on all classes of Seeds. We **CONCENTRATE** on

Garden Seeds and on Farm Root Seeds

Thus we personally **KNOW** what we grow and we select and improve our stock Place your order with Specialists. 1921-22 prices now ready. Write direct to

KELWAY & SON, Wholesale Seed Growers, **Langport, England**
Cables: "Kelway, Langport."

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and Market Gardeners.

W. Atlee Burpee Co.
Seed Growers Philadelphia

Mention the American Florist when writing

R. & M. GODINEAU
Seed Growers

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Mention the American Florist when writing

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

MR. FLORIST! Plant BODGER'S Seeds and They Will

"Say It With Flowers"

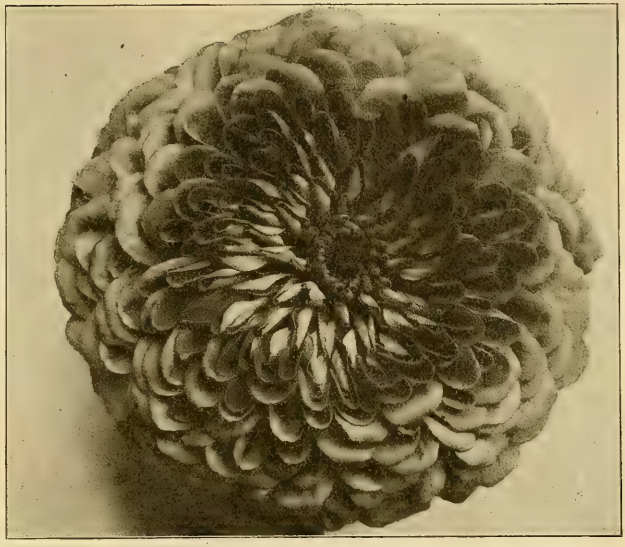
We have been working for several years perfecting stocks and are now able to assist you in giving the flower buying public what they are calling for; the beautiful pastel shades of delicate pinks, tyrian rose, fiery cerise and an endless list of pleasing shades in a New Type of immense size and unusual petalage the **DAHLIA FLOWERED ZINNIA.** This type is popularizing the Zinnia.

We have also introduced the **Picotee,** the **Victory Quilled** and a rich Golden Yellow called **"Buttercup."** These are distinctive and attractive as cut flowers.

We have also on the market the long stemmed **Beauty Type of Aster** and next year will have an **Early Flowering Aster** in this type for you.

We also recommend our Selected Strains of **Cregos** and **American Branching,** our Fancy Strains of **Half Dwarf Cineraria, Calendula, Candytuft,** the New Double **Cosmos,** White, Pink and Crimson; **Giant Zinnia** in fifteen distinct shades and many other reselected strains for florists.

We are growers and sell only in bulk but all reliable seedsmen carry—



BODGER'S FLORIST STOCKS

Buy Today From Your Nearest Seedsman

Lily Bulbs

From Storage. Write for Prices.

GIGANTEUM from Chicago and New York; **MAGNIFICUM, RUBRUM** and **FORMOSUM** from New York only.

For Immediate Shipment.

VALLEY PIPS, German and Dutch type; **BAMBOO STAKES,** green and natural; **RAFFIA,** natural and colored; **COCOS WEDDELIANA Seeds.**

Summer-Fall Shipment.

PALM SEEDS. MANETTI STOCKS, FERNS IN FLATS, FRENCH BULBS, DUTCH BULBS, LILY BULBS, VALLEY PIPS, CHINESE SACRED LILIES, FREESIA and CALLA BULBS, DRACAENA CANES.

Write for prices, stating your requirements

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

Sound Bulbs of Highest Vitality

From W. J. ELDERING & SON, Ltd., Overveen, Holland

We do not crowd our bulbs into marketable size at the expense of vitality and firmness. Our bulbs are absolutely full aged, solid, well matured and free from disease.

Write for prices to the home address, **OVERVEEN, HOLLAND,** or to **Room 309, White Hall Building, - - - NEW YORK CITY**

DUTCH BULBS

Standard Bulb Company

BENTON HARBOR, MICH.

Ask prices.

Mention the American Florist when writing

Dutch and French Bulbs

C. J. Speelman & Sons | **Lagarde & Speelman**
Sassenheim, Holland | **Ollioules, Var. France**

NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

GET QUOTATIONS FROM

LANDRETH

Seeds Which Succeed

Bloomsdale Farm **BRISTOL, PA.**

Mention the American Florist when writing

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President, John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June, 1921.

VISITED CHICAGO: C. F. Gaetjer, superintendent of parks, Rock Island, Ill.

FRUIT crop damage, already serious, was greatly increased by the wide-spread storm last week.

OREGON in a referendum vote has just declined to preserve the famous Malheur Lake bird reservation, and has turned it over for land drainage and speculation.

ROSES suitable for St. Louis, Mo., and vicinity are listed in the Missouri Botanical Garden Bulletin for March. The bulletin is published in that city by the garden.

INDEPENDENCE O.—The Independence Nurseries Co. has been chartered with a capital of $55,000, to operate a nursery. The incorporators are A. S. Buskirk, R. F. Gaab, A. C. Wunderink, L. W. Gaab and W. A. Daley.

C. R. BURR & CO., Manchester, Conn., say their business this season is far ahead of any previous record. There is strong demand for all kinds of stock and many items are out of the market. The shortage of ornamentals looks serious.

SALEM, ORE.—A prune shipment, believed to be the biggest fruit shipment ever sent from the northwest, will leave Portland this month for Germany. It comprises 1,450,000 pounds of Italian prunes grown in Oregon and Washington.

BRIDGEPORT, IND.—C. M. Hobbs & Sons, nurserymen, have been called on by Governor Warren T. McCray of Indiana to provide a native Hoosier sugar maple tree to be planted in the forest of states, at Exposition park, Los Angeles, Calif., where native trees from each of the 48 states are to be grown. The request for the Indiana tree came several days ago from the Los Angeles Chamber of Commerce. Governor McCray stated in his letter granting the request that while sugar maple, oak, beech and elm are the most common of native Indiana trees, the sugar maple has been select d because of its adaptability to soil conditions in Los Angeles.

W. & T. SMITH CO., Geneva, N. Y., report they are rushed with business. Just how long it will last it is impossible to say. Of course, the supply of all kinds of nursery stock is very much below the average of pre-war years. Although sales may probably equal or surpass those years, the quantity of stock handled is considerably less. Fruit tree stocks are being well taken up and a great many ornamentals are decidedly scarce. This is particularly true of al kinds of ornamental trees. Now that there is an abundance of labor they expect to see public and private plantings, which were held up on account of the war, immediately take a move.

Cities in Nursery Business.

The city of Columbus, O., recently offered nursery and other stock for sale through its recreation department, the prices being f. o. b. that city. Director Raymond said all stocks offered were first class, clean, healthy and true to name. The kinds offered and the prices were as follows: Fruits—peach, two to three feet, 25 cents; varieties, Crawford, Champion, Elberta and Smock; dwarf pears, three to four feet; 60 cents; cherry, three to four feet, 45 cents; grapes, one year old, 20 cents; currants, red varieties, 15 cents; apples, three to four feet, 30 cents; Cumberland raspberries, 12 for 25 cents. In bulbs, gladioli, dahlias and Maderia vines are included for three, four and one cent, respectively; two-year ivy, 30 cents, and honeysuckle vines, 15 cents, are offered. Shrubs include forsythia, spirea and red snowberry. Shade trees to be sold are soft maple, eight to 10 feet, 75 cents; elm, six to eight feet, 75 cents, and Norway maple, eight feet, $1.50.

The Rotary Club of Crawfordsville, Ind., has ordered one thousand apple trees, which will be sold to the people of the city at cost.

Forsythias in the Arnold Arboretum.

In spite of the loss of a few of their expanding flower buds the Asiatic forsythias have not often been in better bloom in the arboretum, for the cold of severe winters like those of 1915 and 1916 too often kills the flower buds. None of the newly discovered Asiatic species are as handsome garden plants as some of the hybrids between the Chines F. suspensa, Fortunei and F. viridissima, to which the general name of Forsythia intermedia has been given. The best of these, the var. spectabilis, is the handsomest forsythia which has yet been seen in the arboretum. The flowers are larger and more abundant than those of either of its parents, and of a deeper color. Other distinct and handsome forms are var. primulina and var. pallida. The former, which appeared as a seedling in the arboretum a few years ago, has primrose colored flowers; the flowers of the latter are pale straw color and paler than those of other forsythias. Forsythias are often badly planted; they require space in which to spread their long gracefully arching branches and are not suitable for small gardens. To be most effective they should be planted as in the arboretum, in a great mass on a bank or hillside. A forsythia should never be planted nearer than 10 or 12 feet to a road or path, for if there is not enough room between path and plant for its natural growth the side branches must be cut away, and an ugly, awkward, bare-stemmed specimen will be left. In suburban gardens in which the care of plants is usually left to the mercy of the jobbing gardener, the branches of forsythias and of many other shrubs are often cut back in winter or early spring. This destroys the beauty of the plants, and as forsythias produce their flowers on the branches of the previous year most of the flowers are sacrificed. If a forsythia must be pruned it should be done just after the plant has flowered, and the oldest stems and branches should be entirely removed that younger ones may grow naturally.—Arnold Arboretum Bulletin.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO. ★ WEST GROVE PENNA.

Robert Pyle, Pres. Asst. Wintzer, Vice-Pres.

We have on hand the largest stock of

BOXWOOD

in New England; all shapes.

Rhododendrons

Parsons' Hardy American Seedlings.

400 BAY TREES

All sizes, pyramidal and standard shapes.

MONTROSE NURSERIES

Wakefield Center, Mass.

(Office and Salesroom) 31 Otis St., Boston, Mass.

N. F. McCarthy & Co., Props. Send for catalog.

2-yr. Ibolium Privet.

Ibolium Privet

The New HARDY HEDGE

Resembles California. HARDY AS IBOTA.

Dormant Summer Cuttings, $15.00 per 100

All larger grades sold.

Box-Barberry

Summer Frame Cuttings, $25.00 per 1000 For Lining Out. 10 samples postpaid for 50c.

Hard Wood Cuttings for Greenhouse Bench Propagation, $7.50 per 1000. READY NOW.

SURPLUS

Am. Hemlock, Pin Oak, Gingko, Red Maple Japan Iris.

ELM CITY NURSERY CO.,

Woodmont Nurseries, Inc.

NEW HAVEN, CONN.

Buy Box-Barberry and Ibolium Privet of the Introducers.

Hill's Choice Stock

STOCK FOR LINING OUT

Ornamental Evergreens and Deciduous Tree and shrub seedlings, Rooted Cuttings, Grafts, etc., in large assortment of rare, choice and standard varieties for lining out. Annual output, 2,000,000 plants

LANDSCAPE EVERGREENS

New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

THE D. HILL NURSERY CO., Inc., Box 404, Dundee, Ill.

EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

ORIENTAL POPPY.

ORIENTAL POPPIES

There is a general scarcity of this showy and popular perennial, which has prompted us to make early fall propagations and we are now in position to supply a thrifty lot of good plants from 3 inch pots, of the following choice varieties:

MRS. PERRY
Beautiful salmon-rose.

ORIFLAMME
A large, gorgeous orange-scarlet.

PERRY'S WHITE
Pure satiny white, with a crimson-maroon blotch at the base of each petal.

Price, thrifty 3-inch pots, $1.50 per doz.; $10.00 per 100.

PHLOX MISS LINGARD

We offer an exceptionally fine stock of this grand, free, early flowering, white variety, which comes into bloom late in May or early in June and continues to bloom during the entire season.

Strong plants, $1.50 per dozen; $10.00 per 100; $90.00 per 1000.

HENRY A. DREER

714-716 Chestnut Street, PHILADELPHIA, PA.

The above prices are intended for the trade only.

Yokohama Nursery Co.

LTD.
Woolworth Building
NEW YORK CITY
Importers
Japanese Bulbs, Plants and Seeds
Mention the American Florist when writing

L. D. Waller Seed Co.

GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds
GUADALUPE, CALIFORNIA
Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

Return Envelopes
Catalogue Envelopes
Seed Packets

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

LAWN SEED MIXTURES

FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

Lily of the Valley Pips

EXTRA FINE STRAIN EXHIBITION
Size GERMAN "LUBECK" PIPS
Just Arrived.

Price in cases, 1000, 500 or 250 each, on application.

J. M. THORBURN & CO.
53 Barclay St., NEW YORK CITY

Abundance of Stock

Size		100	1000
2¼-in.	Ageratums, light or dark	$ 2.75	$25.00
2 -in.	Coleus, red or yellow.	2.75	25.00
3 -in.	Cyclamens, 8 varieties	15.00	....
2¼-in.	Fuchias, 12 varieties..	3.00	27.50
2¼-in.	Heliotropes, light or dark	3.00	27.50
2½-in.	Marguerites, fine plants	3.50	30.00
2½-in.	Stocks, Alice or Nice.	2.75	25.00
2¼-in.	Vincas, variegata	5.00	45.00
3½-in.	Vincas, variegata	13.00	125.00

Liberal Extras. Correspondence Solicited.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

ASTERS

CREGO. White, Blue, Shell Pink, Rose Pink, Purple, Lavender—Trade pkt., 40c; $2.00 per oz. Mixed Colors—Trade pkt. 30c; $1.50 per oz.
SEMPLE'S LATE BRANCHING. Separate Colors—Trade pkt., 30c; $1.50 per oz. Choice Mixed—Trade pkt., 30c; $1.25 per oz.
EARLY ROYAL BRANCHING. Separate Colors—Trade pkt., 40c; $2.25 per oz. Choice Mixed—Trade pkt., 40c; $2.00 per oz.

Also All Other Popular Varieties.

Send for Wholesale Price List offering everything required by the progressive florist.

Henry F. Michell Co.

518-516 Market St.,
PHILADELPHIA, PA.

TOMATO SEED

Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

CHAS. H. TOTTY

MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Dooley, Cook County, Ill., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

TRUCK crops in many sections suffered greatly increased damage in last week's storm.

FARGO, N. D.—Farm labor for spring and summer work will be plentiful at $30 to $35 a month, against $50 to $70 paid last year.

Prices of Indoor Fruits and Vegetables.

Chicago, April 19.—Cucumbers, 2-dozen box, $2.75 to $3.75; leaf lettuce, per box, 20 to 22½ cents.

New York, April 16—Cauliflower per dozen, $2.50 to 5.00; cucumbers, 50 cents to $1.25 per dozen; mushrooms, per basket, 50 cents to $1.75; radishes, 100 bunches, $2.00 to $4.00; rhubarb, 50 to 75 cents per dozen bunches.

Texas Cabbage.

C. J. Foster, of Paducah, Ky., writes in the Chicago Tribune of April 17 as follows: "Advices from Texas say that for the first time in history men who ship cabbage, potatoes, and other vegetables must make certified bond to the railways, guaranteeing the freight in case the vegetables do not pay the freight when they reach market. Ten thousand cars of cabbage are now rotting in the south on this account."

Greenhouse Notes.

A visit to our local growers discloses the fact that practically all of them persist in growing a late crop of lettuce among their tomatoes. They claim they cannot afford to miss this last cut of lettuce; that although neither crop can be suited exactly at this time of year by growing them together, yet the total returns are larger than when either one is grown alone. They try to carry a minimum temperature of 55 degrees with some ventilations, which is the low limit for tomatoes. The lettuce grows tall and thin under such conditions, but as a rule, there is a good demand for it in May, often long after the outdoor lettuce is on the market. The public prefers the pretty bleached, tender greenhouse product, hence the effort of the growers to furnish this lettuce.

One of our large producers who has a reputation for poor lettuce for years, has this season produced top-notch stock clear through. The simple reason for his success is that he has for the first time balanced his heavily manure laden soil with acid phosphate, and has used large quantities of this fertilizer, producing some wonderful crops of lettuce; and we believe his tomatoes will also come out ahead. This shows what one missing element will do. Another party has discovered that sulphate ammonia was their key to success. Of course these results are not permanent, for as soon as they persist in over-applications of any element, new conditions are created. Thus we are compelled to experiment continually and use our brains as well as our hands.

Market conditions have been fairly good recently, probably due to enormous damage to crops out-doors, the hard freezes having destroyed most vegetation, even rhubarb. With the loss of the fruit crops in this section, the vegetable men should gain a distinct advantage. We have always held that cheap and good fruit worked a disadvantage to market gardeners.

MARKETMAN.

Pittsburgh.

MARKET MUCH IMPROVED.

The past week found a much improved market. The cooler weather at the beginning of the week kept production down so that the receipts were much smaller, and while no fancy prices were realized, still the same were more steady and all good stock cleaned up and did not have to be sold for a song. At the present writing there is another cold spell with us, with a freezing temperature, and it looks as if the fruit that escaped the last cold weather will get caught this time. American Beauty roses are scarce, but the demand is light and it is only when a special order comes in that they sell at all. The quality of the rose receipts is of the best and the varieties include Premier, Columbia, Pilgrim, Butterfly, Ophelia, Sunburst, Richmond, Pink and White Killarney, Hilda, Maryland and Ward. Carnation offerings are smaller and quality better, with the result that the growers' returns will be double what they were the previous week. The supply of Easter lilies has been small with the result that callas are meeting with better demand than they have for some time. Snapdragons are in heavy supply and the quality is excellent. They are found in pink, yellow, bronze and white.

NOTES.

The McCallum Co. have redecorated their artificial flower display room and will soon be ready with their fall samples. Mr. Phillips, manager of the department, promises some new and original conceptions in artificial flower decorating.

The seed stores all report one of the largest seasons in their history. The war gardens taught the public what it meant to have fresh vegetables from their own garden, and now that that war is over they intend to keep it up.

Jacob Gerwig, head salesman for the Pittsburgh Cut Flower Co. for a number of years, has resigned his position and will go in business for himself. The trade all wish him success in his new venture.

Ross Adgate, Niles, O., pioneer salesman for The McCallum Co., who has been confined at home for the past six weeks with a serious illness, reports that he is again ready to take to the road.

The Shady Avenue Florists of the East end, were forced to close their doors on account of financial difficulties, recently.

Visitors: John Keil and family, E. Liverpool, O., and Miss Kelley, of Jos. W. Glenn, Kittanning, Pa.

E. C. T.

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Ageratum Fraseri

We feel confident in offering **Ageratum "Fraseri"** to our customers that we are offering what will be one of the most valuable acquisitions to the bedding plant line in recent years, that it is a blue, a decided blue, that would be continually in bloom. In our trial grounds last summer **"Fraseri"** attracted more attention than any other bedding plant. It only grew about 8 to 10 inches high and was covered the entire season with what can easily be classed as immense trusses of flowers, as many of them were over 2½ inches across, while the individual flower would be ⅞ of an inch in diameter. The plant spreads about 12 to 15 inches across. It can easily be used with Alternantheras as a border plant.

Being an early bloomer and dwarf, compact grower, it makes an excellent pot plant.

2-inch, $1.00 per doz.; $ 6.00 per 100.
3-inch, 1.50 per doz.; 10.00 per 100.

Be sure to get Our Monthly Bulletin.

R. Vincent, Jr. & Sons Co.
White Marsh, Md.

50,000 Dracaena Indivisa

From 2-inch pots, ready for 3 or 4-inch pots, at $4.00 per 100. From 2-inch pots, good strong average sized plants at $3.00 per 100.

GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

SPECIALTY

Potted Plants

To Trade Only.

A. L. MILLER, Jamaica, N. Y.

Robert Craig Co.

HIGH CLASS PALMS
and Novelties in Decorative Plants
NORWOOD, Delaware County, PA.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

CYCLAMEN

We must have room and offer for one week.
2,500 2¼ in. **Cyclamen,** at $10.00 per 100; $90.00 per 1000.
3,000 3 in. **Cyclamen,** at $20.00 and $25.00 per 100.
1,000 4 in. **Cyclamen,** at $40.00 per 100.
Ask for our prices of **Easter Greeting Pelargoniums** and **Ferns.**

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

SPECIAL SALE

Roses and Carnations

Owing to the death of the proprietor, plans made for next season have been changed to such an extent that all the stock listed below and grown for our own use will be sold immediately. **Everything is guaranteed to be in first-class condition and an exceptional bargain.** Orders filled in strict rotation. Wire, phone or mail in your order right away. Hurry!

Rose Plants

2¼-inch Own Root Stock	1,000		1,000
Premier	$110.00	Sunburst	$ 75.00
Columbia	75.00	Dunlop	90.00

3-inch Own Root Stock	1,000
Premier	$125.00
Columbia	90.00
Ophelia	75.00

Carnation Plants

200,000 from Black Soil	1,000
Ward	$ 25.00
Enchantress	25.00
Rose Pink Enchantress	25.00
White Enchantress	25.00
Thenanthos	25.00
Matchless	35.00

200,000 from Sand	1,000
Ward	$ 18.00
Rose Pink Enchantress	18.00
Enchantress	18.00
White Enchantress	18.00
Thenanthos	18.00

CASH WITH ORDER.

PETER REINBERG

Wholesale Florist, 30 East Randolph St., CHICAGO

Mention the American Florist when writing

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request.

Kentfield, Marin Co., Calif.

Mention the American Florist when writing

FERNS

Cyrtomium Rockfordianum, Holly Ferns. 3-inch, $1.50 per doz., $8.00 per 100; 4-inch, $3.00 per doz., $25.00 per 100.

Be sure to get Our Monthly Bulletin.

R. Vincent, Jr. & Sons Co.
WHITE MARSH, MD.

Mention the American Florist when writing

Seasonable Stock

READY TO SHIP

	Per 100
Santolina Incana—Good for edging and carpet bedding, 2-in. pots	$ 5 00
Begonias—Prima Donna, Gracilis, Luminosa and Erfordia Superba, 2-in. pots, at	5.00
Buddleia Magnifica (Summer Lilac)—2½-in. pots	6.00
" " " " —2-yr., field-grown	15.00
Chrysanthemums, 2-in. pot plants—Pompons in 12 varieties, and single-flowered in 6 varieties	5.00
Fuchsias, 2¼-in —Avalanche, Black Prince, Lord Byron, Mrs. E. G. Hill, Minnesota, Phenomenal and Speciosa, at	6 00
Pelargonium Easter Greeting—Fresh, late propagated 2-in. pot stock	10.00
Hardy Japan Lilies, 8 to 9 in.—Auratum	16.00
" " " Speciosum Rubrum and Speciosum Album	15.00
Boston Ivy (Ampelopsis Veitchii)—Strong, field-grown	16.00

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

Ready Reference Section

15 CENTS, NET, PER LINE

ALTERNANTHERAS.

Alternantheras. Yellow and Brilliantissima, fine bushy, 2-inch stock, $4.00 per 100. Cash. JOSEPH BANCROFT & SON. Cedar Falls, Ia.

AMPELOPIS VEITCHI.

Ampelopsis Veitchii. A large stock of one and two year in all grades. Two year transplanted are heavy for grades. Some three year with heavy tops and roots. Light stocks for lining out very cheap. CHAS. BLACK, Hightstown, N. J.

ARDISIA.

ARDISIAS.

Ardisia Crenulata Rubra, 2½-in. pots, $10 00 per 100, $90.00 per 1000; 4-in. pots, $75.00 per 100, $600.00 per 1000. Azalea Indica for fall delivery. Prices on request FRUITLAND NURSERIES, P. O. Drawer 910, Augusta, Ga.

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $10.00 per 1,000.

ROMAN J. IRWIN
43 West 18th St. New York

Asparagus Sprengerii, 4-inch, 20c; 3½-inch, 15c each. Asparagus plumosus, 4-inch, 20c; 3½-inch, 15c each. DAVIS FLORAL CO., Davenport, Ia.

Asparagus plumosus, 2-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

ASPLENIUM.

Asplenium Nidus Avis (Birdnest Ferns), good strong, healthy stock, ready for delivery June 1, 1921, 1¾-in., 20c; 2¼-in., 25c; 3-in., 35c each. WM. K HARRIS, 55th and Springfield Ave., W. Philadelphia, Pa.

BARBERRY.

Box-Barberry, well-rooted summer cuttings $25.00 per 1,000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BEGONIAS.

Begonia Chatelaine, 2¼-in., $7.00 per 100; $65.00 per 1,000. Patten (new dark pink Chatelaine), 2¼-in., $8.00 per 100.

Pride of New Castle, 2¼-in., $14.00 per 100.

Ask for price list of Canna Roots and Gladioli Bulbs.

ROMAN J. IRWIN
43 West 18th St. New York

Begonias, Metallica, Otto Hacker and Pres. Carnot, $10 per 100. The Storrs & Harrison Co., Painesville, O.

Begonia Chatelaine, 4-inch, $25.00; 3½-inch, $20.00 per 100. DAVIS FLORAL CO., Davenport, Ia.

BULBS.

Bulbs, Gladiolus. All bulbs are first-class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

R. A. VAN DER SCHOOT
Hillegom, Holland
Extensive own culture of bulbs and plants. Prices on application.

CANNAS.

CANNA BARGAINS.
Guaranteed true to name, 2 to 3 eyes, strong plants.

	Per 100	Per 1000
King Humbert	$4.50	$40.00
Yellow King Humbert	4.50	40.00
City of Portland	7 00	65.00
J. F. Howell	3.50	30.00
Allemania	3.50	30.00
Shenandoah	3.50	30.00
David Harum	3 50	30.00
Charles Henderson	3.50	30.00
Indiana	3.50	30.00

NORTH STAR NURSERY
H. B. Schroeder, Mgr. Onarga, Ill.

CANNAS. 3000 King Humbert at $3.50 per 100; $30.00 per 1000. 4000 Richard Wallace at $2.50 per 100; $22.50 per 1000 Good strong stock, two to three eyes and better. Cash. The lot to one address, $150.00. BUSHY FLOWER GARDEN, Bushy, Va.

CARNATIONS.

CARNATION PLANTS.
200,000 from black soil.

	1000
Ward	$25.00
Rose Pink Enchantress	25.00
Enchantress	25.00
White Enchantress	25.00
Thenanthos	25.00
Matchless	35.00

200,000 from sand.

	1000
Ward	$18.00
Rose Pink Enchantress	18.00
Enchantress	18.00
White Enchantress	18.00
Thenanthos	18.00

PETER REINBERG
Wholesale Florist
30 E. Randolph St. Chicago

ROOTED CARNATION CUTTINGS.

	100	1000
Enchantress Supreme	$4.00	$35.00
Ward	3.50	30.00
White Enchantress	3.50	30.00
White Wonder	3.50	30.00
Aviator	3.50	30.00
Matchless	3.00	25.00
Miss Theo	3.00	25.00

CHAS. N. MILLER & BRO.
Morton Grove, Illinois.

CARNATIONS
Choice Rooted Cuttings
MATCHLESS
$5.00 per 100; $40.00 per 1,000.
BELLE WASHBURN
$7.00 per 100; $60.00 per 1,000.
Our cuttings are all made from flowering side shoots.
BASSETT & WASHBURN.
178 N. Wasbash Ave., Chicago.

CARNATIONS.

ROOTED CARNATION CUTTINGS.

	100	1000
Enchantress Supreme	$4.00	$35.00
Aviator	3.50	30.00
C. W. Ward	3.50	30.00
White Wonder	3.50	30.00
White Enchantress	3.50	30.00
Pink Enchantress	3.00	25.00
Miss Theo	3.00	25.00
Matchless	3.00	25.00

J. A. BUDLONG CO.
184 North Wabash Ave. Chicago.

10,000 Carnations, rooted cuttings, C. W. Ward and Matchless, will be sold at once at a bargain. J. H. THOMPSON & SON, Kennett Square, Pa.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemums. Hamburg Late Pink. One of the best pinks for commercial purposes. Rooted cuttings, $8.00 per 100; $75.00 per 1000. 2-in stock, $9.00 per 100; $85.00 per 1000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

CHRYSANTHEMUMS, ROOTED CUTTINGS.
Clean, healthy stock free from midge.

Standard Varieties.
Golden Glow, Early Frost, Charles Razer. Seidewitz and all other standard varieties. $3.50 per 100; $30.00 per 1,000.

Pompons—Hardy Early Flowering, Single varieties. Anemones, $3.50 per 100; $30.00 per 1,000.

Choice Commercial Varieties.

Sun Glow	White Mistletoe
Glen View	Golden Mistletoe
Wells' Lake Pink	December Gem
White Turner	Odessa
Yellow Turner	

Price on all above, $5.00 per 100; $45.00 per 1,000.

White Seidewitz, $6.00 per 100.

Hamburg Late White, $5.00 per 100; $25.00 per 1000. Pink Turner, $2.25 per dozen, $15.00 per 100.

Ask for Price List of Carnation Cuttings.

ROMAN J. IRWIN
43 West 18th St., New York

CHRYSANTHEMUMS.
Rooted Cuttings.
Our celebrated early white pompons are ready to ship anywhere. This variety commences to bloom October 1, and will continue three months, producing quantities of double white pompons, which are fine for either cut flowers or potted plants.
$6.00 per 100
50.00 per 1000
BASSETT & WASHBURN
178 N. Wabash Ave. Chicago.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrain, Mich.

COLEUS.

COLEUS ROOTED CUTTINGS.
$1.50 per 100; $14.00 per 1,000, by express. If postpaid, special delivery and insured, at customer's risk, add 15c per 100; 75c per 1,000. Golden Bedder, Verschaffeltii, Queen Victoria, Firebrand, Beckwith Gem, Trailing Queen and others.

American Beauty and Brilliancy, $2.50 per 100; $20.00 per 1,000.

Ask for Price List on All Bedding Plants.

ROMAN J. IRWIN
43 West 18th St., New York

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

COLEUS.

Coleus. Best bedding varieties, $3.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CYCLAMEN.

Cyclamen. The kind you have been looking for. Strong, well grown named varieties in separate colors in the following:

From 2½-in. pots............$12.00
From 3- in. pots............ 20.00
From 4 -in. pots............ 40.00
From 5 -in. pots............ 75.00

Write for discounts on large orders.

We pay special attention to boxing and packing and the using of paper pots should insure safe arrival at destination. The stopping of express cars at our plant enables us to make direct shipments without unnecessary rough handling, which will be appreciated by our customers. Plants are moving fast and we advise ordering at once.

J. W. DAVIS COMPANY
Terre Haute, Indiana.

Cyclamen Seedlings. We offer for immediate delivery, strong transplanted seedlings, grown cool, 5 to 8 leaves, ready for 3-in. pots:

Glory of Wandsbek	White—Carmine Eye
Daybreak	Rose of Marienthal
Brilliant Red	Magnifica
Christmas Cheer	Lavender
Pure White	Rococo Improved

$80.00 per 1000, net. Strong, hardy, a superior strain and grown cool.

J. A. PETERSON & SONS
Westwood, Cincinnati, O.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1.00. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill

Cyclamen, 2½-in., good assortment, leading varieties, $12.00 per 100, May delivery. MATTHEWSON'S, Sheboygan, Wis.

DAHLIAS.

DAHLIAS

The following good cut flower varieties are still available: Jack Rose, Sylvia, Lynhurst, Minnie McCullough, Princess Juliana, White Swan and Golden Gate. Stock of other varieties exhausted.

LYNDHURST FARM, INC.
R. F. D. No. 2, Hammonton, N. J.

DAISIES.

DAISIES, Single White, 2½-inch, $6.00 per 100; $50.00 per 1000. Boston Yellow, 2¼-inch, $8.00 per 100.

Ask for Price List on Ferns, Cyclamen Seedings, Etc.

ROMAN J. IRWIN
43 West 18th St., New York

DELPHINIUMS.

25,000 Delphinium Belladonna. 2¼-in., $6.00 per 100, $50.00 per 1000. WM. SWAYNE, Kennett Square, Pa.

3000 Delphinium Formosum and Belladonna, strong plants from cold frames; $10.00 per 100; $90 per 1000. ROSE HILL NURSERIES, New Rochelle, N. Y.

Delphinium Belladonna, strong field-grown plants, $7.00 per 100. Also excellent seed at $2.00 per ounce. THOMAS J. MURPHY, 1409 Erie St., Painesville, O.

DRACAENAS.

DRACAENA INDIVISA. Extra fine well-rooted, 3½-inch pots, $17.00 per 100; 2¼-inch pots, $5.00 per 100.

ROMAN J. IRWIN,
43 West 18th St., New York.

Draceana Indivisa. 2-in., ready for 3 or 4-in., $4 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

BOSTON FERNS
Good, Strong, Bushy Stock

6-inch	$ .50	each
7-inch	1.25	each
8-inch	2.00	each
10-inch	2.50	each

Add 5% packing charge.

DAVIS FLORAL CO.
Davenport Iowa

FERNS.

FERN RUNNERS, ready April 5, $15.00 per 1000. FOLLOWING VARIETIES: Boston, Roosevelt, Teddy Jr., Macawii and Verona, 2¼-inch of above, also Scottii, $6.00 per 100, $50.00 per 1000. New Macawil, 2¼-inch, $10.00 per 100, $95.00 per 1000. Larger sizes ask for prces.

Bostons, 3-inch pots, $15.00 per 100; 3½-inch pots, $24.00 per 100; 4-inch pots, $26.00 per 100.

ROMAN J. IRWIN
43 W. 18th St., New York.

STRONG HEALTHY FERNS

Boston, 3-inch	$12.00	per 100
" 4-inch	22.00	" "
" 5-inch	40.00	" "

Give us a trial order.

PETERSON FLORAL CO.
Gibson City Illinois

Ferns, Boston, Roosevelt and Harrisii. 2¼-in., $7.00 per 100; $65.00 per 1,000. Macawil, 2¼-in., $12.00 per 100; $100.00 per 1,000. Wm. F. Kasting Co., 568-570-Washington St., Buffalo, N. Y.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

FERNS.

Ferns. Table and fern dish. For varieties and prices see display advertisement elsewhere in this issue The Storrs & Harrison Co., Painesville, O.

Ferns. Pot grown and in good shape. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns, Ill., descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums, Nutt, Buchner, Ricard, Poite vine and Viaud. Good short jointed plant., 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8. Lancaster, Pa.

GLADIOLUS.

Gladiolus America and Princepine, first size, 20c; second size, $15 per 1000. H. HILLS, Bristol, Ind.

GARDEN ROOTS.

Eat luscious asparagus this spring. By planting my eight-year-old roots you will not have to wait three years for your crop. Have fine testimonials. Can send C. O. D., by parcel post or express if desired Price, $2.00 per 25; $3.75 per 50; $7.00 per 100. WARREN SHINN, Woodbury, N. J.

One, two, three and eight year old asparagus roots. Variety Palmetto There are lots of asparagus beds going out this spring. WARREN SHINN, Woodbury, N. J.

GRAPE VINES.

Grape Vines. Six years old, cut back with one year's top growth. Butts heavy. Going fast. Price, 50c each WARREN SHINN, Woodbury, N. J.

HYDRANGEAS.

FRENCH HYDRANGEAS.
For Memorial Day Forcing.

My 20 best named varieties, white, pink, blue, rose, etc.

	Doz.	100
4½-in. pots, 4 to 6 branches.	$ 5.50	$40.00
5 and 5½-in., 5 to 9 branches	7.25	55.00
6-inch pots, 6 to 10 branches	7.75	60.00
6½-in. pots, 8 to 12 branches	10.75	85.00
7-inch pots, 9 to 12 branches	$1.25 each	

Packing, 5 per cent on amount of order. Ask for list of varieties on application.

ROMAN J. IRWIN,
43 West 18th St., New York.

IVIES.

English Ivy. 200 fine, large plants, 5-7 feet, $9, $12 and $15 per dozen. ROSE HILL NURSERIES, New Rochelle, N. Y.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

Lily of the Valley pips. Holland grown, $17.00 per 1000. C. J. Speelman & Sons, 470 Greenwich St., New York.

MYRTLE.

MYRTLE HARDY CREPE VARIETY for covering graves, etc., $7.00 per 100; $60.00 per 1,000.

ROMAN J. IRWIN,
43 West 18th St. New York.

NURSERY STOCK.

Some great bargain in fruit plants, cuttings and shrubbery.

Worden grape cuttings, from root moss, 3 buds, 25c per 100; $2.00 per 1000.

Cumberland and Kansas black raspberry, strong tips, 2c each or 3c prepaid

Columbian red raspberry tips, heavy and strong, 3c or 4c prepaid.

One year Spirea Van Houttei shrubs, $1.00 per doz., prepaid; 2-year, $1.50 per doz., prepaid.

Spirea Billardii (pink), 4-year specimens, 4 feet high, 25c each, by express.

Deutzia Crenata and Deutzia Fortunaise shrub, 4-year, 3½ to 4 ft. high, 25c each, by express.

Spirea Aurea, Golden Spirea, specimens, 5 to 6 feet high, 75c each

Amoor River North Privet, 1-year, per dozen, by mail, $1.00. Ibota Privet, 1-year, per dozen, prepaid, $1.00.

Two year strong, heavy Campbell's Early, grape plants, at 20c. prepaid.

CHARLES NASH NURSERY,
Three Rivers, Mich.

5000 Hydrangea arborescens (Hills of Snow), from 2½-in. pots for lining out, $6.00 per 100; $55.00 per 1000.

500 Deutzia crenata fl. pl. rosea, double pink, 6-7 feet, heavy bushes, $35.00 per 100. Packing at cost.

500 Syringa (Philadelphus) Virginalis, new Everblooming variety, 3 sizes, $4, $5 and $6 per doz.

ROSE HILL NURSERIES,
New Rochelle, N. Y.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

PANSIES.

300,000 PANSY PLANTS.
Steele's Mastodon in bud and bloom. Large, strong, stocky plants. September transplanted. Quality plants. Satisfaction guaranteed. $4.00 per 100; $35.00 per 1000.
JOHN JENSEN & SONS.
9801 S. Western Ave., Chicago.

PELARGONIUMS.

Pelargonium Easter Greetings. In bud and bloom, extra fine plants, 5-inch, 40c; 4-inch, 25c each. DAVIS FLORAL CO., Davenport, Ia.

POINSETTIAS.

California field-grown Poinsettia stock plants. Early variety, famous for holding its foliage, and True Red Variety plants, $18.00, $26.00 and $30.00 per 100. These stock plants will produce on an average of 25 cuttings in one season. I am now supplying some of the largest growers of potted poinsettias in nearly every state of the United States. Free sample plant sent upon request. PAUL ECKE, 1126 Hayworth Ave., Los Angeles, Calif.

PRIMULAS.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIMULAS. Sim's Hybrid Yellow Polyenthus, strong divisions, $7.00 per 100.
ROMAN J. IRWIN
43 W. 18th St., New York

PRIVET.

Privet. Ibolium privet, hardy hybrid; cross between California and Ibota privet, 2 years, 2-3 ft., $2.50 each; 1 year, 1-2 ft., $1.00 each; summer frame cuttings, 50c each. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

ROSES.

BENCH PLANTS.
Roses—Choice Stock.

Russell, 3-year old	$15.00 per 100
Columbia, 2-year old	12.00 per 100
White Killarney, 2-year old	10.00 per 100

BASSETT & WASHBURN.
178 North Wabash Ave., Chicago.

ROSE PLANTS.
2¼-in. own root stock.

	1000
Premier	$110.00
Columbia	75.00
Sunburst	75.00
Dunlop	90.00

3-in. own root stock.

	1000
Premier	$125.00
Columbia	90.00
Ophelia	75.00

PETER REINBERG
Wholesale Florist
30 E. Randolph St. Chicago.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Russell Bench Plants	$16.00	$150.00
Milady Bench Plants	15.00	140.00
Killarney Bench Plants	12.00	115.00
Ophelia Bench Plants	12.00	115.00
Sunburst Bench Plants	12.00	115.00
American Beauty	20.00	190.00

M. C. GUNTERBERG.
Wholesale Florist
8 East Randolph St. Chicago, Ill.

ROSE PANTS.

	100	1000
3500 Pink Killarney, 3-in.	$ 9.00	$80.00
11000 Ophelia, 3-in.	9.00	80.00
9000 Richmond, 2½-in.	7.00	60.00

WIETOR BROS.,
Wholesale Florists,
30 E. Randolph St., Chicago.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

ROSES.

Roses. Own Root. Dunlop, 2-in., $20.00 per 100, $175.00 per 1000; Columbia, 2-in., $15.00 per 100, $125.00 per 1000; Cecile Brunner, $9.00 per 100, $80.00 per 1000; Ophelia, 2-in., $9.00 per 100, $80.00 per 1000. THE PARK FLORAL COMPANY, 1643 Broadway, Denver, Colo.

RUSSELL BENCH PLANTS.
Good stock $15.00 per 100. No order for less than 100 shipped.
BASSETT & WASHBURN.
Wholesale Florists
178 North Wabash Ave. Chicago.

Roses. 4000 Ophelia, 3-year old, dormant, very strong, $30.00 per 100; $250.00 per 1000. ROSE HILL NURSERIES, New Rochelle, N. Y.

SEEDS.

Seeds. Seed stock of the following varieties, hand-picked and ready for planting: Fordhook Bush Lima, Wood's Prolific Bush Lima, Large White Pole Lima, and Lazy Wife Pole. Write for quantities and prices. Henry Berrien Fish, Carpinteria, Calif.

Seeds. Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Son, Langport, Eng.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Asparagus plumosus seed of new crop, per 1000, $3.50; 5,000 lots at $3.25 per 1000. VAUGHAN'S SEED STORE, Chicago.

SEEDS.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Cyclamen and Giganteum. For varieties and prices see display advertisement elsewhere in this issue. Kelway & Son, Langport, Eng.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Lawn mixtures and field, wholesale. Write for prices. Atlantic Grass Seed Co., 46 W. Broadway, New York.

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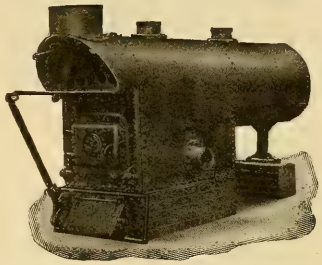

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Springfield, Mass.

This city, another of the many thriving and populous centers of the state, has been on the map for many years. Without injecting politics into a trade letter, it may be stated that any man or woman who does not know something of the Springfield Republican, a newspaper, cannot be much of a reader. We were unfortunate in arriving here, April 15, during a pouring rain.

All well informed florists, when they hear the name of this city mentioned, naturally think of Mark Aitken, who, with no reflection on others, is the leading grower and retailer. His store at 372 Main street employes over 12 persons and radiates prosperity. When visiting Mr. Aitken's range, which is a 10-minute ride from the store, we found the genial foreman, Samuel Redstone, who is not unknown among the florists of the eastern states. Here let it be remarked that nowadays there is so much specializing that but few ranges can be found where a great variety of stock is well grown. The Aitken range is a notable exception. In addition to good roses and carnations, snapdragons, candytuft, marigolds, foxglove, lilies, large plants of hydrangeas, marguerites and various other stock are all noteworthy. The range comprises 75,000 square feet of glass and there are 20 acres of good land, on a part of which great stocks of asters, gladioli and other flowers are produced in season.

Wm. Schlatter & Son have greenhouses on Bay street and a store at 422 Main street.

Percy Steele has a fine store at 418 Main street.

Chas. S. Bean, formerly well known in the trade of Boston, Mass., conducts the florist department in the public market. A. F. F.

Buffalo.

Business with the exception of funeral work has been brisk. Stock, with sweet peas and roses the leaders is very plentiful, lilies alone being short. Saturday and Sunday were about as unpleasant as could be, early stock being damaged.

NOTES.

John Priesach, Corfu, N. Y., has purchased the Newman greenhouses and property at Akron, N. Y., and will run them in addition to his Corfu range. They were operated by Wm. F. Kasting Co. for some time and are in good condition.

The Western New York Florists' Association held an important meeting at the Iroquois hotel on April 22, and was well attended. J. F. Ammann, Edwardsville, Ill., and Herman Noble were the principal speakers.

Increasing duties in business has compelled Chas. Felton to engage a chauffeur for his private car.

Jerome Deutcher of the W. F. Kasting Co., says the voteress is getting on fine.

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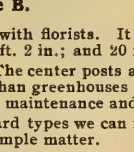

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Vol. LVI. **CHICAGO AND NEW YORK, APRIL 30, 1921.** **No. 1717**

THE AMERICAN FLORIST

ESTABLISHED 1885

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Toronto, Ont., 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

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OFFICERS — ROBERT PYLE, West Grove, Pa., President; F. L. ATKINS, Rutherford, N. J., Vice-President; JOHN C. WISTER, 606 Finance Bldg., Philadelphia, Pa., Secretary; CHAS. H. TOTTY, Madison, N. J., Treasurer.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at Hotel Pennsylvania, New York, September 27-30, 1921. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK 205 Elwood Ave., Newark, N. J., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Boston, Mass., 1921. LEE R. BONNEWITZ, Van Wert, O., President; A. P. SAUNDERS, Clinton, N. Y., Secretary

MOTHERS' DAY.

SUNDAY, MAY 8.

Advertising Necessary.

Mothers' Day is an opportunity for the florist who believes in it, who is enthusiastic, who puts his whole soul into the work and by force of his example creates enthusiasm in all he comes in contact with. If one is rightly approached they will at once become interested and enter into the observance with spirit, and by their gifts help to spread its propaganda. It is a matter of education that finally brings about a custom that will in time become universal. If the trade all over the country would organize to support a well planned campaign such as has proved so successful in Cleveland, O., and other cities, the establishment of Mothers' Day would be very materially advanced. Each individual can, by going over his stock and selecting articles that may be featured in one way or another, make his entire store take on a Mothers' Day appearance that will help along the movement very materially.

Another way to spread the propaganda is through organizations or employed persons in business houses or factories. The circularization of good literature and the offering of flowers at reduced prices in large quantities so that each may have a flower to wear, will in some instances fall on fertile ground and bring business. Other good fields are churches and Sunday schools, who use flowers quite extensively. In all these offerings, the white carnation is to be rigidly cut out. Keep the slogan "Your Mother's Favorite Flower" always to the front, so that every flower is some mother's favorite. In this way the demand will be general and the great bugaboo of the high priced white carnation will soon become a thing of the past. Also make it clear that colors are appropriate, the reds, the pinks, the whites, the blues and yellows, each a mother's favorite. The narrow cry of many in the trade is "Why should I try to boost Mothers' Day just to make a demand for white carnations and force the price up to such figures as to ruin my trade, and out of which I am unable to realize any returns?"

Mothers' Day should be made to interest everyone, whether large or small buyers. It will bring many into the shop who feel they must have at least one flower and who having broken the ice will feel at liberty to come in soon again. Every plant, box of flowers or other article, should have its distinguishing Mothers' Day mark with ribbon inscription, card or stamp to show its appropriateness for such a gift. An interesting window will contain vases of all the popular flowers with a placard inscribed: "Mothers' Day, May 8; Select your Mother's Favorite Flower." Another effective plan is a window of foliage and flowering plants with a similar window card using plants instead of flowers. All the literature and featuring should be completed well in advance of the event so that by constant repetition it will have the cumulative value that comes from repeated advertising and displays.

When the custom of sending plants and cutflowers on Mothers' Day becomes established everything sells; this is seen in all accounts where through hard work of the local craft, the day is now a fixture, and the sending of flowers has come to be a part of the celebration. No further notice should be taken of the vaporings of Miss Jarvis who has all the honors as founder of the day, but in no place has it been successfully celebrated, save where the trade has put its shoulders to the wheel and made of it a success.

Telegraph Delivery.

This telegraph service is especially appropriate for Mothers' Day and should be featured as the best possible way in which to honor one's mother or her memory with flowers in distant homes on the second Sunday in May.

An especial plea should be made for orders placed well in advance in order that a personal letter may accompany the flowers, avoiding in this way expensive telegrams when too late to post. Ordering flowers by telegraph is now so extensive and in such good working order all over the country that every city or large community is certain of good delivery of all orders entrusted to its care. As a means of boosting the service and showing its great emciency, members of the Florists' Telegraph Delivery Association should plan out unique decorations exploiting Mothers' Day, and their perfected and instantaneous methods of reaching all distant points.

Here are a few lines for leaflets or circulars suitable for the occasion:

Mothers' Day, May 8, the second Sunday in May.

Wear your mother's favorite flower in her honor on Mothers' Day.

Present the best mother who ever lived, your mother, with her favorite flower.

No matter how distant, remember her on Mothers' Day with a letter enclosed in a box of her favorite flowers.

Honor the mother who has passed away by placing or having flowers placed on her grave. Nothing could be more personal than such a remembrance.

Plants are just as suitable as cut flowers for Mothers' Day either sent to the home or to be planted at the cemetery.

Such reminders and publicity are sure to call attention and an observance of the event along these lines.

Next Week in the Flower Shop.

The coming week ushers in the Queen of May and her attendants, whose dances around the May pole always call for flowers in abundance. School commencements will now soon be due and as before stated in these columns are worth looking after by the trade. It is well to plan ahead for these events and make a run on the flowers easiest to obtain and which artistically arranged may be made the vogue. Calceolaria Stewartii, and well flowered gloxinias are about due, these with their luxurious blossoms and when well decorated make the handsomest of pot plants.

Some florists make a specialty of fancy gold fish which, when intelligently handled, can be sold to good advantage. A good sized stock tank sunk under a rather high bench in the greenhouse so the fish occasionally get the sunshine, and which has a constant flow of water, will keep them in good condition. A number of small receptacles of terra cotta and other materials with gravel in the bottom and a "castle" in the center will hold from two to three fish and show them off very nicely. There should also be a bunch of fish grass which keeps the water sweet and clean. Fish globes in several sizes which hold from one to three smaller fishes, will also be found quite salable.

Keep up the line of window boxes and hanging baskets; now is the time when everyone is fixing up the front and there is nothing more appropriate than plants for this purpose. Certain little novelties in baskets, cut flowers vases, etc., that for some reason have not sold, can be featured. It is not desirable to carry these over and while the season lasts they should be displayed with flowers of various kinds and kept well to the front with their sale pushed whenever possible.

This is a good time to run a fern sale; most everybody wants something green on their porch. A good quantity displayed in front of the shop with a price card will move a lot off quickly and at a good profit.

KEEP THINGS MOVING.

Business must never come to a standstill. The moment there appears to be a stagnation everyone must get busy immediately to put the store in its most attractive garb. A look at the window, shows that it has no punch to it; people give it just a glance and pass on. There must be something put there that will so interest them that they will stop and take a long look and comment on its beauty. A window does not need to be loaded down with flowers to be attractive; just a few items of something choice, artistically placed, will cause comment because of its art.

A number of the stores could handle bedding plants now to advantage. A small neat circular explaining how the narrow city yard borders could be brightened with summer flowering plants and adding a list of the popular and easily procured varieties with prices, would undoubtedly secure increased business.

The telephone service must be kept at its highest efficiency with somebody competent to answer every call. When the proprietor is wanted and is out on business it would be explained that if their number is left, his office will endeavor to have him call them as soon as possible. The telephone should always be answered promptly and all hurry-up orders gotten out as soon as possible.

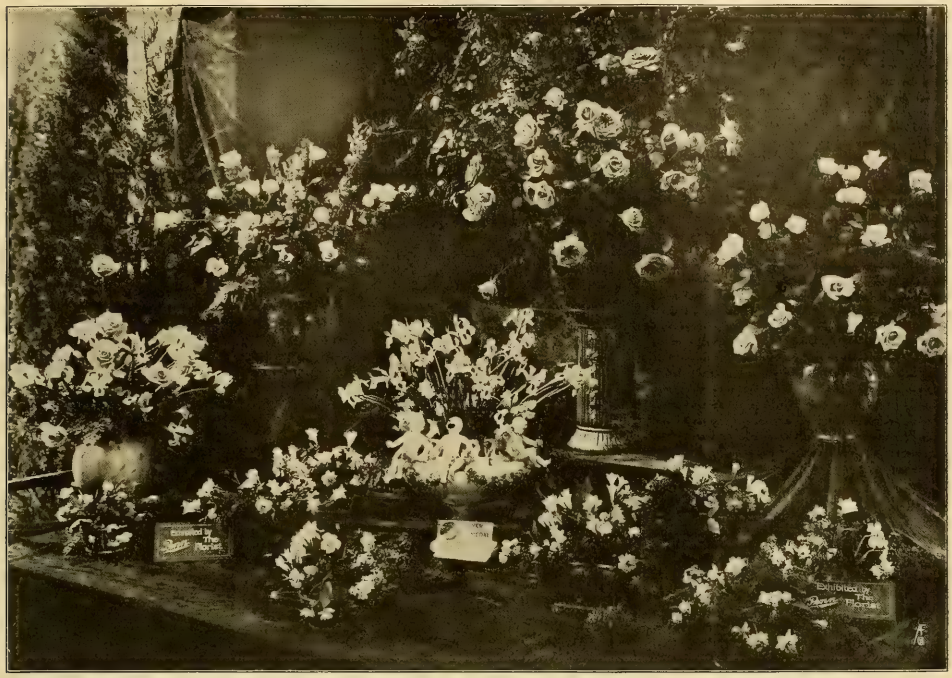
Do not forget that Mothers' Day is coming and all that you individually and with other members of the trade can do collectively should be well under way at this time. This day is what you make it, you want the co-operation of the public and to get it you must show in your decorations and in your literature all about the event, and do so well in advance that they will talk about it among themselves. The store floor and woodwork should be given a thorough cleaning at least once a week. All the goods on open shelving, tops of cases, etc., should be dusted every morning. This is one of the first jobs in the department stores where all counter surfaces and goods must at all times be entirely free of dust. The customer's writing desk should be spotlessly clean and decorated with its welcoming vase of flowers. The ink stands and pens should be in good condition with a few fresh small blotters.

The Store Window.

A florist of experience who has studied store management in a number of the most successful flower shops of the country, is of the opinion that the volume of business might be doubled if the great majority of the retail trade could be induced to use more energetic measures in pushing the sale of plants and flowers. The trouble appears to be that so many are satisfied with just a living or a little more. Business is all right with them, they are quite sure they are doing the best they can.

What in his opinion is required to wake up the sleepy ones is an educational campaign to show them the possibilities of the business. A few sample window decorations with stock on which a drive can be made, preceded by inspiring circulars to their store's list and prospects would be most effective. Hundreds of manufacturers of fancy articles have decorators, who with the necessary window trims, are constantly going from city to city, making special decorations in windows of stores who handle their goods. This advertises their specialties and creates a demand for them. Some such plan could be tried out in every community whenever a surplus season sets in.

GYPSOPHILA PANICULATA.



PENN THE FLORIST'S SILVER MEDAL DISPLAY AT THE BOSTON FLOWER SHOW.
See Issue of April 16.

PLANT NOTES.

Gypsophila Paniculata.

There are few summer flowers that are of more use to the florist having a local trade than the gyposophila, for it lightens up work beautifully and greatly aids in softening the appearance of the summer flowers, many of which have a course look in floral work, and in bouquets, sprays and basket work the sprays are particularly useful. The grower not possessing a good bed of this should procure stock at once and plant them in a good, sunny position, and after once becoming established they require no further attention than to keep the bed free from weeds and occasionally cultivated. Seed can be now sown and as soon as large enough transplanted in rows outside, where they can remain until another spring, when they can be again transplanted to permanent quarters, but to have plants that will bloom this year it will be necessary to procure older stock. The double form of this plant is even more beautiful than the single for some purposes, and its lasting qualities to make it more valuable for a cut flower than the older variety.

Celosia Plumosa.

The plants of Celosia plumosa or the ostrich plume celosia are of very easy culture and make very showy plants for either the garden or the greenhouse. They form pyramidal bushes and the yellow and red plumes which resemble ostrich feathers stand gracefully above the foliage. While they make showy plants for the garden, finer specimens are grown under glass, and they make very showy plants in the late summer and fall. Seed sown in April will make fine plants for culture during the summer, but like all the celosias the young seedlings damp off easily. As soon as large enough, they should be potted in good light soil in 2½-inch pots and later shifted to four-inch to grow large plants to six-inch pots. They should be grown in a good, strong light, for if shaded the plants will become drawn and the dwarf, compact plants are more desirable. C. plumosa aurea, the orange ostrich plume, and C. plumosa coccinea, the crimson ostrich plume, are the two best of the older varieties, and Pride of Catsle Gould, a new introduction of the last few years, is the best of all the ostrich plume varieties and can be obtained in many colors.

Peonies.

As soon as the frost is out of the ground the poeny beds should be forked over and the manure mulch that was placed on them last fall should be forked or spaded in, but let this be done by a careful man, or at least not by help that knows nothing about this work. The young growths start very early and are very tender, so it is best not to fork too close to the crowns, but loosen up all the soil around the plants. It is also well to leave the stems covered as deep as they have been all winter, for a sharp frost may injure a stem that has been protected through the severe winter and then subjected to sharp cold. But the loosening of the soil to good depth will conserve the moisture and allow the air to get into the soil. If the plants were not mulched with manure in the fall, it is well to spread some old manure, not fresh, on the beds before spading and fork it in. Although the fall is the best time to transplant peonies, yet if not done and it is desired or necessary to move them, they can be transplanted early in the spring, but this must be done before the growths are above the surface of the ground and as much soil left about the roots as possible. These plants make their young roots in the fall, and if any attempt is made to shake the soil off, the roots will be broken doing this. Divisions must therefore be carefully made so as to disturb the roots as little as possible. The dry roots that are purchased at this time are much better planted in pots or boxes until the roots are formed in the soil and later transplanted to the ground. It cannot be expected that plants of this kind will produce any flowers this year, for it will only be possible to get them established in their new location the first season.

Camellias.

While it is a question if the camellia will ever become as popular as it was years ago, yet there seems to be a growing demand for the blooms of the "Japonica" as it was so familiarly known to the grandparents of the present generation, and the flowers are well adapted to certain classes of work or occasions. A few dwarf plants are now also seen in flower in some of the stores. They are easily grown, the prime requisite being a cool house, one with a night temperature of 45 to 50 degrees, and the constant care throughout the year that all hard-wooded

plants require. The large specimens which are grown for cutblooms may be planted in the ground of the house, first spading in a quantity of leaf-mold and rotted cow manure. The small plants are generally grown in pots, firmly planted in the same kind of soil, with plenty of drainage. They do not require repotting often, and when done, the shift should be only to one size larger, and this should be made just after the plant is through flowering, for it then starts to make its growth for another season. When the growth starts, the plants should be given plenty of water and frequently syringed; in fact, careful watering is the one thing necessary in their culture. They should never become dry, and during the hot days of summer, frequent syringings are required, which also greatly assists in keeping down mealy bug and scale, the only two insects to which the plant is subject. The cause of the buds dropping, which will sometimes occur, can invariably be traced to the plant becoming dry sometime during its growth. During the summer, heavy shade over the plants will be required, and an abundance of air should be provided at this time.

Potting Young Stock.

At this season of the year the plant grower will have thousands of young seedlings to pot or place in flats and as many more to shift from a small pot to a larger size, and it does not seem that any instruction in potting should be necessary, but we chanced not long ago to see a boy potting and wondered if the plants would live and we then saw in the houses many of the plants which had been potted struggling for existence. It seems to be the general idea with the young gardener that the one that can pot the most plants in a given time is the smartest, regardless of how well it is done and how the plants afterward grow. The young man whom we saw would fill the pot full and then make a hole in the soil with his finger, place the seedling in the hole and then press the top soil around the stem. The chances were that the roots of many of these plants were still hanging in an enclosed hole in the center of the pot, for the soil should have been firmed around the roots. That he could handle a large number of plants in a given time was no question, but a much better plant can be grown if the soil is made firm around the roots first and then the top firmed down. The same thing happens in transplanting where the loose soil is thrown around between the plant and the pot and the top then firmed down. A little soil should be first thrown in the bottom of the pot, and the plant placed in this, then a little soil around the plant, which should be firmed down, then a little more soil, which can be pressed down from the top. This will take longer, but the plant will live and grow enough better to pay for the extra pains.

BROCKTON, MASS.—The Crawford Greenhouses have been incorporated by Chas. E. Field and Elizabeth F. Baker, of this city, and Alfred J. Le Cocq, of Randolph.

MONTREAL, QUE.—Ley & McAllan, Ltd., has been incorporated with a capital of $10,000, to purchase the business of Ley Florist, Registered, to deal in flowers, plants, shrubs, supplies, etc., and to establish greenhouses. G. H. McAllan, Chas Ley, Chas. Wilson and others are the incorporators.

Vegetable Forcing Status.

Address of Prof. L. C. Corbett, Bureau of Plant Industry, Washington, D. C., Before the Vegetable Grower' Association of America.

According to available statistics, there are, at the present time, about 6,000 greenhouse establishments in the United States producing vegetables in all or part of their space, the product having an aggregate value of about $10,000,000 per year. Lettuce, cucumbers and tomatoes are the three crops most largely grown, they representing at least 90 per cent of the total value of the vegetables produced. From these figures, it is apparent that the vegetable forcing business is an important one, as it has, within a comparatively few years, grown from a very small beginning to its present proportions. Originally developed to supply out of season luxuries for consumption by the wealthy classes, it has, at the present time, come to be looked upon as an essential enterprise from the point of view of the man in everyday walks of life. A very large proportion of the winter lettuce produced in the vegetable ranges of the northern United States, is consumed by people of moderate means. Within the past few years, the rapid development of such regions as southern Florida, southern Texas and southern California, for the growing of tomatoes, cucumbers and lettuce in late fall, winter and early spring, has brought the greenhouse men into contact with conditions against which they did not have to contend a few years ago. The aggregate value of the outdoor grown crop, which is sold on the same markets, and in competition with the greenhouse crop, is very large; the exact figures are lacking, but it is known that the state of Florida, in an average season, produces over three and one-half million crates of tomatoes, having a value to the grower of over $4,000,000; about 330,000 crates of cucumbers, having a value of $433,000; and about 927,000 crates of lettuce, with a value of over $800,000. It is also known that southern Texas produces about 18,000 tons of tomatoes annually; these for shipping purposes,

DAHLIA COPPERSMITH.

while California produces about the same amount. During the past season, in the Imperial valley in California, between 25,000 and 30,000 acres were devoted to winter lettuce. While not all of the product grown in these various localities ordinarily comes in competition with greenhouse grown crops marketed in the larger cities of the north, yet the fact remains, that in certain seasons of the year, this outdoor grown material does, to a very large extent, determine the market prices.

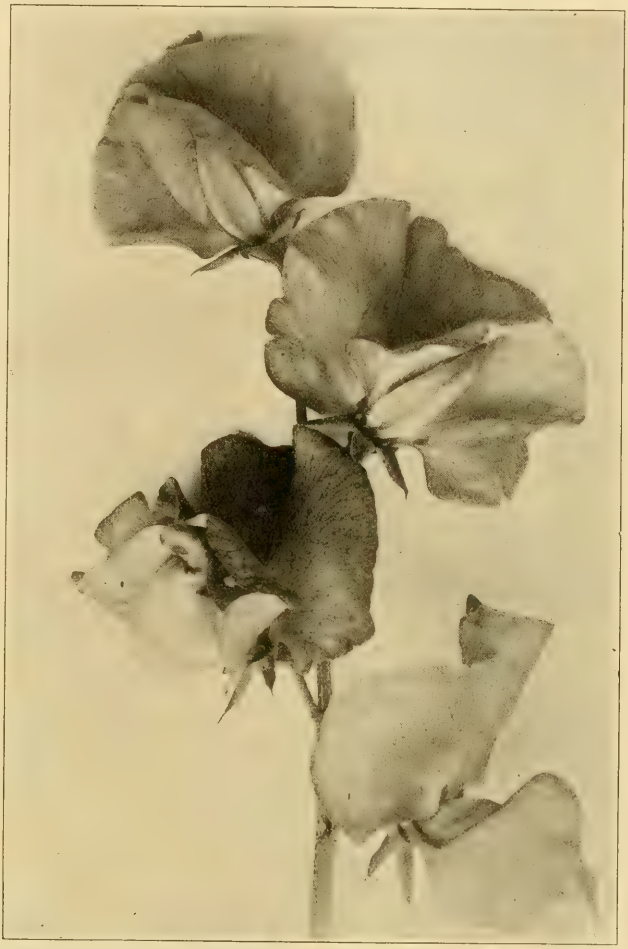
OVERCOMING COMPETITION.

It is our feeling that there is a logical place for both the indoor and outdoor grown material, and that by properly timing the maturity of his crops, the greenhouse man can, without difficulty, successfully maintain himself in this competitive position. He has one marked advantage over the man producing outdoor grown crops, in that it is possible in the greenhouse to produce tomatoes, melons, cucumbers, etc., that are far superior to anything that can be grown out of doors. It is a well-known fact that greenhouse tomatoes are markedly superior in quality to the average outdoor grown material, and far superior to tomatoes that are packed partly green and shipped several hundred miles to market. The same is true of cucumbers and melons. It is not always necessary for the greenhouse vegetable man to meet outdoor competition in price, as, in many cases, his product is so far superior, that it will readily command prices twice as high as asked for vegetables of poorer quality grown outdoors. Even though the competition becomes so severe that the greenhouse man cannot afford to grow ordinary grades of lettuce and other kindred crops, he can still, by growing and packing high grade vegetables, more than hold his own. We are all familiar with the attractiveness of the Pacific Coast apples, and this is very largely due to the methods used in packing the fruit. It is perfectly possible for the vegetable greenhouse man to cater to just such a trade, and thereby secure a more liberal reward for his painstaking efforts.

It has been felt that the members of the Vegetable Growers' Association of America would be interested in a brief study of some of the factors bearing on the relationship of the outdoor vegetable industry, as carried on in Florida, southern Texas and southern California, and in other sections where winter vegetables can be produced, versus the crops produced in forcing structures.

REDUCING THE HIGH COST.

The office of horticultural and pomological investigations has, for years past, been keenly interested in the vegetable forcing industry, and while we are, of course, equally interested in the outdoor industry, we wish, for the present, to study some of the problems of the greenhouse man, and some of the ways whereby he can overcome the handicap of high cost fuel, labor and supplies. It is an undeniable fact that the cost of producing greenhouse vegetables is now two or three times what it was 10 years ago. Coal, labor and greenhouse materials have certainly doubled, and in some cases, more than doubled in cost. At the present time, greenhouse glass of good grade, costs about as much per foot as did the completed house several years ago. But the greenhouse man should remember that equally difficult, if not more difficult conditions, face the grower located several hundred miles from his markets, and who must depend upon the uncertainty of transportation today. While it is true that the greenhouse man is dependent upon railroads for his fuel supply, and for carrying his product to market, yet he can, in an emergency, store his fuel during the summer months, and market his product by truck. This is especially true of the small concern, whose product is absorbed in nearby cities.



NEW SWEET PEA ROSALIND.

From a general survey of the vegetable industry, one cannot but be convinced that the problems confronting the greenhouse men today are no greater, if as great, as those the Florida, Texas or southern California grower must face. These growers are under the necessity of producing their crops several hundred miles away from their markets, and they must bear the expenses of growing the crop, harvesting and picking it, and guarantee transportation charges to its destination. It is true that the greenhouse man must bear most of this expense also, but he is, as a rule, much nearer his markets, and there is less liability of loss due to shipping. The greenhouse man located in the continental portion of the United States, can put his tomatoes, lettuce and cucumbers on the markets in much better condition than is possible for the grower who must pick his tomatoes while green, and who must count on having his product in transit about a week before it reaches the consumer. Attempts made during the past season to put Imperial Valley cucumbers on eastern markets did not meet with uniform success.

TIMING CROPS FOR BETTER PRICES.

What then can the greenhouse man do to improve his chances of conducting a profitable business in the face of present day competition? First of all, by planning his cropping system so that his tomatoes, his lettuce, and his cucumbers can be put on the market when there is a scarcity, or absolute lack of outdoor grown material. It is thought, however, that too much emphasis should not be placed on this, as for instance, in the case of tomatoes,

it is often possible to produce a greenhouse crop and sell it in competition with outdoor grown tomatoes, and realize greater profits than would be the case were the crop grown and sold when no outdoor stuff was available, as tomatoes produced in midwinter do not as a rule yield satisfactorily, and require much more fuel to mature them than is the case when they are grown in the spring.

In the second place, the greenhouse man can improve his chances of success by practicing careful cultural methods that will insure maximum yields of the crops he is growing. From a survey of the vegetable growing regions of the country, it is felt that greenhouse men, as a rule, follow excellent cultural practices, and secure very satisfactory yields, and for this reason it is felt that, while this factor is important, yet it is by no manner of means the most important one.

Another very important factor that has a great deal to do with the success of the greenhouse vegetable man is the methods he follows in marketing his crop. This is the day of cooperative marketing, and the growers who are today making a marked success of the vegetable growing industry, are the ones who are paying close attention to the sale of the crops after they have been carefully grown and carefully packed. In many cases, it is possible for the sale of the crops to be conducted on a cooperative plan, and in many cases, individual selling produces good results. An excellent example of what can be effected through cooperative marketing is furnished by the Ashtabula Lettuce Growers' Association, this organization being familiar to all of you. These things are all important factors in the success of the greenhouse vegetable grower, but do not, in our estimation, bear as important a relation to the success of the vegetable growing business as does the matter of, choice of and maintenance of the greenhouse equipment.

THE FUEL PROBLEM.

The largest single item of cost in the production of greenhouse vegetable crops is, as a rule, fuel, and the matter of fuel economy is of especial importance at the present time owing to the tremendous increases in its cost. With economical equipment, it requires from about 300 to 500 tons of coal, depending upon the crops grown, to heat an acre under glass for the growing season. At present prices, this means that it requires a very large outlay of money to maintain several acres of glass at temperatures suitable for the crops being grown, and savings of even small percentages of the fuel will, in the aggregate, amount to large sums. There never was a time when larger returns could be secured from the expenditure of time and money in remodelling poorly designed heating systems, and in thoroughly cleaning even the best designed systems. The efforts should not stop at a general cleaning and remodelling of the heating system, but should include attention to the houses themselves. No matter how carefully the greenhouse is constructed, leaks are sure to develop, and these are prolific causes of fuel wastage. The very nature of the structure makes it difficult to keep them tight, and unless repairs are promptly made, the average greenhouse soon becomes so loose that it is almost impossible to maintain a suitable temperature without the use of an excessive amount of fuel. Anyone who has had occasion to climb on the roof of a greenhouse in midwinter, will realize how much heat is lost owing to small leaks.

Sufficient time remains this autumn to go over the houses and tighten them up in every way possible. Greenhouses are very liable to settle, due to improper foundations, the result being poorly fitted ventilators and doors. Time spent in refitting doors and adjusting ventilators so they will close properly, will be time and money well invested.

Contrary to the general belief, the geographical location of the greenhouse does not make as much difference as might be suspected in the amount of fuel consumed. Investigations conducted by the office of horticultural and pomological investigations show that there is comparatively little difference in the fuel consumed in the same length of growing season in northern Ohio, Chicago and Boston areas and those further south. It has been our feeling for many years that greenhouse men generally do not appreciate the wasteful methods commonly followed in heating their ranges. Many of the vegetable ranges, particularly the older plants, have antiquated heating systems, which never were particularly efficient, but which are now in especially bad condition, and we have records showing that in many cases as much as 30 to 40 per cent of the fuel used can be saved by remodelling or replacing these plants with up-to-date equipment. It would seem, therefore, that the most important message I can bring to the greenhouse men today, is that each and every one pay particular attention to the saving of fuel through some of the methods suggested above.

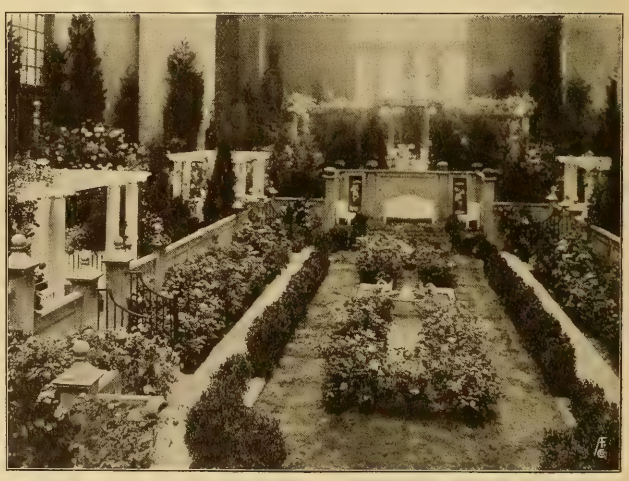
In conclusion, it would seem that there is no cause for pessimism among greenhouse men. Conditions are unusual, and will perhaps remain so for some time, but greenhouse men are not alone in facing this. It is felt that those growers who plan their cropping systems judiciously, who use their labor intelligently, who pay due attention to the marketing of the product, and who pay particular attention to the economical operation of their plants, and especially their heating plants, will, in the long run, receive satisfactory returns from the production of greenhouse forcing crops.

Lasting Qualities of Flowers.

From the commercial standpoint, the lasting quality of a flower is almost as important as its beauty. A proof of this is seen in the way a host of plants, which used to be grown under glass and outside, but which are too fragile to use in a cut state, have almost entirely disappeared from cultivation. Even in the same family there are wide differences, as for instance, in roses, where we might mention Ophelia as near the top in this respect, while Betty often flops hopelessly within an hour or two after being cut. In the asters, which made such a fine show the past season, we have noted a very marked gradation. Some begin to curl up their florets in a day or two, while others look fresh for a week or more. Among the most remarkable in this respect is the fine new white, "Sam Banham," sent us for trial. We have this in water in fine condition, though it is now getting on in its third week since it was cut, and this enduring quality (in addition to its fine appearance) should recommended it to everyone in the cut-flower trade.

However, our idea in starting these notes was not to sing the praises of any particular plant, but to call attention to the subject generally, and suggest that our friends should always note the point when listing new plants, especially for the trade. The fact that a plant is what the Americans call a "good shipper," may increase its sale immensely, if stress is laid upon the point. We may add that we shall always be pleased to receive brief notes on this subject, if from actual experience, from any of our readers.—Horticultural Advertiser.

CLEVELAND, O.—Papers have been filed with the secretary of state reducing the authorized capital of the Cleveland Cut Fower Co. from $250,000 to $25,000. J. W. L.



ROSE GARDEN OF THE BRECK-ROBINSON CO., AT BOSTON SHOW.

See Issue of April 16.

San Francisco.

HEAVY DEMAND FOR STOCK.

The past week has been one of decided activity. The opening of the opera season coming at a time when there is a heavy rose supply has been of immense benefit to business and has helped clean up large stocks which under normal conditions it would be somewhat difficult to move. The heavy yearly spring cut of roses is now at its height and all varieties are to be had in abundance. Roses of the finest quality can be noted at all the street merchants' stands. Out-door roses are also being offered freely. Carnations are in ample supply at much lower prices than for some time. Despite the lateness of the season there seems to be enough violets for all requirements. Some splendid iris are arriving and have a good call. Much of the stock has stems three feet long. High grade tulips are much in evidence in the stores and bring very good prices. In peonies nearly all colors are represented, but much of the stock is not so good as that offered a few weeks ago. Sweet peas are rapidly coming to the front as the most popular spring flower. All stock now on the market is outdoor grown and of the best quality. Satisfactory figures are being realized for all this stock. Gardenias are not as plentiful as buyers would wish. Much of the stock is small but finds a ready market. The increase in the cattleya supply has been most acceptable, and more stock could be used if obtainable. The opera season has created an unprecedented demand for this class of flowers. Lily of the valley is in strong demand, with not enough to go around. Cecile Brunner roses are in strong favor for corsage work. We have rarely seen better lilacs than the stock offered by some of the stores. A fine supply of Giganteum lilies is still arriving with prices firm. A few late daffodils continue to arrive and clean up readily. Freesias are represented by the yellow variety only. Larkspur is coming in and has a good call for basket work. Tamarisk is seen everywhere and is in much demand owing to its novel color stocks; mignonette, pansies and marigolds are leaders in the out-of-door stock. Several fine varieties of flowering eucalyptus are very acceptable for decorative work. Funeral work has been much in evidence all week and helped to clean up stock to a great extent. Social functions are also creating a good call for all seasonable offerings. There is a large supply of ferns, asparagus and green goods of every description. There is not much to be had in the way of flowering plants. Foliage plants and Boston ferns seem to receive the most attention at this time.

NOTES.

The exhibition committees of the Pacific Coast Horticultural Society and the Retail Florists' Association, met April 12 at the offices of the Art Floral Company. It was decided to hold the exhibition in the Civic auditorium, October 26-28. Victor Ferrari and B. M. Joseph were appointed to arrange for the guaranty fund. According to the present plans of both committees this exhibition should be a successful event. Prominent plant and flower growers have promised their active cooperation. P. Vincent Matraia, of the Art Floral Company, has already ordered a carload of palms to be used in his firm's exhibit. The prize committee, of which H. Plath is chairman, met April 19 to draft a preliminary schedule.

A bronze statue of John McLaren, superintendent of Golden Gate park, whose ability as designer and developer of the grounds during 30 years' service, has given this city one of the finest parks in the country, will be erected shortly in this park. The statue is a gift of A. B. Spreckles, park commissioner. The sculptor, Earl Cummings, is also a park commissioner.

Kenneth S. Murray, Redwood City, is sending a fine cut of Ophelia and Columbia roses to this market. He is more pleased than ever with his new sport of Columbia and predicts a great future for it as a commercial variety. This stock shows no variation in color, and the greater part of it will be used for propagating.

Eric James, Elmhurst and H. Platt, of this city, are listed among those who have subscribed to the guarantee fund of the national flower show to be held in Cleveland O., in 1922. Both are among the leading plant growers of the coast and are on the exhibition committee for the show to be held here next October.

A grower of carnations, whose stock always commands fancy prices in this market, is T. Hoshi, Berkeley. His greenhouses are located at Stege, a suburb of Berkeley. Mr. Hoshi is also president of the California Flower Market of this city.

Ferrari Bros. are supplying the trade here with a very fine grade of lily of the valley. Victor Ferrari, manager, states that the demand for this flower is normal again. The orchid houses at this place are giving a nice cut of Mossaie.

B. M. Joseph, in charge of publicity for the Retail Florists' Association, is going ahead with his advertising plans for Mothers' Day. The same newspaper space as was devoted to the Easter campaign will be used.

Walter L. Bates, Fruitvale, is producing a fine lot of the newer chrysanthemums this season. Mr. Bates is a noted grower of this flower and we may expect great things from him at the October show.

Mrs. E. Lymbery, proprietor of the Bessie Boston Dahlia Farms, San Mateo, has purchased several acres adjoining her property. She reports the demand for dahlias to be much heavier than last year.

The opening of the opera season has made a continuous demand upon Pelicano, Rossi & Co. for floral work of high order. After a protracted illness Frank Pelicano is again able to attend to business.

The spring bulletin of the Dahlia Society of California has been issued, copies of which can be secured from F. C. Burns, secretary, San Rafael, Calif.

The seventh annual wild flower exhibition was held at the St. Frances hotel, April 28-30. Luther Burbank was one of the prominent exhibitors.

The recent rains have been of great benefit to the chrysanthemum growers of Menlo Park and Redwood City.

The Chinese growers, who grow the late varieties largely, have also planted their usual acreage along the peninsula.

Ulrich Brunner roses at the Conci Nursery, Colma, never looked better than they do this spring.

A beautiful window of Charles Spath lilac is seen at the Art Floral Company's store.

Richard McWhirter, on 19th avenue, has made large plantings of the newer gladioli.

Chas C. Navlet, San Jose, was a visitor to his store in this city last week.

JAMES T. LYNCH.

SPRINGFIELD, ILL.—Ben Franklin and George Washington are cutting and hauling grass from the capitol lawn.

CANTON, ILL.—Mrs. Anna M. Jacobs, mother of Geo. W. Jacobs, is in a critical condition following a fractured hip sustained some three weeks ago. Mrs. Jacobs is the widow of Balthazer Jacobs who established in 1878 the greenhouse business which is now being conducted by the son.

Columbus, O.

STOCK SELLING WELL.

The past week has showed an improved demand at all of the retail establishments. This is somewhat different from conditions which prevailed during the previous three weeks when trade was rather slow. Corsages have been selling exceptionally well and more were sold during the past week than during the entire period since Easter. Receptions and parties have been more numerous and this has reflected on the trade to a marked extent. Weddings are also coming to the front. With industrial conditions slowly returning to normal, sales are increasing on every hand and the improvement is expected to continue. Funerals have also been rather numerous during the week. There has been a good demand for Darwin tulips, prices ranging from $2 to $3 per dozen. Roses, carnations, sweet peas, snapdragons and other seasonable blooms have a good call. Some bad growing weather has cut down production but with a quiet demand this was a good feature. Pot plants have had a fair call, with small offerings. Greenhouses are doing a good business supplying householders with greens and vines for hanging baskets and outside decorations. Active preparations are being made for Mothers' Day.

NOTES.

Horticulturists at the Ohio State university are urging fruit growers in central Ohio to spray their fruit trees, despite the widespread injury done to the fruit by the recent frosts. They urge that trees be examined carefully to see if enough live fruit remains to warrant spraying. It is claimed that experience has taught that oftimes when an orchard is neglected to be sprayed after a killing frost, a fair crop of fruit, which is very wormy is harvested. This fruit would have been of excellent quality if the trees had been sprayed.

Another meeting of the Flower Growers' and Dealers' Association was held April 20, with a large attendance. The principal topic under discussion was advertising for Mothers' Day. It was decided to take the advertising as a whole and all of the local florists will participate. The Sunday previous to Mothers' Day will be used for this publicity.

The Gay Street Floral Co. has been having some unusual window decorations. One of the features during the past week was a large bowl in the form of an aquarium filled with flowers. Water is kept running continuously.

J. W. L.

Kansas City.

STOCK CLEANS UP NICELY.

Business has been unusually good, with decorating work, social events and funerals taking the bulk of the offerings. Stock is plentiful for ordinary trade, but at times it runs short of the demand. Some fine roses in Premier, Ophelia, Butterfly, Columbia, Pink and White Killarney are arriving. Carnations are extra good and plentiful. Sweet peas are excellent. Calendulas, larkspur, callas, stocks, lupines, snapdragons and some late bulbons stock make up material that works in nicely for the numerous social events. The varieties of pot plants are limited but what are on the market sell well. Out-door spring plants are looking fine, and when the season opens up there will be a big call for them. Stock for Mothers' Day so far appears to be in heavy supply, and this will be one year that the buying scope of the customer will not be limited to a few flowers.

NOTES.

Henry Kusik & Co. are receiving some very fine roses and carnations from Greenwood which cleans up

nicely. Various offerings for the Mothers' Day trade will be carried at this establishment.

The Pinehurst Floral Co. is receiving large shipments daily from its houses at Pleasant Hill. Wm. Wade, of this firm reports they will be well stocked both for Mothers' Day and the spring trade.

A good cemetery business is being had by A. F. F. Barbee. He reports a good outlook for bedding plants and Mothers' Day trade.

Mothers' Day will find the Alpha Floral Co. well supplied with an excellent stock. This firm has had a run of funeral orders.

W. J. Barnes has a complete line of bedding stock. Funeral, hospital and palm work has been very heavy with him.

James Payne has his bedding material in good condition, and has a fine lot of Frances Perkins geraniums.

A good supply of both cut flowers and pot plants is expected at the E. A. Humfeld store for Mothers' Day.

J. E. Murray & Co. reports store trade very good, in fact better than usual for this time of the year.

Chas. Thomas, of the Rosery says that corsage, hospital and funeral work has been very good with them.

T. J. Noll & Co. report business heavy, with numerous orders for the Mothers' Day trade.

The Kansas City Wholesale Cut Flower Co. is well stocked with flowers for Mothers' Day.

Adolph D. Mohr has a number of orders for bedding plants. His stock is in good shape.

Some fine carnations, sweet peas and snapdragons are being cut by Wm. Rinehardt.

A fine supply of pot plants is seen at the W. L. Rock Flower Co., establishment.

A fine May business is expected by M. Neph of the Muehleback Floral Shop.

Arthur Newell is looking forward to a fine Mothers' Day business.

Hydrangeas are a feature with Samuel Murray.

E. J. B.

Cincinnati, O.

STOCK IN GOOD SUPPLY.

The supply of stock is sufficient for all purposes. Roses are at their best and clean up well, with the exception of the white varieties. Carnations are in liberal supply and sold well the latter part of the week. Sweet peas of good quality are arriving. Pansies have become a favorite flower for corsage work. Some good plants are still to be had, including baby rambler roses of the Orleanais type. Hydrangeas and calceolarias move well. Good greens can be purchased at pre-war prices. Southern ferns, the first of the season, made their appearance during the week.

NOTES.

Julius Baer reports business at his store as only fair, but we must differ with him judging from his ability to purchase a new car of the Marmon type.

C. E. Critchell reports a good week in ribbon and basket sales, and is receiving some excellent snapdragons and calendulas from Wm. Shaefer, Price Hill.

H. W. Sheppard has been busy with table decorations and has a beautiful window display at his establishment.

C. J. Jones, of the Walnut Hills Floral Bazaar, is confined to his home with a bad case of rheumatism.

Business is good at the establishment of Fred Gear, although not equal in volume to a year ago.

A record week in the sale of plants is reported by A. E. Becker of the Avondale Floral Co.

P. J. Olinger & Co. are receiving choice roses from their greenhouse at New Castle, Ind.

Choice Darwin tulips and southern ferns are features with the Wm. Murphy Co.

Lawrence Lawman is recovering after undergoing an operation April 22.

The Tromey Flower Shop has been busy with funeral work.

Visitors: Jos. H. Hill, Richmond, Ind.; Geo. S. Taffel, of Schloss Bros., Ribbons, Inc., New York, and Mrs. Fannie White, Lexington, Ky.

G. H. K.

Buffalo, N. Y.

Trade has had a more encouraging look the past week. Stock has been plentiful and of excellent quality. Roses, sweet peas, carnations and jonquils have been in good supply. Funeral work has been active.

WESTERN NEW YORK FLORISTS' ASS'N

The Western New York Florists' Association held a meeting at the Hotel Iroquois, April 22, Wallace Eiss presiding. There were 209 members and guests present. Growers from Erie, Pa., and as far east as Rochester, N. Y., were in attendance. Toronto, Ont., was also represented. The address of Herman P. Knoble, Cleveland, O., on "Merchandising," was very interesting. J. F. Ammann, Edwardsville, Ill., who presented a talk on "Co-operative Advertising," advised the grower to do his part in aiding the wholesaler and retailer to dispose of his stock and educate the people to "Say it With Flowers." The work of the Florists' Telegraph Delivery Association, the individual advertising of many firms, and the co-operative advertising among the trade was certain to advance the business. Slides were used to illustrate his address. The table decorations were very beautiful, including roses from J. H. Dunlop's, Ltd., Toronto, Ont. The flowers were left at the hotel to be used by the American Legion for the benefit of the disabled soldiers. Dancing was indulged in until late in the evening. The out-of-town visitors included: John H. Dunlop, Geo. M. Geraghty and J. J. Higgins, of Toronto, Ont.; M. Hellas, Erie, Pa., and C. F. Treichler, president of the Western New York Florists' Association, Sanborn, N. Y. The meeting of the association was such a success that it is hoped to hold another session in the near future.

BISON.

Hartford, Conn.

At the John Coombs range we found Foreman N. C. Osborn, who is also vice-president of the American Carnation Society. He is taking a cheerful outlook for the future and at present is busy with spring work. The houses show good stocks of roses and carnations; of the latter Laddie is noteworthy. Mr. Osborn has just planted a bed of white(?) Ophelia roses, but says he is in some doubt as to the color. This is one of the new productions that has yet to be tried out.

The best time to visit this city is about the middle of June when the rose garden of Elizabeth park will appear in all its glory. But it is probable that in January, 1922, quite a number of rose and carnation growers will wend their way here to attend the conventions and exhibitions of their respective societies, which it may be stated in passing, will be held in the Armory.

Easter trade was excellent with Welch, the Florist. This store is always well stocked and attractive.

A. F. F.

OBITUARY.

Samuel S. Butterfield.

Samuel S. Butterfield, formerly a member of our staff, died at his home in Oklahoma City, Okla., April 12, age 61 years. Death followed an operation and an illness of about four weeks.

Mr. Butterfield was born in Yorkshire, Eng., and came to the United States in 1885. He was with the Florists' Exchange, New York, for a number of years and later represented THE AMERICAN FLORIST in that city. Ill health compelled him to seek a change of climate and he located in Oklahoma City in 1909. At an age when most lawyers have established their practice he studied law and was admitted to the bar in 1915, when 55 years old. He was twice elected representative from his district and during the two terms instituted many measures and championed many causes which he believed were for civic betterment. He was elected county commissioner last November by a majority of more than 5,000, proportionately the largest of any candidate, and was to take office July 1, succeeding the present chairman of the county board.

Funeral services were held at St. Paul's Episcopal Cathedral, February 14. All offices in the court house were closed during the services, also business houses in the vicinity of the capitol. Mr. Butterfield is survived by his widow, a daughter, Mrs. Otto Rose, and a son, Ed. S., all of Oklahoma City, also a brother, Rothwell, of Jamestown, N. Y.

Mr. Butterfield always maintained his keen interest in trade affairs and attended the convention of the Society of American Florists at Cleveland, O., last year.

Mrs. F. L. Olmsted.

Mrs. Mary Cleveland Olmsted, widow of Frederick Law Olmsted, the landscape architect, died April 23 at her home, 99 Warren street, Brookline, Mass. Mrs. Olmsted was in her ninety-second year and was born in New York, the daughter of Dr. Henry Perkins and Sarah (Jones) Perkins. She was educated in that city. Her first husband was Dr. John Hull Olmsted, whose health was such that he and his wife spent much of their time abroad. Dr. Olmsted died while in Europe. In June, 1859, Mrs. Olmsted married, for her second husband, Dr. Olmsted's brother, Frederick Law Olmsted. He died in 1904. Mrs. Olmsted is survived by two children, Miss Marion Olmsted and Frederick Law Olmsted, named for his father.

SYRACUSE, N. Y.—Gustav Hackbarth, owner of a greenhouse in this city for many years, died April 6, age 83.

HARRODSBURG, KY. — The Standard Floral Co. has been incorporated with capital stock increased from $10,000 to $30,000.

BALTIMORE, MD —Wm. Patterson, Sr., of Ready avenue, who has been ill at his home for some time, is reported improving daily.

SUPERIOR, NEB.—Victor Rhyd, proprietor of the Superior Floral Co., is completing his third house to be used exclusively for roses.

NEW YORK.—Henry S. de Forest, who for several years was connected with Hitchings & Co., and the Pierson U-Bar Co., is now with the Wm. H. Lutton Co., 512 Fifth avenue.

THE S. A. F.

National Publicity Campaign.

The publicity committee is at the present time concentrating its attention upon plans to continue the national advertising as soon as possible. The slogan "Say It With Flowers," as all know, became well established through the first three years of the campaign, becoming an asset to the trade of very considerable worth. This asset should not be jeopardized, hence the committee's desire to resume magazine advertising at the earliest possible date. The committee believes it due to the subscribers that the sums paid into the campaign fund be publicly recorded, therefore hereafter it will furnish the trade papers regularly with lists of subscribers, with the amounts actually paid into the fund, instead of the amounts of subscriptions guaranteed. Such a list is now sent to the trade press, showing total receipts since January 1, last, amounting to $21,525. Bills are going out to subscribers who are delinquent in respect to their guarantees, and the committee urges that remittances be made to the secretary without delay. Nothing but the need of funds is holding the campaign back, and it is not believed that those who are in arrears want to hamper the work.

It might be pointed out that although the sum mentioned as received since January 1, is rather large, it should be remembered that it had to be drawn upon to meet obligations incurred by the committee in connection with the last advertising, and also to clean up the contract made for billboards. The latter expense, however, forms an asset which will be realized upon to the full, as billboard sales work off the stock on hand. When all are disposed of these will be live advertising in force, of inestimable value, and which has cost the campaign little or nothing.

Incidentally, it may be said that another effort is to be made soon to get personally in touch with prospective subscribers. J. Fred Ammann, Edwardsville, Ill., will start about May 8 on a trip to cover 15 of the largest cities in the west, with the idea of forming in each, allied florists' associations to cover district territory, which will engage in publicity work and turn in to the national campaign fund a liberal portion of the subscription collected, for national publicity, by using the remainder for local publicity. This plan has already been tried, and with success. Associations already formed in Chicago, St. Louis, Mo.; Buffalo, N. Y.; New York, and Portland, Ore., are contributing a percentage of their funds to the national movement.

National Flower Show.

The guarantee fund covering the fifth national flower show, Cleveland, O., 1922, is nearly complete, only about $1,000 more being required. The following are additional subscribers to the fund, which now amounts to $18,962:

Previously reported	$16,297.00
Elmer J. Weaver, Ronks, Pa.	50.00
W. J. Rock Fl. Co., Kansas City, Mo.	200.00
N. B. & C. E. Stover, Terre Haute.	100.00
J. Brookins & Son, Orch'd Pk., N. Y.	100.00
Schloss Bros. Ribbons, Inc., N. York	250.00
Hugh S. Will, Minneapolis, Minn.	200.00
Hammonds, Beacon, N. Y.	150.00
Feltons, Jr., Flowers, Inc., Cleveland	50.00
H. Plath, San Francisco, Calif.	100.00
B. Katzwinckel, Mendota, Ill.	10.00
R. Witterstaetter, Cincinnati, O.	100.00
S. A. Anderson, Buffalo, N. Y.	100.00
Wm. N. Craig, Brookline, Mass.	100.00
Joseph Traudt, Canajoharie, N. Y.	100.00
C. Schwake & Co., Inc., New York	100.00
Perez S. Burr, Freeport, Me.	5.00
Val. Burgevin, Inc., Kingston, N. Y.	100.00
Hentz & Nash, Inc., New York	250.00
J. F. Anderson, Short Hills, N. J.	100.00
Florists' Exchange, New York	100.00

The secretary has prepared a floor plan covering the area set apart for the trade exhibits, and copies of it will be distributed very shortly. It must be borne in mind that the space rental, $1.75 per square foot, will include railing, background, and the official sign. It is the idea of the committee to have the exhibits at this show uniform in appearance, to enhance the decorative effect of the show. At other exhibitions the irregular appearance of the trade exhibits has greatly marred the beauty created by the competitive exhibits, resulting in criticism, which should not be forthcoming at any show inaugurated by florists.

Considerable interest is already shown in the competition for the grand capital prize, several entries already being promised. At the next meeting of the committee, regulations as to dimensions of exhibits will be decided upon, and opening and closing dates for entries fixed. It is expected that a meeting of the local executive committee will be held in Cleveland within the next two or three weeks, at which the chairman and secretary of the national flower show committee will be present. Much important business will be transacted at this session.

The Washington Convention.

Although copies of the floor plan of the trade exhibition at the convention were only recently distributed, enough reservations of space have already been made to take up almost half of the space area available. The list to date of those making reservations is as follows:

Schloss Bros., Ribbons, Inc., New York.
Vaughan's Seed Store, Chicago.
S. S. Pennock Co., Philadelphia, Pa.
Joseph G. Neidinger Co., Philadelphia.
Henshaw Floral Co., New York.
The McCallum Co., Pittsburgh.
The Quality Brands Co., Cleveland, O.
H. F. Mitchell Co., Philadelphia.
Pittsburgh Cut Flower Co., Pittsburgh.
Henry A. Faust, Merion, Pa.
Robert Craig Co., Norwood, Pa.
John A. Evans Co., Richmond, Ind.
American Greenhouse Mfg. Co., Chicago.
Henry A. Dreer, Inc., Philadelphia.
The Skinner Irrigation Co., Troy, O.
The Excello Mfg. Co., Cleveland.
M. Rice & Co., Philadelphia.
Burl. Willow Ware Co., Burlington, Ia.
Nat. Bulb Farms, Benton Harbor, Mich.
Chicago Printed String Co., Chicago.
H. Bayersdörfer & Co., Philadelphia.
Quincy Art Willow Ware Co., Quincy, Ill.
Roman J. Irwin, New York.
The Florists' Exchange, New York.
The Paramid Co., Cleveland, O.
Wm. F. Kasting Co., Buffalo, N. Y.
Raedlein Basket Co., Chicago.

JOHN YOUNG, Secy.

Publicity Campaign Subscriptions.

Amount of monies received for subscriptions since January 1, 1921, to April 22 inclusive.

Sami. Feast & Sons, Baltimore, Md.	$ 50.00
Everette R. Peacock Co., Chicago.	15.00
Cohen & Hiller, Inc., New York	50.00
Racine Floral Co., Racine, Wis.	5.00
Beaver Floral Co., Beaver Dam, Wis.	5.00
Florists' Tele. Deliv. Ass'n, Detroit, Mich.; Toronto, Ont., Canada, Ltd.	100.00
Ed. E. Temperley, Indianapolis, Ind.	5.00
Joseph Traudt, Canajoharie, N. Y.	15.00
L. Menand, Albany, N. Y.	5.00
C. C. Gindra, Poughkeepsie, N. Y.	15.00
Solon R. Baker, Concord, N. H.	10.00
Rowden & Mitchell, Wal'gford, Conn.	5.00
W. F. Barkham, Ridgewood, N. J.	5.00
Eva Frances Fletcher, Phila., Pa.	5.00
David Clarke's Sons, New York	25.00
C. U. Liggit, Philadelphia, Pa.	10.00
Fred W. Wise, East Aurora, N. Y.	5.00
Wm. Gloeckner, Albany, N. Y.	30.00
G. A. Halladay, Bellows Falls, Vt.	5.00
Huscroft's Fl. Shop, Steubenville, O.	25.00
Mann & Brown, Richmond, Va.	25.00
S. S. Pennock Co., Philadelphia, Pa.	300.00
F. E. Cremer, Hanover, Pa.	10.00
W. J. Johnston, Baltimore, Md.	25.00
W. F. Jagger, W. Hampton, N. Y.	5.00
Henry Hornecker, E. Orange, N. J.	25.00
F. A. Albrecht, Brooklyn, N. Y.	5.00
Budlong Rose Co., Auburn, N. Y.	100.00
E. McCarron, Providence, R. I.	10.00
J. T. Butterworth, Framham, Mass.	10.00
Vose-Smith Co., Portland, Me.	10.00
T. Neilsen Geiger, Phila., Pa.	10.00
Joseph Kift, West Chester, Pa.	5.00
Robt. J. Orr, Vineland, N. J.	5.00
Wm. Swayne, Kennett Sq., Pa.	25.00
H. A. Dreer, Inc., Phila., Pa.	100.00
Leo Niessen, Philadelphia, Pa.	$250.00
E. J. Taylor, Greens Farms, Vt.	10.00
South Shore Fl. Co., Speonk, N. Y.	10.00
Wm. H. Grobam, Bradford, Pa.	10.00
Smith & Young Co., Indpls., Ind.	40.00
McDonald & Co., Crawfordsville, Ind.	5.00
Barringers Ghs., Statesville, N. C.	5.00
Stephen Mortensen, Southampton, Pa.	50.00
Kretchmar Bros., W. Nyack, N. Y.	2.00
L. B. Coddington, Murray Hill, N. J.	50.00
I. L. Pillsbury, Galesburg, Ill.	15.00
H. J. Drury, Galesburg, Ill.	15.00
Wm. Kessler, New York	15.00
Emelia C. Miller, Louisville, Ky.	1.25
Harold A. Ryan, Cambridge, Mass.	10.00
Hallgren Bros., Wilson, Conn.	5.00
W. H. Flye, Wyoma, Cleveland, O.	10.00
Windsor Fl. Shop, Windsor, Ont., Ca.	10.00
Geo. Pfomm, Bridgeport, Conn.	10.00
Andrew Bros., Bristol, Conn.	15.00
James Seaver, Framingham, Mass.	3.00
R. T. Cookingham, Ellenville, N. Y.	5.00
John H. Stalford, Bar Harbor, Me.	10.00
Geo. W. Keyser, Babylon, N. Y.	5.00
Laternier, Fort Wayne, Ind.	5.00
Henry Hansen, Catskill, N. Y.	5.00
Wm. H. Tembiett, Cleveland, O.	25.00
Hugo H. John, Brooklyn, N. Y.	10.00
David Moore, Perry, Ia.	5.00
Swan Peterson & Son, Rockford, Ill.	5.00
H. A. Cook, Oberlin, O.	5.00
F. J. Olson & Sons, Ames, Ia.	10.00
E. A. Lowatsch, Chicago, Ill.	10.00
P. M. Halbrooks, Newark, O.	10.00
Miss Irene Hayes, New York City.	5.00
Frederic Carey, Kennett Sq., Pa.	10.00
Thomas Salveson, Galesburg, Ill.	5.00
Dards Inc., New York	100.00
Joseph Olesky, Glens Falls, N. Y.	2.00
W. Bruce Clinger, Milton, Pa.	5.00
J. H. Fiesser, No. Bergen, N. J.	25.00
Florists' Exchange, New York City.	10.00
A. Dummett Inc., Mt. Vernon, N. Y.	5.00
Indpls. Fl. & Plant Co., Indpls., Ind.	25.00
Geo. I. Laird, Brooklyn, N. Y.	10.00
F. Walter Gray, Catonsville, Ind.	5.00
J. C. McCullough Seed Co., Wm., Pa.	25.00
M. J. Brinton, Christiana, Pa.	10.00
Louis Vetault, E. Hampton, N. Y.	5.00
Michael O'Brien, Lenox, Mass.	5.00
Fox's Inc., Milwaukee, Wis.	75.00
Chas. H. Rice, Lexington, Mass.	10.00
Wm. Didden, Philadelphia, Pa.	10.00
Wm. Nero & Sons, Cedarsburg, Wis.	5.00
Webster Greenhouses, Centralia, Ill.	10.00
Griffen's Flower Shop, Hannibal, Mo.	10.00
S. W. Coggan, Battle Creek, Mich.	20.00
Joseph Foerster Co., Chicago	50.00
Andrew Bather, Clinton, Ia.	10.00
Henry Eicholz, Waynesboro, Pa.	10.00
R. E. Loeben, Gloversville, N. Y.	10.00
W. A. Hastings, Boston, Mass.	10.00
M. Ullenbruch, Port Huron, Mich.	5.00
Harry E. Saier, Lansing, Mich.	5.00
Daisy Hill Co., Cleveland, O.	50.00
Edw. Winkler, Wakefield, Mass.	10.00
Sam Hanson, Troy, N. Y.	5.00
Madsen & Christensen, Wdrge., N. J.	10.00
Edward Jacobi, Irvington, N. J.	10.00
May A. Crawbuck, Newark, N. J.	5.00
Chas. B. Herr, Strasburg, Pa.	5.00
F. W. Mosman Inc., Montclair, N. J.	25.00
J. H. Small & Sons, New York	100.00
LeCluse & LeCluse, Blue Point, N. Y.	10.00
Lewis Flower Shop, Lockport, N. Y.	5.00
C. Loveridge, Peoria, Ill.	25.00
J. L. Bonnett, Edgewood, Ill.	10.00
F. H. Meinhardt, St. Louis, Mo.	25.00
Anderson Floral Co., Lebanon, Tenn.	25.00
H. E. Wilson, Rochester, N. Y.	10.00
C. M. Hamilton, Kewanee, Ill.	25.00
F. D. Hefko, Mansfield, O.	10.00
Wm. Goos, Bettendorf, Ia.	5.00
F. C. Hoffman, Pawtucket, R. I.	10.00
E. D. Smith & Co., Adrian, Mich.	25.00
Butz Bros., New Castle, Pa.	25.00
Wachendorff Bros. Atlanta, Ga.	10.00
Wm. H. Kuebler, Brooklyn, N. Y.	15.00
C. L. Humphrey, Zanesville, O.	10.00
Baum's Home of Flowers, Knoxville	25.00
James M. Thoirs, Camden, N. J.	10.00
R. Craig Co., Norwood, Del. Co., Pa.	100.00
Rudolph Schoenberger, New York	5.00
S. H. Moore Co., New Haven, Conn.	25.00
Scott Bros., Elmsford, N. Y.	10.00
Asher M. Coe, No. Olmsted, O.	20.00
A. N. Pierson, Inc., Cromwell, Conn.	500.00
A. Lanahans, Wheeling, W. Va.	20.00
A. N. Kinsman, Inc., Austin, Minn.	10.00
M. Krugman, Amherst, Mass.	5.00
W. B. Terry, Bristol, Conn.	5.00
W. A. Dawson, Willimantic, Conn.	20.00
H. F. Michell Co., Philadelphia, Pa.	100.00
W. W. Hoelacher, Dayton, O.	25.00
R. M. Henley, Hartford City, Ind.	5.00
Geo. Burton, Chestnut Hill, Pa.	100.00
Paul A. Timm, Toledo, O.	10.00
A. J. Herrick, Akron, N. Y.	10.00
R. Witterstaetter, Cincinnati, O.	25.00
Henry Fuchs, Louisville, Ky.	10.00
J. F. Ammann Co., Edwardsville, Ill.	100.00
Storrs & Harrison Co., Painesville, O.	100.00
Johnston Bros., Providence, R. I.	25.00
Baumgarten Florist Inc., Milw., Wis.	22.00
John Cook, Baltimore Md.	16.00
Henry A. Aldrich, Neoga, Ill.	10.00
State Fair Floral Co., Sedalia, Mo.	5.00
H. E. Youngquist, Chicago, Ill.	10.00
W. Blackman Fl. Co., Evansville, Ind.	10.00
Wm. Kirchhoff, Pembroke, N. Y.	5.00
J. M. Johnston, McKeesport, Pa.	25.00
Swishers Flower Shop, Phila., Pa.	5.00
Wm. H. Ernest, Washington, D. C.	5.00
John Scott, Huntsville, Ala.	10.00
Chas. Rathjen, Janesville, Wis.	2.50
John Welland, Evanston, Ill.	10.00
Alfred Forder, Cincinnati, O.	5.00
F. H. Lemon & Co., Richmond, Ind.	10.00

Baldwin & Co., Mamaroneck, N. Y..$ 25.00
Yeatman & Way, Kennett Sq., Pa..... 10.00
Frank Mosmiller, Richmond, Va..... 25.00
Peter Hoebel, Baldwin, N. Y..... 5.00
Jackson & Perkins Co., Newark, N. Y. 100.00
Made by Chas. H. Fox, Indpls., Ind.
Louis H. Kyrk, Cincinnati, O..... 25.00
F. T. D. A., Indianapolis, Ind..... 100.00
John R. Mitchell, Madison, N. J.... 5.00
Harold J. Lewis, Plainfield, Conn... 5.00
Thomas Roland, Nahant, Danville, Ill. 100.00
Fred A. Heffner, Hoboken, N. J.... 5.00
Samuel Murray, Kansas City, Mo.... 200.00
H. L. Crandell, Glens Falls, N. Y.. 5.00
John Bader Co., Pittsburgh, Pa.... 50.00
A. W. Smith Co., Pittsburgh, Pa.... 100.00
Sidney Finkler, Mt. Clemens, Mich. 10.00
Frank Holznagel, Detroit, Mich.... 50.00
J. Bancroft & Son, Inc., C. Falls, Ia. 20.00
Fostoria Floral Co., Fostoria, O.... 10.00
Marshall Floral Co., Marshall, Mo.. 5.00
Davis & Kishlar, Ypsilanti, Mich.... 10.00
Hasselbrings, Flint, Mich..... 25.00
W. A. Tricker, St. Paul, Minn..... 5.00
Kane Greenhouse, Kane, Pa..... 15.00
Miller Bros., Allegheny, Pa..... 5.00
A. S. Burne, Jr., Sprg. Valley, N. Y. 100.00
R. W. Haas, Meadville, Pa..... 5.00
Wernz & Koehne, New York..... 10.00
H. C. Stache, Manchester, N. H.... 10.00
Sofus Bertelsen, Babylon, N. Y.... 5.00
Mrs. L. M. Smith & Co., Laurel, Del. 10.00
Otto Rice, Sapulpa, Ohlo..... 10.00
M. A. Barich, Seymour, Ind..... 5.00
H. Kleinstarink, Louisville, Ky.... 25.00
Britz—The Tek, Florist, Danville, Ill. 10.00
Heinbreiker & Cole, Springfield, Ill.. 25.00
O. F. Eshil, Iron Mountain, Mich.. 15.00
Otto Ernest, Norwich, Conn..... 10.00
F. J. Bixby, Manchester, N. H..... 5.00
Muskogee Carn. Co., Muskogee, Okla. 5.00
Knull Floral Co., Tampa, Fla..... 10.00
Henry D. Neve, Des Plaines, Ill.... 5.00
Primrose Flower Shop, Ardmore, Pa. 5.00
W. G. Eisele, Long Branch, N. J.... 5.00
Lehlenschlager, Peoria, Ill..... 5.00
G. W. Mercer, Cleveland, O..... 20.00
Peter A. Chopin, New Orleans, La.. 25.00
MacDonald Fl., Inc., Summit, N. J. 10.00
Louis Burk, Philadelphia, Pa..... 10.00
Geo. H. Berke, Atlantic City, N. J. 10.00
F. & W. O. John, E. Bridgew'r, Mass. 10.00
L. A. Hutchinson, Caribou, Mo..... 5.00
Josiah L. Young, Watervliet, N. Y.. 5.00
H. Grahl, Baltimore, Md..... 2.00
John Schoepfle, Chicago, Ill..... 5.00
Harold Otter, Moorestown, N. J.... 5.00
M. Phillipp, Wausau, Wis..... 5.00
Mrs. H. Zuicke, Palestine, Tex..... 5.00
Avenue Floral Co., New Orleans, La. 5.00
Westminster Grhs., Providence, R. I. 10.00
A. H. Budiong, Chicago..... 100.00
Fisher Florist, New London, Conn.. 10.00
P. M. Hubbard & Co., Bristol, Conn. 15.00
Patrick Welch, Boston, Mass..... 100.00
Gude Bros. Co., Washington, D. C.. 200.00
W. J. Evendens Sons, W'msport, Pa. 5.00
Miss J. E. Murray, Kan. City, Mo.. 5.00
Gunnor Teilman, Johnson City, Tenn. 5.00
L. L. Boysen, Pensacola, Fla..... 5.00
O. L. Schmoltz, St. Louis, Mo..... 10.00
Hans Rosacker, Minneapolis, Minn.. 25.00
Bool Floral Co., Ithaca, N. Y..... 5.00
A. R. Weissgerber, Chicago..... 10.00
Salter Bros., Rochester, N. Y..... 5.00
Mrs. E. A. Williams, Phila., Pa.. 25.00
M. M. Strong, Sioux Falls, S. D..... 10.00
Albert Hruban, Omaha, Nebr..... 10.00
Park Floral Co., St. Joseph, Mo.... 15.00
Lake Shore Grhs., Albert Lea, Minn. 5.00
H. R. Fisher, Marysville, Kans..... 5.00
H. W. Cade, Centralille, Ill..... 5.00
E. A. Humfeld, Kansas City, Mo.... 10.00
John E. Stein, Red Wing, Minn.... 10.00
The Posy Shop, Fremont, O..... 5.00
Holm & Olson, St. Paul, Minn..... 100.00
C. W. Espey & Son, Brookville, Pa. 5.00
Wm. Dethlifs, Mitchell, S. D..... 15.00
G. Van Bochove & Bro., Kalamazoo 75.00
Wild Bros. Nurs. Co., Sarcoxie, Mo.. 10.00
The Imlay Co., Zanesville, O..... 10.00
K. M. Erdman & Son, Carmel, Pa.... 5.00
Elitch Gardens Co., Denver, Colo.... 25.00
D. S. Grimes, Denver, Colo..... 6.00
A. H. Evans, Detroit, Mich..... 10.00
Loyd C. Bunch, Fredonia, Kans.... 5.00
Joseph Streit, Detroit, Mich..... 25.00
Stubldreher Bros., Mansfield, O.... 5.00
Howorth's Grhs., Farmington, Conn. 5.00
J. Miller, Ont., Canada..... 5.00
C. Warburton & Sons, Fall R., Mass. 25.00
B. Katzwinkel, Mendota, Ill..... 5.00
W. F. Dunteman, Bensonville, Ill.. 20.00
F. A. Jackson, Yates Center, Kans.. 3.00
Hugo Luedtke, Maywood, Ill..... 5.00
Weiss & Meyer Co., Clark Park, Ill.. 50.00
Richey Floral Co., Albia, Ia..... 5.00
Adolph Frost, Cortlandt, N. Y..... 5.00
Fretz Grhse., Pratt, Kans..... 5.00
Knud Nielsen, Evergreen, Ala..... 10.00
R. F. Bohlander, Mechanic Falls, Me. 10.00
Meier-Schroeder Co., Green Bay, Wis. 7.50
Kennedy & Ledoux, St. Albans, Vt. 5.00
Geo. Souatle, Elgin, Ill..... 10.00
J. F. Sabransky, Kenton, O..... 5.00
Robt. L. Graham, Baltimore, Md.... 40.00
Wettlin Floral Co., Hornell, N. Y.... 5.00
Greenwood Fl. Co., Ft. Worth, Tex. 50.00
Henry J. Purogel, St. Paul, Minn.. 5.00
Daut Bros., Decatur, Ill..... 25.00
Karl S. Brochett, Haverhill, Mass.. 15.00
M. A. Clark, Ellsworth, Me..... 5.00
Paul M. Olm, Bath, Me..... 25.00
L. C. Stair, Mineral Point, Wis.... 5.00
Noe & Ruzicka Co., Madison, N. J... 25.00
J. J. Connelly Estate, Rosemont, Pa. 5.00
C. P. Hughes, Hillside, Mich..... 5.00
Frank Carland, Des Plaines, Ill..... 5.00

Groves Floral Co., Atchison, Kans...$ 5.00
Baur & Steinkamp, Indpls., Ind.... 50.00
Denison Grhs., Denison, Texas..... 10.00
Fischer Bros., Evanston, Ill..... 25.00
Stiles Floral Co., Okla. City, Okla.. 100.00
Edw. Sceery, Paterson, N. J..... 50.00
Gustav Holtz, Milwaukee, Wis..... 1.00
W. N. Craig, Brookline, Mass..... 10.00
Morse & Beals, Lowell, Mass..... 10.00
Henry Smith, Grand Rapids, Mich.. 50.00
M. J. Lesak & Sons, Pawtucket, R. I. 20.00
L. B. Brague & Sons, Hinsdale, Mass. 10.00
J. B. Blessing, Jackson, Mich..... 25.00
N. B. & C. E. Stover, T. Haute, Ind. 10.00
C. D. Stratton, Lancaster, Wis..... 5.00
Rentschler Floral Co., Madison, Wis. 25.00
Potter Fl. & Confy. Co., El Paso, Tx. 25.00
Tipton & Hurst, Little Rock, Ark.. 10.00
Archie Spencer, Chicago, Ill..... 10.00
Henry Ebelink, Holland, Mich..... 2.00
Minge Floral Co., Inc., Mobile, Ala.. 30.00
Fairview Greenhouse, Carthage, Mo., Stephen Hyde 5.00
Nussbaumer Fl. Co., San Angelo, Tex. 5.00
Boston Flower Store, Tulsa, Okla.. 5.00
Fred C. Heinl, Terre Haute, Ind.... 25.00
E. Friedrich, Austin, Tex..... 10.00
C. E. Critchell, Cincinnati, O..... 200.00
Anders Rasmussen, New Albany, Ind. 50.00
Chas. A. Duerr, Newark, O..... 15.00
Crissman Grh. Co., Punxsutawney, Pa. 25.00
Jansen Florist, Shreveport, La..... 10.00
H. W. Buckbee, Rockford, Ill..... 25.00
Huddart Fl. Co., Salt L. City, Utah 20.00
G. C. Switzer, Frankfort, Ind..... 5.00
Wolager Bros., Johnstown, N. Y..... 5.00
Hugo Nasch, Jefferson City, Mo.... 20.00
W. F. McCord Co., Tarrytown, N. Y. 25.00
Erne & Co., Chicago, Ill..... 25.00
Frey & Frey, Lincoln, Nebr..... 15.00
Greens Gnhses., Fremont, Nebr..... 10.00
Breitmeyer's Sons, Detroit, Mich.. 200.00
Mitchell's Fl. Store, Waterville, Me. 10.00
G. B. Truscott, Mackinac Isld., Mich. 3.00
Lang Fl. & Nurs. Co., Dallas, Tex.. 50.00
E. R. Asmus, Closter, N. J..... 50.00
S. S. Pennock, Phila., Pa..... 100.00
Jerome K. Stock, Detroit, Mich..... 25.00
M. W. Armistead, Inc., Portsm'h, Va. 5.00
Elmer Coon, Rhinebeck, N. Y..... 2.00
Kimmerle Minder & Son, Newark.... 5.00
Thos. H. Keefe, Madison, N. J..... 5.00
Espelin Fl. Co., Ft. Collins, Colo.. 10.00
Butterworth Fl. Co., Muskegon, Mich. 5.00
E. Aifred Murphy, Saylor Park, O.. 10.00
H. O. Hannoh & Son, Sherman, Tex. 10.00
Chas. A. Bowers, Dayton, O..... 10.00
Sam Kuhn, Cincinnati, O..... 50.00
Underwood Bros., Columbus, O..... 20.00
Amos N. Rohner Strasburg, Pa..... 10.00
S. Knudsen, Boulder, Colo..... 10.00
Wm. K. Harris, Philadelphia, Pa... 60.00
C. H. Atkins, Inc., Rutherford, N. J. 10.00
H. Schau, Morgan Park, Chicago, Ill. 5.00
Aschmann Bros., Philadelphia, Pa.. 35.00
Ernest H. Freuhing, Trenton, N. J.. 10.00
J. W. Ross, Centralia, Ill..... 10.00
The Sanbern Finance Co., Alliance, O. 25.00
D. L. Hollinger, Akron, O..... 25.00
D. C. Morgan, Macon, Ga..... 25.00
John Mortens, Minneapolis, Minn.... 5.00
W. H. Workman, Oswego, N. Y..... 10.00
Rudolph A. Brux, Racine, Wis..... 5.00
J. J. Brown, Stamford Sprgs., Conn. 5.00
Schultheis Florist, Scranton, Pa..... 15.00
Geny Bros., Nashville, Tenn..... 25.00
J. J. LeBorious, Duluth, Minn..... 25.00
Park Floral Co., Denver, Colo..... 75.00
J. B. Heppe, Hayre, Pa..... 5.00
Neil Neilsen, Inc..... 5.00
H. A. Gentemen, Quincy, Ill..... 20.00
R. & S. Fl. Store, Missoula, Mont.. 5.00
J. Oliver Johnston, Chicago..... 15.00
Henry Ehrhardt, Sidney, O..... 5.00
Reed & Keller, Inc., New York..... 50.00
T. T. Bolger, Charleston, S. C..... 5.00
Rob. G. Freytoz, Montclair, N. J.... 5.00
N. A. Benson, Denver, Colo..... 25.00
Henry R. Comey, Boston, Mass..... 20.00
F. R. Ruling, Poughkeepsie, N. Y.. 2.00
Henry I. Doll, Providence, R. I.... 10.00
E. C. Marshall, Kennett Sq., Pa.... 5.00
W. G. Perrine, Berkeley, Cal..... 2.50
F. A. Bell, Frontdetroit, N. Y..... 5.00
Batavia Gnhse. Co., Oak Park, Ill.. 25.00
A. Weaver, Massilon, O..... 5.00
E. W. Gaehring, Philadelphia, Pa.. 20.00
J. G. Papadem & Co., New York.... 5.00
F. C. Bauer, Toledo, Md..... 25.00
Geo. E. Lisburg, E. Hampton, N. Y. 10.00
John W. Scott, Lisbon, O..... 5.00
Denver Whse. Fl. Co., Denver, Colo. 25.00
Ella F. Kaulbach, Haverhill, Mass.. 10.00
W. W. Bohn Fl. Co., Wilmington, Del. 10.00
Boyle & Darnand, San Diego, Cal.. 5.00
John H. Bath, Omaha, Nebr..... 25.00
Eugene's Fl. Shop, Spokane, Wash. 10.00
H. M. Sanborn Co., San Fran., Cal.. 25.00
Stelzig's Fl. Store, Bellefontaine, O. 5.00
John Murchie, Sharon, Pa..... 25.00
D. Vogt & Son, Coldwater, Mich.... 10.00
J. V. Lindsey, N. Co.' Pomona, N. C. 100.00
Harry M. Coohe, Plattsburg, N. Y.. 15.00
L. F. Murphy, Cincinnati, O..... 25.00
Alex Miller, Dallas, Tex..... 5.00
E. G. Hill Co., Richmond, Ind..... 50.00
A. R. King, Winnipeg, Man..... 20.00
Eric James, Oakland, Cal..... 25.00
Williams the Florist, So. Bend, Ind. 25.00
J. P. Klausner, New York..... 5.00
Mrs. Nellie Ziegler, Bellevue, O.... 3.00
C. D. Otis, Lake Charles, La..... 5.00
V. S. Dorval & Sons, Woodside, N. Y. 10.00
Wilson Florist Co., Cleveland, O.... 10.00
Ansel D. Carpenter, Cohoes, N. Y.... 25.00
Jos. Raffergerder, Teoneck, N. J... 5.00
H. L. Chadwick, Houlton, Me..... 5.00

Myers & Samtman, Phila., Pa.....$100.00
Lawr. Thompson, Kennett Sq., Pa. 5.00
Pierce Bros., Waltham, Mass..... 50.00
Val. Burgevin, Inc., Kingston, N. Y 25.00
Robert Simpson, Clifton, N. J..... 50.00
F. E. Fuohronbach, Bdgept., Conn. 5.00
Gottlieb Bartunek, Riverhead, N. Y. 10.00
Mrs. E. A. Moore, Harvard, Ill..... 10.00
C. W. Asman, Port Huron, Mich... 10.00
The Kaber Co., La Porte, Ind..... 10.00
Frank Oechslin, Chicago..... 100.00
The Ove Gnatt Co., La Porte, Ind.. 25.00
Ludlow Gnhses., Worthington, Minn. 10.00
H. E. & C. W. Krebs, C. Rapids, Ia. 10.00
Albert Goldenson, Los Angeles, Cal. 5.00
H. Meuschke & Sons, Castle Shannon, Pa. 10.00
Duluth Floral Co., Duluth, Minn.... 10.00
H. Staeps, Elm Grove, Wis..... 10.00
Peters & Sons, Hulyard, Wash..... 10.00
B. Willow Ware Shop, Burlington, Ia. 25.00
Lodi Greenhouses, Lodi, O..... 5.00
F. L. Lainson, Council Bluffs, Ia... 15.00
John Eitel & Son, Greencastle, Ind. 6.00
John Scott Estate, Tokyn, N. Y.... 10.00
V. H. Anderson, Belvidere, Ill..... 5.00
Albert H. Schneider, Oak Park, Ill.. 25.00
S. S. Pennock Co., Baltimore, Md... 100.00
C. A. Kuehn, St. Louis, Mo..... 50.00
J. A. Greenbacker, Meriden, Conn.. 10.00
Wm. Wichtendohl, Maywood, Ill.... 5.00
J. E. Yeats, Champaign, Ill..... 5.00
Ernest Saunders, Lewiston, Me..... 10.00
F. N. Hermes, Merriam Pk., Minn.. 10.00
Quality Flower Shop, Waco, Tex.... 10.00
J. J. Habermehl's Sons, Phila., Pa. 25.00
Henry Naumann, W. Hoboken, N. J. 10.00
Herbert Spavins, Mt. Kisco, N. Y.. 5.00
Wiedeman Bros., Milwaukie, Oregon 10.00
Hoshin's Inc., Bismarck, N. Dak.... 5.00
Frost Greenhouse, Provo, Utah..... 5.00
Tong & Weeks Fl. Co., Ashtabula, O. 15.00
Robbins & Sons, Loveland, Colo.... 5.00
R. G. Bowersox, Lewiston, Pa..... 5.00
W. B. Green, Fort Worth, Texas.... 10.00
Wm. MacDonald, Oakland, Cal.... 30.00
Scott Bros., Moscow, Idaho..... 5.00
Jos. Heinl & Sons, Jacksonville, Ill. 5.00
C. C. Pollworth Co., Milwaukee, Wis. 50.00
Albert Brigg, Pittsburgh, Pa..... 5.00
Sam Sheinah, Baton Rouge, La.... 10.00
Wm. Wenderoth, New York..... 13.00
L. F. Charlesworth, Cleveland, O.... 15.00
Smedley Fl. Co., Inc., Fargo, N. D. 25.00
Max Spenner, Toledo, O..... 25.00
John Lawrence, Ogdensburg, N. Y.... 10.00
J. A. Helfrich, Paris, Ill..... 15.00
Henry Baer, Peoria, Ill..... 15.00
H. O. Boch, Burlington, Ia..... 15.00
Chickasha Gnhse., Chickasha, Okla.. 5.00
Yoder Greenhouse, Sturgis, Mich.. 10.00
Sanders Fl. Co., Salt L. City, Utah 3.00
W. W. Edgar Co., Waverly, Mass... 25.00
Matern Flower Shop, Sandusky, O.. 15.00
Haentze Fl. Co., Fond Du Lac, Wis.. 10.00
John C. Grace, Phila., Pa..... 10.00
Fred A. Utter, Harrison, N. Y..... 10.00
Geo. Craig, Phila., Pa..... 10.00
Scholtz the Florist, Charlotte, N. C. 25.00
Alfred S. Lee, Bedford, O..... 5.00
W. Lummler, Rutherford, N. J..... 5.00
Geo. H. Bechman, Elmhurst, N. Y... 5.00
Hugo Tento, Rochester, N. Y., 1919 5.00
Hugo Tento, Rochester, N. Y., 1920 5.00
Schroeder Floral Co., Milw., Pa..... 5.00
F. Fallon, Roanoke..... 30.00
Jos. Leaney, Spokane, Wash..... 5.00
C. H. Bruenning, Easton, Pa..... 10.00
John Bennett, Blue Point, N. Y.... 10.00
Knoble Bros. Co., Cleveland, O.... 100.00
Fisher & Burland, Youngstown, O. 20.00
Mark Aitkin, Springfield, Mass..... 50.00
H. H. Barows, Whitman, Mass..... 10.00
Henry F. W. Aue, St. Louis, Mo.... 5.00
Geo. A. Leighton & Son, Yarmouth, Mass. 10.00
D. F. Hawkes, Wheaton, Ill..... 10.00
Cudahy Floral Co., Cudahy, Wis.... 25.00
Queen City Fl. Co., Seattle, Wash.. 20.00
W. W. Stertzing, St. Louis, Mo..... 5.00
P. E. Palmer, Inc., Brooklyn, Mass. 25.00
Mitchell & Co., Waterville, Me..... 5.00
Ernest Ashley, Allentown, Pa..... 15.00
J. Grulich & Sons, Hoboken, N. J.. 5.00
H. G. Dillemuth, Toronto, Ont.... 25.00
Hertje & Elder, Indianapolis, Ind.. 20.00
L. K. Butts, El Reno, Okla..... 2.00
Wm. Geenan, Kimberly, Wis..... 10.00
Klimmer's Gnhses, Forest Pk., Ill... 10.00
H. L. Olson, Inc., Spokane, Wash.. 25.00
John H. Warnke, Detroit, Mich.... 25.00
Sykora & Kalina, Batavia, Ill..... 5.00
Mrs. P. Water, Toronto, Ont..... 10.00
Fred Burlia, Gibsonia, Pa..... 25.00
R. P. Paterson, Framingham, Mass. 5.00
John J. O'Brien, Boston, Mass..... 25.00
Phillips Bros., Newark, N. J..... 10.00
Henkes Bros., Watervliet, N. Y..... 10.00
Albert Kempe, Indpls., Ind..... 2.50
Edw. Green, San Antonio, Tex..... 20.00
Leopold Malbast, Detroit, Mich.... 10.00
Joseph Furski, Grosse Point, Ill.... 10.00
Jesse P. King, Mt. Airy, Md..... 10.00
Ostertag Bros., St. Louis, Mo..... 5.00
Richard Lietz, Milwaukee, Wis..... 5.00
W. F. Tillman, Glendive, Mont.... 1.00
A. Reinhardt, Milwaukee, Wis..... 5.00
J. S. Hennon & Son, New Castle, Pa. 10.00
E. A. White, Ithaca, N. Y. (Cornell University) 50.00
McCrum Drug Co., Inc., Lexgton, Va. 10.00
Neill's Greenhouses, Pullman, Wash. 5.00
Hoyt Bros. Co., Spokane, Wash..... 25.00
M. Langohr, Bozeman, Mont..... 10.00
Polder Bros., Montebello, Calif.... 10.00
Lion & Co., New York City..... 30.00
L. F. Wagner, Sandusky, O..... 30.00
R. Merchant & Sons, Hartford, Conn. 5.00

Wm. C. Lehr, Brooklyn, Md.....$ 10.00
Jacob Wilhelm, Phila., Pa.....15.00
P. J. Johnston & Co., Provi., R. I.. 25.00
Chas. W. Pfomm, Bridgeport, Conn. 10.00
F. I. Drake & Co., Pittsfield, Mass.. 15.00
Est. of T. O'Connor, Providence, R. I. 25.00
Scottwood Grennhouse, Toledo, O.... 20.00
W. C. Schmidt, Bristol, Pa..... 10.00
Meyer Wilson, New Haven, Conn.... 5.00
The Mauff Floral Co., Denver, Colo. 10.00
Ark. City Floral Co., Ark. City, Kan. 15.00
E. R. Tauch, Marquette, Mich..... 5.00
Sawyer & Johnson, Bethlehem, Pa... 15.00
Albert G. Fiedler, Baltimore, Md... 10.00
American Bulb Co., Chicago..... 100.00
H. A. Siebrecht, New Rochelle, N. Y. 5.00
Carl Jurgens, Newport, R. I..... 25.00
Tromey's Flower Shop, Cincinnati, O. 60.00
Carl Peterson, Hartford, Conn..... 10.00
John Zech, Oak Park, Ill..... 5.00
"Stroutz," Biddeford, Me. 30.00
Geo. Peters & Sons, Hempstead, N. Y. 50.00
Lohr & Fritze, Baltimore, Md..... 10.00
Frank Finger, Bayside, N. Y..... 3.00
Paul Blackman, Red Wing, Pa.... 10.00
Bills Floral Co., Davenport, Ia..... 10.00
Theo. Niemoth, Estherville, Ia..... 1.00
Edw. Denker, St. Louis, Mo..... 5.00
H. S. Whittemore, Waltham, Mass.. 3.00
D. G. Newport, Cedar Rapids, Ia... 5.00
Walter Pier, Minneapolis, Minn..... 5.00
A. Fisher, Chicago 25.00
Texas Nursery Co., Sherman, Texas. 50.00
Joseph J. Hellenthal, Columbus, O. 10.00
Charles A. Samuelson, Chicago..... 25.00
Rupert Kienle, Philadelphia, Pa.... 25.00
John H. Sykes, Allentown, Pa..... 45.00
Mr. C. A. Backer, Bellevica, Mass.. 25.00
G. A. Thiele, Philadelphia, Pa..... 10.00
Gould Co., Onarga, Ill..... 10.00
Glenrose Greenhouses, Spok'ne, Wash. 10.00
*St. Louis Florists Publicity, St. Louis, Mo. 484.96
*Allied Florists' Assn. of Ill., Chicago 533.21
Scribner Floral Co., Detroit, Mich... 25.00
Spear & McManus, Hartford, Conn.. 50.00
Alfred Burton, Chestnut Hill, Pa... 100.00
Stein Bros., Warren Point, N. J..... 10.00
F. P. Sawyer, Clinton, Mass..... 5.00
Pelicano-Rossi Co., San Francisco... 50.00
Gustav Freytag, W. Orange, N. J.... 5.00
Louis Kirsch, Louisville, Ky..... 5.00
Ryan & Culver, Youngstown, O..... 15.00
H. F. Jannsen, Springfield, Ill..... 5.00
Butler & Ullman, North'a'pton, Mass. 25.00
The Hess Company, Dayton, O..... 25.00
Heepe Co., Flowers, Akron, O..... 25.00
Edw. A. Forter, Cincinnati, O..... 5.00
The Crossley Greenhouses, Mansfield, Pa. 5.00
Kring Bros., Fairbury, Nebr..... 10.00
*Western N. Y. Florists Pub. Com., Buffalo, N. Y. 250.00
*Balance of 1920 subs.
W. H. Siebrecht, Chappaqua, N. Y... 25.00
Francis Koller, Astoria, L. I., N. Y. 5.00
R. H. C. Bard, Syracuse, N. Y..... 5.00
P. S. Randolph & Sons, Verona, Pa.. 25.00
John Nelson Co., Oshkosh, Wis..... 10.00
E. Lambourne, Salt Lake City, Utah 10.00
Arthur Newell, Kansas City, Mo.... 25.00
John F. Horn Sons, Norristown, Pa.. 50.00
A. J. Stahlein, Redford, Mich..... 50.00
Fottler, Fiske, Rawson Co., Boston, Mass. 25.00
Boston Cut Flower Exch., Boston... 25.00
Cleveland Cut Flower Co., Newton Falls, O. 100.00
M. E. Gregory, Miles City, Mont.... 3.00
W. J. Smythe, Chicago, Ill..... 25.00
Dole Floral Co., Beatrice, Nebr.... 25.00
P. R. Quinlan, Syracuse, N. Y..... 10.00
C. A. Dahl Co., Atlanta, Ga..... 10.00
C. J. Ohmer, West Palm Beach, Fla. 5.00
State Floral Co., Yakima, Wash.... 10.00
And. Christiansen, Stoneham, Mass. 5.00
Rosain Bros., Seattle, Wash..... 25.00
Merriam Park Greenhouses, St. Paul 15.00
Hollywood Gardens, Seattle, Wash.. 25.00
T. J. Ludwig, Columbus, Ohio..... 25.00
Soo Greenhouses, Sault Ste. Marie, Mich. 7.50
The Casey Florist Co., Melrose, Mass. 10.00
S. J. Goddard, Framingham, Mass.. 25.00
Monticello Flor. Co., Monticello, Ind. 5.00
Wm. F. Hening, Blue Island, Ill..... 10.00
P. C. Suchy, San Antonio, Texas.... 25.00
E. J. Bush, Wilmington, O..... 5.00
J. H. Thompson, Kennett Sq., Pa.... 10.00
A. Graham, Cleveland, O..... 50.00
A. M. Rainford, San Diego, Calif.... 25.00
John Dieckmann, Elm Grove, W. Va. 15.00
L. N. Kramer & Sons, Richmond, Va.. 25.00
R. L. Isherwood, Chillicothe, Mo.... 10.00
C. Peterson & Son, Escanaba, Mich.. 5.00
Schramm Bros., Toledo, O..... 50.00
W. Frank & Sons, Portland, Ind.... 10.00
Ratcliffe & Tanner, Richmond, Va.. 10.00
Z. D. Blackistone, Inc., Washington, D. C. 25.00
Robt. Scott & Son, Inc., Sharon, Pa. 25.00
John E. Lapes, Cedar Rapids, Ia.... 10.00
H. K. Rohrer, Lancaster, Pa..... 25.00
Leo Klein, New York..... 10.00
Julius Reck, Bridgeport, Conn..... 5.00
Buxton Grh., Nashua, N. H..... 10.00
W. W. Powers, Nashua, N. H..... 5.00
The Pikes Peak Floral Co., Colorado Springs, Colo. 60.00
E. C. Koenig, New York..... 10.00
J. C. Bander, Reading, Pa..... 5.00
J. M. Keller Co., Inc., Whitestone, N. Y. 100.00
Foster & Foster, Inc., W. Palm Beach, Fla. 5.00
V. Bezdek, Grosa Point, Ill..... 25.00
G. M. Strejeck, Cleveland, O..... 10.00

Pittsburgh Cut Flower Co., Pittsburgh, Pa. $100.00
O. B. Stevens, Shenandoah, Ia..... 5.00
H. B. Weaver, Bird in Hand, Pa... 5.00
L. A. Coles, Kokomo, Ind..... 10.00
Horn Floral Co., Fremont, O..... 5.00
The Flower Shop, Beaver Falls, Pa. 5.00
State Nursery & Seed Co., Helena, Mont. 25.00
John Feld, St. Louis, Mo..... 5.00
Frances B. Stanmeyer, Chicago 10.00
Valley Floral & Nursery Co., La Junta, Colo. 10.00
Edw. Schumann & Sons, Saylor Park, Cincinnati, O..... 10.00
Richard Unfried, Philadelphia, Pa... 10.00
Isaac H. Mass, Govans, Md..... 50.00
J. L. Johnson, De Kalb, Ill..... 5.00
Emil Clauber, Montclair, Denver, Colo. 5.00
Woodlawn Gardens, Edw'rdsville, Ill. 20.00
Wm. C. Mansfield, New York..... 10.00
W. H. Graham, Manchester, Vt.... 3.00
Edw. Clody, Chicago..... 25.00
Evergreen Greenhouses, Paris, Texas. 5.00
*Portland Floral Society, Portland, Oregon 150.00
*First quarter 1921.
Fred C. Weber, St. Louis, Mo..... 100.00
Wm. F. Kasting Co., Buffalo, N. Y.. 50.00
Paul W. A. Grallert, Oakland, Calif. 15.00
A. J. Meninger, Gloversville, N. Y... 2.50
Chas. Frost, Kenilworth, N. J..... 5.00
Hitchings & Co., Elizabeth, N. J.... 25.00
Arcadia Floral Co., Sedalia, Mo.... 10.00
T. Griebler & Sons, Milwaukee, Wis. 2.00
Fred Rupp, Lawrenceburg, Ind..... 3.00
Chas. N. Weaver, Ronks, Pa..... 50.00
Hans Plath, San Francisco, Calif.. 25.00
Marret & Louisiana, Louisville, Ky.. 10.00
The Pfaltzgraff Pot'ry Co., York, Pa. 5.00
Wm. Schumann, Newport, Ky..... 15.00
Owen McDonnell, Washington, Pa... 5.00
Groschens & Morrison, Roslyn, Pa... 50.00
George A. Kuhl, Pekin, Ill..... 10.00
Miss Jane McDowell, Steubenville, O. 20.00
Shotwell Floral Co., Fargo, N. D... 25.00
Ralph W. Ward, Lawrence, Kans... 10.00
T. H. Trimmer & Son, Denver, Colo. 5.00
G. S. Sarsfield, Nashua, N. H. 10.00
A. Klokner, Wauwatosa, Wisc..... 5.00
Emma E. Patterson, Burlington, Wis. 10.00
D. E. Law, Salt Lake City, Utah.... 5.00
Edlefsen-Leidiger Co., Milw., Wis... 25.00
Donald McLeod, Concord, N. H..... 10.00
J. B. Keller Sons, Rochester, N. Y. 25.00
Mills The Florist, Jacksonville, Fla. 10.00
Holton & Hunkel Co., Milw., Wis.. 100.00
T. Malbrans, Johnstown, Pa..... 50.00
Hembreiker Bros., Lincoln, Ill..... 15.00
Graul Bros., Wheat Ridge, Colo.... 5.00
Brunswick Flor. Co., Brunswick, Ga. 5.00
Angel Guardian Florists, Chicago... 10.00
Bochringer Bros., Bay City, Mich... 25.00
M. A. Patten, Tewksbury Centre, Mass. 25.00
Jos. Harris & Bros., Shamokin, Pa.. 5.00
Jack Trepel, Brooklyn, N. Y..... 5.00
Herbert & Fleischauer, McMinnville, Ore. 5.00
West Salem Grhs., Salem, N. C.... 5.00
A. Wiegand Sons Co., Indlps., Ind. 50.00
Honaker Bros., Lexington, Ky..... 25.00
The Jones-Russell Co., Cleveland, O. 100.00
F. Dorner Sons Co., LaFayette, Ind.. 10.00
Martin Bros., Penfield, N. Y..... 10.00
Bertermann Bros. Co., Indlps., Ind. 75.00
Sparta Greenhouses, Sparta, Ill..... 5.00
Keith-O'Brien Co., Salt Lake City.. 10.00
MacRorie-McLaren Co., San Francisco 50.00
J. Seulberger, Oakland, Calif..... 10.00
Chas. Bean, Springfield, Mass..... 2.00
Spokane Grhs., Inc., Spokane, Wash. 20.00
Spokane Florists Co., Spokane, Wash. 35.00
H. E. Reimers, Spokane, Wash..... 20.00
Hillyer's, Austin, Texas..... 25.00
Chas. H. Grakelow, Phila., Pa..... 100.00
John Reck & Son, Bridgeport, Conn. 25.00
Charles Fish, Blue Point, N. Y..... 5.00
A. H. Hews & Co., Inc., Cambridge 50.00
Mrs. B. Peseler, Hoboken, N. J.... 5.00
Ira V. Wilson, Bellingham, Wash.... 5.00
Geo. W. Jacobs, Canton, Ill..... 10.00
W. W. Thompson Co., W. Hartford, Ct. 15.00
Henry Schmidt, New Durham, N. J. 10.00
George Vatter, Marinette, Wis..... 10.00
Stuppy Floral Co., St. Joseph, Mo... 200.00
Alfred Wagland, Lawrence, Mass.... 10.00
Franklin Park Fl. Co., Columbus, O. 25.00
H. Hofmann Fl. Co., Jacksonville, Ill. 15.00
E. Welke Co., Milwaukee, Wis..... 10.00
Indianola Florists, Columbus, O..... 10.00
Chas. P. Mueller, Wichita, Kans.... 50.00
Drumm Sd.&Fl. Co., Ft. Worth, Tex. 125.00
Dobbs & Son, Auburn, N. Y..... 5.00
J. H. Snyder, Rhinebeck, N. Y..... 5.00
F. B. Abrams, Blue Point, N. Y..... 25.00
H. E. Eberhardt, Schenectady, N. Y. 5.00
J. W. H. Grupe, Schenectady, N. Y. 5.00
Niklas & Son, Florists, Portland, Ore. 20.00
Idlewood Greenhouses, Memphis, T. 20.00
Goodbrad Floral Co., Mobile, Ala.... 10.00
John Jensen, Philadelphia, Pa..... 5.00
Marion E. McGunigle, Portland, Me. 5.00
Mrs. J. E. Patton, Trenton, Mo.... 5.00
Chas. A. Klingel, Ozone Park, N. Y. 5.00
A. L. Miller, Jamaica, N. Y..... 100.00
Campbell Floral Co., Calgary, Alta... 5.00
Podesta & Baldocchi, San Francisco 50.00
Rice Bros., Minneapolis, Minn..... 50.00
O. Grunewaldt, Jr., Milwaukee, Wis. 75.00
Peter Welland, New Castle, Ind.... 10.00
The Munk Floral Co., Columbus, O.. 25.00
Keeney's Fl. Shop, Harrisburg, Pa. 10.00
M. J. Callahan, Philadelphia, Pa.... 15.00

Arthur Taylor, Boonton, N. J.....$ 10.00
Bonnot & Blake, Brooklyn, N. Y.... 15.00
Geo. F. Forber, Davenport, Ia..... 12.50
Mrs. T. L. Diemer, St. Louis, Mo.... 5.00
Wm. Dych, Philadelphia, Pa..... 5.00
F. Valentine, New York..... 5.00
V. G. Nelson, Lyons, Ia..... 2.00
J. Aldons & Son, Iowa City, Ia..... 15.00
John L. Childs, Flowerfield, N. Y... 25.00
One-fourth the *balance to be paid in the Allied Florists Assn.
Kennicott Bros. Co., Chicago..... 50.00
Max Schelnuk, New Orleans, La.... 10.00
C. Lengenfelder, Denver, Colo..... 5.00
O. R. Eckhardt Co., St. Paul, Minn. 10.00
*Broadway Music Corp., New York. 30.37
(*Royalties on sale of song, "Say It With Flowers.")
J. A. Tapscott, Owensboro, Ky..... 5.00
Chas. Siegwart, Baltimore, Md..... 5.00
Chatham Floral Co., Chatham, N. Y. 5.00
Wm. M. Turner, Wilkinsburg, Pa... 25.00
W. B. Brown, Detroit, Mich..... 25.00
Frank E. Hubert, Albion, Mich..... 15.00
H. P. Smith, Piqua, O..... 10.00
Mrs. R. E. Darbee, San Francisco... 50.00
Columbia Floral Co., Butte, Mont... 25.00
Fetters Flowers, Detroit, Mich..... 75.00
(Part payment of 1921 subs.)
Lord's Flower Room, Topeka, Kans. 5.00
Van Scoter & Son, Bath, N. Y..... 5.00
Geo. W. Evenden, Williamsport, Pa. 5.00
Geo. B. Hart, Rochester, N. Y..... 25.00
Otto Sylvester, Oconomowoc, Wisc.. 5.00
Philip H. Falbo, Portland, Me..... 10.00
John Curwen, Berwyn, Pa..... 5.00
O. A. & L. A. Tonner, Chicago, Ill.. 15.00
Thorsted Floral Co., Oakland, Calif. 10.00
Davis Floral Co., Davenport, Ia..... 10.00
L. Wasserman, Muskegon, Mich..... 5.00
Wise Atkisson, Greenville, Texas.... 35.00
Frank B. Smith's Sons, Danville, Ill. 10.00
Edw. Sick, Canandaigua, N. Y..... 15.00
Majestic Flower Shop, Detroit, Mich. 15.00
Michael Rocklin, Pocatello, Ida..... 5.00
K. Pedersen, Ltd., St. John, N. B... 15.00
S. F. Stephens & Son, Columbus, O. 25.00
Walter A. Faulk, Pittsburgh, Pa.... 10.00
J. H. Palmer, Kennett Sq., Pa..... 5.00
John A. Koelker, Toledo, O..... 5.00
Eric Buchholz, Muncie, Ind..... 10.00
A. J. McNutt, Knoxville, Tenn..... 10.00
Swanson's, Inc., Minneapolis, Minn.. 15.00
Randall's Fl. Shop, Worcester..... 70.00
Riverbank Greenhouses, Geneva, Ill. 20.00
Schiller The Florist, Chicago..... 200.00
*Allied Florists' Assoc. of Ill., Chicago 1,179.63
*25% of collections for December, 1920.
Samuel Hanson, Troy, N. Y..... 5.00
C. F. Maier, Denver, Colo..... 15.00
D. S. Purdie & Co., Los Angeles, Cal. 25.00
Harris & Lever, Niagara Falls, N. Y. 10.00
Baker Bros., Ft. Worth, Texas..... 50.00
Max Schling, Inc., New York..... 100.00
Michler Bros. Co., Lexington, Ky.... 5.00
E. C. Ludwig Floral Co., Pittsburgh 60.00
Abele Bros., New Orleans, La..... 10.00
Rolf Zetlitz Co., Florists, Lima, O... 100.00
Hayman Grh. Co., Clarksburg, W. Va. 10.00
L. H. Butts, Wyomissing, Pa..... 10.00
John Miesem, Elmhurst, N. Y..... 5.00
H. H. Rogers, So. Sudbury, Mass... 5.00
L. Stapp Co., Rock Island, Ill..... 13.50
Ebner J. Weaver, Ronks, Pa..... 30.00
The Schluter Flo. Co., Pittsburgh, Col. 5.00
H. B. Chisuell, Barberton, O..... 10.00
Paul A. Derr, Williamsport, Pa..... 5.00
Wm. S. Bowers, Providence, R. I.... 10.00
Davidson Floral Co., Holdrege, Nebr. 5.00
J. Albert Brodrib, Hartford, Conn... 25.00
R. E. Neal, Lawrenceville, Ill..... 10.00
Morgan Floral Co., Ft. Morgan, Colo. 10.00
W. A. Lankford, Charlottesvile, Va. 20.00
Woodlawn Flow. Shop, Seattle, Wash. 25.00
Robt. D. Ruttle, Covington, Ky..... 5.00
V. A. Stoll, Hillsdale, Mich..... 10.00
Wm. U. Allabough, Silverdale, Pa.. 5.00
Howard & Smith, Los Angeles, Calif. 50.00
A. A. Harvey & Sons, Summit, Pa.. 100.00
Davis Floral Co., Pine Bluff, Ark.... 10.00
Peter Tremulis, Aurora, Ill..... 5.00
W. Roethke Fl. Co., Saginaw, Mich. 25.00
H'man Schallhorn, Kalamazoo, Mich. 5.00
Julia Pelletier, St. Louis, Mo..... 5.00
Cin. Cut Flw. Exch., Cincinnati.... 25.00
Thos. Skinner, Mamaroneck, N. Y... 10.00
Minnehaha Fl. Co., Sioux Falls, S. D. 10.00
Bemb Floral Co., Detroit, Mich..... 100.00
Henry Penn The Florist, Boston.... 100.00
Subscription $400.00 per year. Paid one-quarter, $100.00.
H. S. Ely & Co., Neosho, Mo..... 10.00
*Albany Florists' Club, Albany, N. Y. 25.00
A. F. T. Lagritzen, Eau Claire, Wis. 10.00
Hampden Meadow Greenhouses, Barrington, R. I. 10.00
J. G. Bettman & Son, New Albany, Ind. 10.00
Gust Rusch & Co., Milwaukee, Wis. 50.00
M. U. Farr, Reading, Mass..... 10.00
H. Zoeller, Louisville, Ky..... 2.50
Jos. H. Hill Co., Richmond, Ind.... 200.00
Frank Kerpen, Jr., Jersey City, N. J. 10.00
Art. F. Crabb, Grand Rapids, Mich.. 10.00
Coles Flower Shop, Kokomo, Ind..... 5.00
John Connon, Ltd., Hamilton, Ont... 20.00
B. C. Johnson, Woburn, Mass..... 10.00
E. Decker & Sons, Orange, N. J..... 5.00

Grand Total $21,525.92

*The names with the stars in front of them indicate these amounts were received from clubs and different associations.

—Advt.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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THE amaryllis is being exploited by the Department of Agriculture.

FRENCH growers of immortelles write that the severe weather in southern France, December 17-20, reduced the probable crop 60 to 70 per cent.

MORE wealth has come out of the two top feet of the earth than out of all the mines of the world—protect that two top feet of earth.—Martin H. Glynn, Former Governor of New York.

The Drummer Boys.

Invitations are out for the wedding of Miss Jeanne Wertheimer, New York, and Julius Dilldoff, well known representative of Wertheimer Bros.

J. P. McCarthy, the hustling Rice man of Philadelphia, Pa., is making a western trip.

Peonies at Evansville.

It is expected that the peony crop in the Evansville, Ind. district will be one-third less than a year ago due to three severe freezes during April. This fact was brought out at a well attended meeting of growers held at that city April 16. Previous to the first frost, peonies had grown six to eight inches high, and the mild weather during this period gave promise of an excellent crop. After this freeze the plants turned black and drooped. The sun coming out soon afterward caused increased injury to the peonies, which would not have been the case if the weather had remained cloudy and cool. A second frost coming two weeks later, damaged the plants that escaped the previous one. Since then, freezing weather has registered another blight on the crop.

The bulk of the peony acreage in this district is in Vanderburg county, with two growers in Spencer county, making a total of about 100 acres. In 1920 over 800,000 peonies were produced here, which was considered the best year ever experienced here. One-third or less of that amount will be sent to Chicago this year, which is the principal market for this section, and prices will be considerably higher.

A crop of peonies consisting of 10 acres near Grayville, Ill., a few miles west of this city was severely damaged by frost and hail, and 20 acres at Vincennes, Ind., were reported as being practically ruined by the freezing weather.

The cutting of the crop in this section will begin about May 3 and will be completed two or three weeks after that date.

Tulips at New York Botanic Garden.

Vegetation this year, owing to the unusually early warm weather, is far in advance of normal. This has affected not only shrubs and trees, but tulips also. The Darwin and Cottage tulips form the greater part of this tulip display, and usually are at their best here from the middle of May to the first of June. This year, however, the earlier varieties are now (April 21) in bloom, so that the next two or three weeks will see the flowering of the entire collection, so that the display will probably be finished at about the beginning of the flowering period of these tulips in normal years.

There are two displays of tulips; one located in the beds in the court of conservatory range No. 1, but a short distance from the terminus of the Third avenue elevated, the other in the horticultural gardens on the Southern boulevard almost opposite Fordham hospital.

Apple Blossom Time.

Fruit blossom season lasts about three weeks along the Ohio valley in each locality, or six weeks along the entire course, owing to different latitudes, from the mouth to the source of the great "Stream of Empire." The peach blossoms come first, with cherry trees following. They make gorgeous displays of beauty, but the culmination of vernal glory is the week when the apple trees are in full bloom. Nothing in nature is more beautiful than the apple blossom, and when a vigorous tree is decorated with thousands of the fragrant pink and white growths, with a touch of green where each bud leaves the stem, and the fragrant breeze carries their delicate fragrance, spring takes full possession of one's soul.—Clipping.

Asparagus Plumosus Nanus.

FALSE AND TRUE.

There are said to be two strains of Asparagus plumosus nanus growing in California. One of these in its early stages of growth, and perhaps during all of its growth, produces sprays which feather out in many directions, while the true strain, preferred and required by commercial florists, throws out its feathery branches in a horizontal direction, producing what can be termed flat sprays. The difference in this growth can be distinguished after the seedlings are five or six weeks old.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time and place of meeting.]

Albany, N. Y.—May 7, 8 p. m.—Albany Florists' Club at 611 Broadway. Wm. McGinn, secretary, Albany.

Chicago, May 5, 8 p. m.—Chicago Florists' Club at Hotel Randolph. Fred Lautenschlager, secretary, 452 W. Erie street, Chicago.

Cleveland, O., May 2, 8 p. m.—Cleveland Florists' Club at Hollenden hotel. Chas. F. Bastian, secretary, 14,625 Colt road, Cleveland.

Dayton, O., May 3, 8 p. m.—Dayton Florists' Club at Y. M. C. A. building. Geo. J. Frisch, secretary, 3205 E. Fifth street, Dayton.

Detroit, Mich., May 4, 8 p. m.—Detroit Florists' Club at Hotel Statler. Harry Taylor, secretary, 2967 Woodward avenue, Detroit.

Grand Rapids, Mich., May 2, 8 p. m.—Grand Rapids Florists' and Gardeners' Club at office of member's. Edw. Freyling, secretary, 1957 Wealthy avenue, Grand Rapids.

Holyoke, Mass., May 3, 7:30 p. m.—Holyoke and Northampton Gardeners' and Florists' Club at member's place of business, James Whiting, secretary, French hall, M. A. C., Amherst, Mass.

Indianapolis, Ind., May 3, 8 p. m.—State Florists' Association of Indiana. Oliver E. Steinkamp, secretary, 3800 Rockwood avenue, Indianapolis.

Kansas City, Mo., May 5, 8 p. m.—Kansas City Florists' and Allied Trades Club at member's place of business. M. Wade, secretary, 1109 Grand avenue, Kansas City.

Lake Forest, Ill., May 6, 8 p. m.—North Shore Horticultural Society at City hall. J. R. Clarke, secretary, Lake Forest.

Lake Geneva, Wis., May 7, 8 p. m.—Lake Geneva Gardeners' and Foremen's Association at Horticultural hall. Geo. Bainbridge, secretary, Lake Geneva.

Milwaukee, Wis., May 5, 8:30 p. m.—Milwaukee Florists' Club at Kurtz Bros., Eleventh and Prairie streets. Eugene Oestreicher, secretary, 5630 North avenue, Milwaukee.

Minneapolis, Minn., May 3, 8 p. m.—Minneapolis Florists' Club at 218 North street. Harry Philpott, secretary, Minneapolis.

Montreal, Que., May 2, 8:30 p. m.—Montreal Gardeners' and Florists' Club at 642 St. Catherine's street. W. H. Horobin, secretary, 283 Marguette street, Montreal.

Philadelphia, Pa., May 3, 8 p. m.—Florists' Club of Philadelphia at City club. Robt. Kift, secretary, 4044 Haverford avenue, Philadelphia.

Pittsburgh, Pa., May 3, 8 p. m.—Pittsburgh Gardeners' and Florists' Club at Allegheny Carnegie Music hall. Carl Becherer, secretary, Pittsburgh.

Pittsburgh, Pa., May 5, 8 p. m.—Pittsburgh Retail Florists' Club at Seventh Avenue hotel. E. E. Ludwig, secretary, 710 E. Diamond street, Pittsburgh.

Saginaw, Mich., May 2, 7:30 p. m.—Saginaw-Bay City Floricultural Society at Saginaw. W. F. Goetz, secretary, 124 S. Michigan avenue, Saginaw.

San Francisco, Calif., May 7, 8 p. m.—Pacific Coast Horticultural Society at Sachem hall, 240 Golden Gate avenue. J. R. Walsh, secretary, 417 Montgomery street, San Francisco.

San Francisco, Calif., May 4, 8 p. m.—San Francisco Retail Florists' Association at 1150 Sutter street. Albert Serveau, secretary, 2112 Fillmore street, San Francisco.

Tacoma, Wash., May 6, 8 p. m.—Tacoma Florists' Association at Maccabee's hall, 1116 Broadway. J. L. Simpson, secretary, 519 E. 50th street, Tacoma.

Toledo, O., May 3, 8 p. m.—Toledo Florists' Club at 424 Superior street. S. N. Peck, secretary, 424 Superior street, Toledo.

Washington, D. C., May 3, 8 p. m.—Florists' Club of Washington at Schmid's hall, 712 Twelfth street, N. E. G. V. Schultz, care Leo Niessen Co., Washington.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By good grower of roses, carnations and general stock. Address

A. F., care American Florist, 134 West 16th St., New York.

Situation Wanted—By gardener and florist; single; having long experience on private estates and institutions. Good Scotch and American references. Capable of taking full charge. Address **Box 3, Hardwick, Ga.**

Situation Wanted—Capable of taking charge; first class grower of roses, carnations and all kinds of forcing stock. State wages and full particulars. Address,

Key 557, Care American Florist.

Situation Wanted—By garden superintendent; first-class professional grower and landscape man; European training; middle aged; single; east or west; private or commercial. Address

Edward Rieger 1426 6th Ave. Oak Lane, Philad., Pa.

Help Wanted—A competent man for a New York retail store. Address

A. F., care American Florist 134 West 16th St. New York

Help Wanted—An experienced rose grower for position as working foreman. Fine chance for the man who can make good. Give reference. Address **J. H. Thompson & Son, Kennett Square, Pa.**

Wanted—Alfred E. Hachet, or anyone knowing or seeing him, write Rosa Hachet, Chattanooga, Tenn., Highland Park. Very important; estate to settle.

Store Wanted—On the north or northwest side, Chicago. Mail full particulars as to price and location. Address

Key 556, care American Florist.

Greenhouses for Sale—Containing 20,000 feet of glass; well stocked with roses, carnations, sweet peas, etc. New boiler recently installed. Located in Chicago, on northwest side, south of six corners and one block from street car line. Doing a fine retail trade. Reason for selling, old age. Address,

Key 554, Care American Florist.

Help Wanted

The Elm City Nursery Co. has an opening in its Landscape Department for two A-1 experienced Landscape-Planters, men who know stock and can handle a landscape plan, who can organize and handle men. If you do not classify do not waste your time and ours by writing.

Also a thoroughly experienced Nurseryman familiar with growing and handling a full line of ornamental nursery stock.

Positions open June 1st.

The Elm City Nursery Co.
NEW HAVEN, CONN.

Situation Wanted

All around storeman is open for position in Chicago. Ready to start work immediately.

Key 555, care American Florist.

FOR SALE

Good second-hand pipe for water and steam purposes and for culverts in all sizes, from ¾-inch to 14-inch; also for support posts for irrigation systems. Write us for prices

MAX ZEIGLER & BROS, Muncie, Ind.

BOILER FOR SALE

Due to changes in our heating equipment, we have for sale at our Edgebrook greenhouses a boiler 11½ feet long, with seventy 2½-inch flues, 6 feet long.

This boiler is of locomotive type, with a 4 x 4-foot fire box and a 2-foot dome. It is in good condition and will be sold to the party making the best offer.

The Geo. Wittbold Company, 745 Buckingham Place, Chicago, Ill.

FOR SALE

Glass: 16x24, 16x20, 16x22, per box	$5 50
16x16, 14x16, per box	4 50
12x16, 10x16, per box	4 00
1¼ in. wrought iron pipe, per foot	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each	2.50
Rafters or sash bars, per foot	.02
Shafting (heavy), per foot	.10
Shafting (light), per foot	.06
Ventilating arms, each	.25
Ventilating hangers, each	.10
Garland iron gutters, per foot	.40
	Per 1000
6 ft. wire stakes	$13.50
5½ ft. wire stakes	10.00
5 ft. wire stakes	10.00
4 ft. wire stakes	7.50

PETER REINBERG
30 East Randolph Street, CHICAGO

FOR SALE

Two acres of land facing Forest Preserve and two roads, one to be a state road. Auto truck express daily to Chicago market, 14 miles distant. Five greenhouses; area covered by glass, 14,000 square feet. Eight room dwelling, fully equipped with hot water heat gas, electric light, village sewer and water, also rain water cistern and cement walks. Fruit trees and berries on place. Price, $15,000.

Henry D. Neve, Des Plaines, Ill.

Forced Sale

Exceptionally fine greenhouse property in Evanston, Illinois, must be sold by order of court to close litigation. Located on corner, 172 x 251 feet; greenhouses cover over 30,000 square feet and are equipped with concrete benches. There is also a 7-room heated dwelling on the premises and necessary sheds, etc. Property worth double what you can buy it for now.

Frederick H. Brammer
138 North La Salle Street
CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾ x 5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Home-Grown Stock

Greatly Increased Demand

If you have any to offer, or are likely to have any soon, **advertise in these columns now.**

AMERICAN FLORIST CO.
440 South Dearborn Street, CHICAGO

Cape Jessamine Buds for Memorial Day

The Queen of Flowers
600,000 This Season
The Largest Jessamine Farm in the U.S.

To Our Customers and the Trade:—The Cape Jessamine Bud Crop will be ten days earlier this season than it has for the past several years, starting about May 8. This will enable us to fill your **Decoration Day** order complete and have it in your store several days in advance, so there will be no need for you to worry. We will also be able to take care of any rush order after May 10. An early order or two will no doubt stimulate your Decoration Day trade.

Our buds are fine; we believe in cultivation and fertilization, which costs money, but the extra quality more than repays it. "Squirrel ear" leaves and nobby buds do not go with us. If you have never bought off us, all we ask is a trial shipment.

We will ship anywhere in the U.S; time arrivals and guarantee A1 stock. No order too large for us. Place your order where the supply is large, but to avoid the rush, order early. We are booking orders daily. Special attention given regular orders. Jessamines travel at second-class express rate.

Class X, 12 to 18 inch stems.....$3.00 per 100; $25.00 per 1000
Class A, 8 to 12 inch stems..... 2.00 per 100; 18.00 per 1000
Class B, 4 to 8 inch stems..... 1.50 per 100; 12.00 per 1000

500 at 1000 rate. Terms: Cash or C. O. D., F. O. B. Alvin, Texas. Write, Phone or Wire.

If you wire, all that is necessary is to state number wanted and class (X, A or B).
Positively no change in price. Awake day and night, ready to serve you.

We are also large shippers of Mexican Tuberoses; season starts July 1st and ends Dec. 1st.

ALVIN CAPE JESSAMINE & FLORAL CO., Reference: Alvin State Bank **Alvin, Texas**

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Rochester, N. Y.

EXCELLENT SUPPLY OF STOCK.

The cold snap of the past week accompanied by sleet and snow, caused considerable damage to outdoor stock, such as daffodils, tulips, etc. Fruit trees were injured somewhat but the damage will not be as much as originally estimated. Bulbous stock is fast disappearing. There is an abundance of yellow marguerites in the market just now. Calla and Harrissii lilies are plentiful. Sweet peas have come down in price and the quality is excellent. Roses of all kinds are abundant. Snapdragons, gladioli, zinnias, calendulas and freesias are all fine in quality. Hydrangeas, marguerites and primroses are excellent for blooming plants.

NOTES.

John Dunbar, assistant superintendent of parks, published a valuable article in the Times-Union of April 15 on the importance of planting and cultivating trees and shrubs in the city. Public school teachers were urged to impress upon the minds of the young the great economic value of planting trees and shrubs.

Two automobile loads of florists attended the banquet of the Western New York Florists' Association in Buffalo, April 22. State-wide publicity for the trade was discussed.

Thos. Sullivan, formerly of Geo. B. Hart's, is sending some excellent cibotiums to this market from his greenhouses in Lindenville, N. Y.

J. B. Keller & Sons had the decorations for a wedding of some size in New York, April 26. John Veemer had charge of the work.

A fine display of azaleas, hydrangeas and daffodils is seen at the office of the city park board, on Fitzhugh street.

Jos. Werdin has severed his connection with the H. E. Wilson Co.

Wm. H. Dildine is again back at work after a long illness.

Visitors: James Karins, Philadelphia, Pa.; Milton Selinka and Morris Cohen, New York; E. Y. Kachline, Scranton, Pa. CHESTER.

TUBEROSES.

WHITE BULBLETS

(GLADIOLUS)

	1000
America, ½-¾ in.	$ 5.50
America, ½ in. and under	4.50
Mrs. F. Pendleton, ½ in. and under	10.00
Mrs. F. King, ½ in. and under	4.50
Panama, ½ in. and under	6.50

TUBEROSES Well cured, Free from rot.

	100	1000
Dwarf Excelsior Pearl, 1st size, 4-6 in.	$4.00	$35.00
Variegated Leaved, single	3.75	32.50
Albino, single	3.75	32.50
Armstrong's Ever-Bl'm'g	3.75	32.50
Mexican	3.00	25.00

CALADIUMS With Real Sound Center Shoots.

	100	1000
5- 7 inch	$ 4.50	$ 40.00
7- 9 inch	7.50	70.00
9-11 inch	12.00	100.00

GLADIOLUS From Our Own Farms.

	1000
America, First	$27.00
America, Medium	22.00
Halley, Medium	35.00
Mrs. F. King, First	25.00
Mrs. F. King, Medium	20.00
Schwaben, Medium	55.00
Florist Mixed	25.00
Standard Mixed, First	22.00
Standard Mixed, Medium	19.00

Our Spring Book "For Florists" Now Ready.

CHICAGO **Vaughan's Seed Store** NEW YORK

SPECIAL SALE

Roses and Carnations

Owing to the death of the proprietor, plans made for next season have been changed to such an extent that all the stock listed below and grown for our own use will be sold immediately. **Everything is guaranteed to be in first-class condition and an exceptional bargain.** Orders filled in strict rotation. Wire, phone or mail in your order right away. Hurry!

Rose Plants

2¼-inch Own Root Stock	1,000		1,000
Premier	$110.00	Sunburst	$ 75.00
Columbia	75.00	Dunlop	90.00

3-inch Own Root Stock	1,000
Premier	$125.00
Columbia	90.00
Ophelia	75.00

Carnation Plants

200,000 from Black Soil	1,000
Ward	$ 25.00
Enchantress	25.00
Rose Pink Enchantress	25.00
White Enchantress	25.00
Thenanthos	25.00
Matchless	35.00

200,000 from Sand	1,000
Ward	$ 18.00
Rose Pink Enchantress	18.00
Enchantress	18.00
White Enchantress	18.00
Thenanthos	18.00

☛CASH WITH ORDER.

PETER REINBERG

Wholesale Florist, 30 East Randolph St., CHICAGO

Mention the American Florist when writing

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

Mention the American Florist when writing

FERNS

Cyrtomium Rockfordianum, Holly Ferns, 3-inch, $1.50 per doz., $8.00 per 100; 4-inch, $3.00 per doz., $25.00 per 100.

Be sure to get Our Monthly Bulletin.

R. Vincent, Jr. & Sons Co.
WHITE MARSH, MD.

Mention the American Florist when writing

Seasonable Stock

READY TO SHIP

	Per 10
Santolina Incana—Good for edging and carpet bedding, 2-in. pots	$5.00
Begonias—Prima Donna, Gracilis, Luminosa and Erfordia Superba, 2-in. pots, at	5.00
Buddleia Magnifica (Summer Lilac)—2½-in. pots	6.00
" " " " —2-yr., field-grown	15.00
Chrysanthemums, 2-in. pot plants—Pompoms in 12 varieties, and single-flowered in 6 varieties	5.00
Fuchsias, 2¼-in.—Avalanche, Black Prince, Lord Byron, Mrs. E. G. Hill, Minnesota, Phenomenal and Speciosa, at	6.00
Pelargonium Easter Greeting—Fresh, late propagated, 2-in. pot stock	10.00
Hardy Japan Lilies, 8 to 9 in.— Auratum	16.00
" " " Speciosum Rubrum and Speciosum Album	15.00
Boston Ivy (Ampelopsis Veitchii)—Strong, field-grown	16.00

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

For Mothers' Day

CHOICE QUALITY OF ROSES

IN ALL LENGTHS OF STEM

Buy Direct from the Grower

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST—Subject to Market Changes

RUSSELL	Per 100
Fancy Long	$25.00
Good Length	20.00
Medium	$12.00 to 16.00
Short	8.00 to 10.00

COLUMBIA	
Fancy Long	$25.00
Good Length	20.00
Medium	$12.00 to 16.00
Short	8.00 to 10.00

PREMIER	
Fancy Long	$25.00
Good Length	20.00
Medium	$12.00 to 16.00
Short	8.00 to 10.00

HOOSIER BEAUTY	Per 100
Long	$20.00
Medium	$12.00 to 16.00
Short	8.00 to 10.00

OPHELIA	
Long	$16.00
Medium	$10.00 to 12.00
Short	8.00

SUNBURST	
Long	$16.00
Medium	$ 8.00 to 10.00
Short	8.00

WHITE KILLARNEY	
Long	$12.00
Medium	10.00
Short	$6.00 to 8.00

ASSORTED ROSES
—OUR SELECTION—

Good short and medium, including some **Russell, Columbia and Premier.** In lots of 200 or more, $10.00 to $12.00 per 100, depending on length of stem.

Fancy Ferns, per 1,000	$5.00
Adiantum, per 100	$1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	.35

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

PEONIES ARE ARRIVING.

Peonies made their appearance in the market last week in good sized quantities and were prominently featured in the widow displays of several of the leading stores. Most of the stock received so far is from Tennessee and from present indications will be in good supply for Mothers' Day. The Indiana fields were hit quite heavily by frost according to some of the growers and it is reported that stock at Carbondale was also affected. Peonies will come in handy for Mothers' Day if the demand is anywhere near what it was in previous years, for some of the local growers are inclined to believe that the supply of stock in general will be none too plentiful while others remark that they will be satisfied if their wholesalers dispose of all the stock they cut. Many of the growers have already planted a large portion of their young roses which makes the rose supply rather uncertain. Carnations will be in fairly good supply with prices quoted all the way from $10 per 100 and up. Many orders have already been booked for this occasion and there is no reason why everything should not clean up at an early hour. Everyone will do well to place all orders for Mothers' Day as early as possible if they have not already done so to protect their supply. The demand for stock was good the past week, especially from out-of-town points and the city demand has been fair but nothing to brag about. Roses especially have had a good call and so have carnations. Some fine lilies and callas are included in the offerings. Snapdragons are quite a factor in the market and having a good call. Sweet peas are in good supply and the same holds true for orchids and gardenias. Calendulas, daisies, lupines, stocks, larkspurs, forget-me-nots, trailing arbutus, statice, calendulas, pansies, jonquils, gladioli, narcissi, mignonette and other miscellaneous seasonable stock is included in the shipments which gives the retailers a large variety to select from and a chance to make a wonderful showing. Greens are in fair supply and it is expected that there will be an advance in cut ferns in the near future. One of the retail stores is using cinerarias as cut flowers on a large scale to good advantage. Everyone is busy with preparations for Mothers' Day which falls on May 8 this year and is rapidly approaching.

Do not take any fake or imitation thread, claimed to be the Meyer silkaline, or similax threads. Be sure the name Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from and you will notice that our threads run full two ounces of thread to the spool. Be sure and get the Meyer thread.

REINBERG MEMORIAL.

As a memorial to the late Peter Reinberg, former president of the county board, the Deer Grove tract of the forest preserve is to be named

Now is the Time to Place Your Orders With Us For

Mothers' Day

Owing to the extensive advertising and the gaining popularity of the day, the demand this year will be stronger than ever, making it necessary for the buyer to arrange for his supply immediately.

We will be exceptionally strong on

CHOICE ROSES

Columbia, Russell, Butterfly, Milady, Sunburst, Ophelia, White Killarney, Premier, Killarney Brilliant and Ward.

All The Best Carnations

Also Valley, Darwin Tulips, Lilies, Cattleyas, Jonquils, Calendulas, Snapdragons, White and Yellow Daisies, Candytuft, Stocks, Pansies, Etc., Etc.

Heavy Supply of Fancy Sweet Peas

The BEST in The Chicago Market---- Bar None.

COMPLETE LINE OF GREENS.

ZECH & MANN

WHOLESALE FLORISTS

30 East Randolph St., L. D. Phones { Central { 3283 3284 **CHICAGO**

EXTRA HEAVY SUPPLY

ROSES--CARNATIONS

For Mothers' Day

Place your orders with us and you will get the best stock obtainable for the least money

MOTHERS' DAY PRICE LIST—Subject to change Without Notice.

COLUMBIA	Per 100
Extra long	$30.00
Select	25.00
Medium	18.00
Short	10.00
PREMIER	
Select	30.00
Medium	20.00
Short	12.00

OPHELIA	Per 100
Select	$15.00
Medium	12.00
Short	8.00
SUNBURST	
Select	15.00
Medium	12.00
Short	8.00

CARNATIONS	Per 100
Wards and White	$12.00 to $15.00
Enchantress	10.00 to 12.00
Rosette	12.00 to 15.00
MISCELLANEOUS	
Calla Lilies, per doz	2.00
Ferns, per 1000	6.00
Galax, per 1000	2.00
Sprengeri, per bunch	.50

WIETOR BROS.

30 East Randolph St., L. D. Phone: Randolph 2081 **CHICAGO**

after him and a bronze tablet bearing his name erected therein, according to an announcement, April 25, by forest preserve commissioners. The Deer Grove park is near Palatine, about twenty-five miles from the loop.

NOTES.

Hans Jepsen marketed 35,100 high class sweet peas with 20-inch stems April 25 and has many thousands coming on. The varieties included Zvolanek's Rose and Blue, Orange Beauty, Blue Bird, Cherry Ripe, Snowflake and Hercules. Mr. Jepsen reports big demand in pompon chrysanthemum plants.

E. J. Delaney, of E. J. Delaney & Co., Hollywood, Calif., brought a car of statice here this week and is distributing it through the Chicago Flower Growers' Association. Mr. Delaney was formerly employed here and for a time was with the Fleischman Floral Co.

The annual convention of the Ancient Order of Garden Rakes will be held May 5, this year. The membership is closed for the present.

The A. L. Randall Co. is receiving a good supply of peonies from Tennessee and will have an exceptionally large quantity for Mothers' Day in addition to all other seasonable stock.

Mayor Thompson announces that this city has the greatest cut flower market in the world in all of his "Pageant of Progress" talks.

S. E. Edwards, with Howard and Smith, Los Angeles, Calif., passed through the city this week enroute to England.

George W. Foulk, formerly with the Bohannon Floral Co., is now in the employ of the Mazey Floral Co., Minneapolis, Minn.

Vaughan's Seed Store reports continued good demand for gladiolus and other spring bulbs.

Help Yourself to the Market.

YOUR 1st PROTECTION

The thing every customer wants to know is the price; price-giving with your cut flowers that makes for quick sales, increased sales, simplified selling, and saves a lot of unnecessary talk and unnecessary questions. As long as the retail dealer fails to display prices, a question of doubt is raised in every transaction.

Our wholesale market letters supply price information to the retail florist that means exactly what they say.

Principal Location in The Market

KENNICOTT BROS. CO.
174 N. Wabash Avenue
CHICAGO

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue — L. D. Phone, Central 282 — CHICAGO

MAKE UP YOUR ORDERS NOW

For Mothers' Day

Send them to us immediately and insure your supply. The demand is going to be exceptionally heavy, and in order to take care of the trade in your neighborhood, it is imperative that you arrange for what you need in Cut Flowers today.

EVERYTHING IN LARGE SUPPLY

Columbia, Premier, Russell, Ophelia, Sunburst, Milady, Butterfly, Ward and all the other leading varieties of Roses. Carnations. Tulips, Orchids, Sweet Peas, Daisies, Snapdragons, Jonquils, Calendulas, Etc.

Quality and Quantity Reign Supreme Here

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

MOTHERS' DAY PRICE LIST

Place Orders with us NOW and be assured of YOUR supply.

Premier	Per 100
Special	$40.00
Fancy Long	$30 00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Russell	
Special	40.00
Fancy Long	30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Milady	
Special	40.00
Fancy Long	30.00 to 35.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00
Columbia	
Special	35.00
Fancy Long	30.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	12.00

Ophelia	Per 100
Special	$30.00
Long	$20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
Sunburst	
Special	30.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
White	
Special	30.00
Long	20.00 to 25.00
Medium	15.00 to 18.00
Short	10.00 to 12.00
Butterfly	
Special	35.00
Long	25 00 to 30.00
Medium	15.00 to 20.00
Short	12.00
Mrs. Ward	
Special	25.00
Long	20.00
Medium	15.00 to 18.00
Short	10.00 to 12.00

BRUNNER, the Miniature Rose, $5.00 to $6.00 per 100.

Extra Special Roses Billed Accordingly

ORCHIDS

Choice Home-grown Cattleyas—$12.00 to $15.00 per dozen.

MISCELLANEOUS FLOWERS

Carnations	Per 100
Select	$12.00
Fancy	15.00
Lilies	20.00
Valley	8.00
Sweet Peas	$ 2.00 to 4 00
Calendula	3.00 to 6.00
Jonquils	6.00 to 8.00
Tulips per 100,	6.00 to 8.00
Mignonette per 100,	8.00
Calla Lilies per doz.,	3.00 to 4.00
Pansies, dozen bunches	2.50
Daisies per 100,	3.00 to 4.00

DECORATIVE GREENS

Ferns	$5.00 per 1000
Adiantum	$1.50 to 2.00 per 100
Plumosus	50c bunch
Sprengeri	35c to 50c bunch
Boxwood	per pound, 25c
Smilax	$4 00 doz.
Galax	$15.00 per case; $2.00 per 1000
Mexican Ivy	per 1000, $10.00
Leucothoe	per 1000, 10.00

Prices Subject to Change Without Notice. Open Week Days 8 a. m. to 5 p. m.

Place Your Mothers' Day Order Early

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Excellent Roses

SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red CARNATIONS

Including the finest Mrs. C. W. Ward on this market, bar none

**Valley, Snapdragons, Lupines, Calendulas, Larkspur,
White and Blue Daisies, Sweet Peas, Forget-Me-Nots,
Lilies, Stocks and all other seasonable Cut Flowers.
Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri.**

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

Henry Wittbold Co. will occupy its new store at 75 East Adams street for Mothers' Day. Mr. Wittbold, who conducted the old Clark street store of the George Wittbold Co., will be ably assisted by his son, George, who is active in the management and is confident that the new location and increased quarters will result in more business.

Max Dagobert, of Dagobert & Streiff, has the sympathy of the trade in the loss of his wife whose death occurred last week. The funeral, which was held April 25, at 2 p. m., from chapel at 2116 West Division street, was well attended, and there were many beautiful floral tributes from the trade.

Zech & Mann have received many inquiries regarding stock for Mothers' Day and have already booked a large number of orders. Fancy snapdragons in quantity are attracting the attention of the buyers at this establishment.

Any loop florist desirous of selling out will have no trouble disposing of his establishment, for a certain party is anxious to purchase an established business owing to the absence of a suitable location for a new store.

A. L. Vaughan & Co. has booked a large number of orders for Mothers' Day and more are arriving as the big event approaches. This house reports business as good with a heavy call for stock from out-of-town points.

Mangel, the Palmer House Florist, had a very pretty window display April 26, in which all the choicest offerings in cut flowers were used in artistic basket arrangements.

Poehlmann Bros. Co. will be in heavy crop with roses for Mothers' Day, as well as orchids and other miscellaneous stock, including large cuts of peonies from Tennessee.

George Wienhoeber had several showings of snapdragons in his window this week. This store has been using cut cinerarias in very striking combinations of late.

The regular meeting of the Florists' Club will be held May 5 when the floriculture students at the state university will present their play "The Flower Shop," which will be followed by dancing. Tickets $1.00 each.

Wietor Bros. are cutting a good supply of roses, especially Columbia of fine quality. Carnations are in good crop with them and are in good demand.

Frank Einweck is on the job at the John Kruchter Co.'s store. He is a brother of Joe Einweck, employed by the E. C. Amling Co.

The American Bulb Co. has just received an importation of artificial flowers and Chinese baskets worthy of inspection.

A Henderson & Co. are having good retail demand for hardy perennials and nursery stock.

The Bohannon Floral Co. reports business as good with a heavy call for wedding work.

Mrs. George Gobel was called to Omaha, Nebr., last week by the death of a relative.

George Reinberg is cutting from a good crop of roses, especially Sunburst.

Large Cuts of ROSES

For Mothers' Day, May 8

Exceptionally fine White Killarney, Killarney, Ophelia, Mrs. Chas. Russell, Sunburst, Premier and Columbia.

CARNATIONS

Good Supply of White, Pink and Red.

While we will have a good supply of Carnations, there will not be enough flowers to supply the demand, so push roses on that day. You will find that the public in a great many cases prefer them to carnations, so make allowance for the scarcity of carnations and substitute roses. They will move just as quickly. Make up your order for us today.

When ordering remember White Flowers stand for Mothers' Memory and Colored Flowers for Mothers Living.

Buy Direct From the Grower — **MOTHERS' DAY PRICE LIST** — Subject to change without notice

MRS. CHAS. RUSSELL and PREMIER	Per 100
Specials	$35.00 to $40.00
Fancy	30.00
Select	25.00
Medium	15.00 to 20.00
Short	8.00 to 12.00

OPHELIA and SUNBURST	Per 100
Specials	$20.00 to $25.00
Select	18.00 to 20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00

COLUMBIA	Per 100
Specials	$35.00 to $40.00
Fancy	30.00
Select	25.00
Medium	15.00 to 20.00
Short	8.00 to 12.00

Killarney / White Killarney	Special	20.00 to 25.00
	Select	18.00 to 20.00
	Medium	12.00 to 15.00
	Short	8.00 to 10.00

ROSES, OUR SELECTION 12.00

CARNATIONS—All Colors ..... $12.00 to $15.00 per 100

Sweet Peas, all colors	$3.00 to $ 5.00 per 100
Valley, order of us for the best	8.00 to 10.00 per 100
Ferns, per 1000	$5.00
Adiantum, per 100	2.00

GALAX	Per 1000
Bronze	$2.00
Green	2.00
Asparagus, per bunch	.50

Order from us and get the freshest stock and of best keeping quality and have the assurance of supplies such as can only come from 2,000,000 FEET OF MODERN GLASS

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

Mention the American Florist when writing

Miss Louise Tonner and J. L. Beattie were married April 21 and the happy young couple have the best wishes of their many friends for a happy and successful future. The Tonner family had a grand reunion at the wedding at which seven children and twenty-one relatives were present. It is needless to add that the occasion was a grand success for the members of the family certainly appreciated a visit to the old homestead.

The Commercial Flower Growers' Association met at the Hotel Randolph, Thursday, April 21, when important trade matters were discussed, principally publicity. The Wholesale Cut Flower Association met the following evening and discussed the same subject.

The Chicago Flower Growers' Association is prepared for a brisk Mothers' Day demand. Manager Klingsporn expects an early cleanup in stock of all kinds and is advising early ordering.

The Central Floral Co. is featuring the carnation Laddie extensively in its window displays. This firm always makes such a magnificent showing that it is bound to compel attention.

Kennicott Bros. Co. are talking peonies and expects to have its usual large supply to offer for Memorial Day. Orders for Mothers' Day are numerous at this establishment.

The E. C. Amling Co. is supplying its trade with choice snapdragons, statice and other miscellaneous spring stock in addition to its usual large and complete line.

Bassett & Washburn are cutting a good supply of roses which are in brisk demand. Advanced orders are now being booked for Mothers' Day.

The Alpha Floral Co. had a long distance telephone call from New York, April 24, to deliver an order in this city on that date.

Irvin Stein, of Seligman & Stein, New York, joined the local order of Elks last week. The number of Elks in the trade is rapidly increasing.

The Joseph Foerster Co. is handling a fine line of all seasonable stock, especially fancy sweet peas in quantity.

Erne & Co. are having a good call for snapdragons and stocks of which they have a splendid supply.

FERNS

Southern Fancy Fern, Dagger Fern, Michigan Fancy Fern.

New Crop Now Ready.

Huckleberry Foliage

Bush Boxwood

Telegraphic orders receive prompt attention.

Duncan Jackson, Kintson, Ala.

Roswell Schupp, of the J. A. Budlong Co., is back from a business trip to Memphis, Tenn.

Mrs. E. H. Mazey, Minneapolis, Minn., was here on a business trip April 22.

Mrs. T. S. Hillyer, of Austin, Texas, is spending a brief vacation here.

In Good Crop For Mothers' Day

GOULD'S "SELECT" PEONIES

$10.00, $12.00 and $15.00 per 100.

This will be practically the only large supply on the Chicago market for Mothers' Day, so place your orders direct with Randall. Gould's Select Peonies are too well known to need an introduction, the name being an absolute guarantee of quality.

Peonies offer a splendid substitute for Carnations, always scarce for Mothers' Day. Peonies are customers' choice when choosing between a dozen of Carnations or a dozen of Peonies. Give them what they want. **Order Today.**

—SEND ALL ORDERS TO—

A. L. Randall Co.

Exclusive Sales Agents for Gould's "Select" Peonies.

180 North Wabash Avenue, CHICAGO, ILL.

Send your order direct to them and your shipments will be made direct from Chicago

Grown by GOULD COMPANY, Onarga, Ill.

FOUR PEONY FARMS

HALLS, TENNESSEE. GRAYVILLE, ILLINOIS. ONARGA, ILLINOIS. OCONOMOWOC, WISCONSIN.

MOTHERS' DAY

Place your orders today to avoid disappointment.
Our line will be complete in every respect and will include a good supply of Roses and Carnations.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

The Lakeside Flower Shop will move from 4700 Sheridan road to the Sheridan-Plaza Hotel after Mothers' Day.

The W. W. Barnard Co. reports its retail business highly satisfactory to date.

A Cook county fair will be held at Palatine, in August.

Visitors: Julius Dilloff representing Wertheimer Bros., New York.; C. E. DeWever, Clayton, Mo.

St. Louis.

STOCK SELLING WELL.

The market stiffened up considerably and practically all stock has been selling at a profit. The cloudy weather was quite a factor in trade conditions. Spring flowers are in great demand and the supply is very limited, but the stock coming in is of excellent quality and keeps well. Roses are moderately plentiful and the call is more than brisk. Premier, Ophelia, Mrs. Chas. Russell, Ward, Butterfly, Killarney and a very few American Beauties are the best selling varieties. The stems are of very good length and the blooms are wide awake. The prices are very good. Carnations have raised a bit and the demand for all varieties is excellent; darker colored ones get the preference. The supply on hand is comparatively limited and is on the decline. Many have been used for funeral work and weddings during the past week. Calendulas are coming in

SPLENDID SUPPLY ROSES

For Mothers' Day

Especially Premier, Russell and Columbia. You have got a better chance of receiving what you need from us than any other house in this market.

CARNATIONS

Good supply for all our customers. Order early as possible.

FANCY SWEET PEAS

$2.00, $3.00, $4.00 per 100.
With favorable weather our supply will be exceptionally heavy, so order here.

PEONIES

Gould's "Select" stock. Positively the largest supply for Mothers' Day on the Chicago Market.
$12.00 to $15.00 per 100.

A. L. Randall Co.

WHOLESALE FLORISTS

180 North Wabash Avenue, CHICAGO

Good Supply of Fine Stock for

MOTHERS' DAY--MAY 8

White Flowers for Mothers' Memory
Bright Flowers for Mothers Living

All the Leading Roses and Carnations, Sweet Peas, Stocks, Snapdragons, Lilies, Narcissus, Valley, Callas, Daisies, Peonies, Calendulas, Jonquils, Pansies, Etc.

We will fill all orders to the best of our ability, providing you place them well in advance. **Order today.**

ERNE & COMPANY

WHOLESALE FLORISTS

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

large numbers and are hard to dispose of. The quality of the stock is very fine. Though tulips are just becoming a thing of the past, jonquils are on the short side. Gladiolus, the season's first is coming in, and form the principal feature of many window displays, with Loveliness and Pendleton the chief offerings. The price is almost prohibitive, but despite this fact, the demand is very good. An increase in quality and size of bloom is anticipated a little later in the season. Sweet peas are plentiful with the short stemmed flowers predominating. Varieties with long stems bring a fancy price. Daisies of good quality are still increasing in supply. Both yellow and white varieties bring a fair price and sell moderately well. There is little Spanish iris to be had. Delphiniums of the light blue variety are very scarce and in good demand. The spikes are very long and large flowered and bring a fancy price. Snapdragons of good quality are found in limited quantities. Orchids are more than plentiful and sell very well. They are being used to

New Crop

Sphagnum Moss

Vaughan's Seed Store
Chicago & New York

Single Bales or Carlots

CONTRACT NOW

HUCKLEBERRY

$7.50 Per Case, F. O. B. Chicago

THE E. F. WINTERSON CO., Central 6004 L. D. Phone: 166 No. Wabash Ave., Chicago, Ill.

a large extent as a corsage flower. Lily of the valley is coming in limited quantities and has a fair call. The stock may be improved upon. There is an ample supply of calla lilies on the market and they find ready sale for funeral purposes. Some very fine pot plants of yellow and white callas have been offered during the past week. Lilium Harrisii of exceptional size and quality is a common stock item and they clean up fairly well. Pot plants are in greatest demand at present. A few spikes of mignonette is seen. Pansies are good property this week and handled by all florists. The flowers are of large size but the stock is imferior to last week's offerings in that the stems are short. They sell well. Genistas and hydrangeas are among the offerings, and though of excellent quality, move slowly. Calceolarias are becoming more plentiful, with prices increasing. Baby rambler roses in six to 12-inch pots are commonly displayed and sell well. Some unusual southern grown bougainvilleas are coming and sell quickly. Many begonias and Martha Washington geraniums were sold during the past few days. Blue and white ageratums and candy tuft in attractive boxes and baskets form the main feature of several window displays. A few specimen plants of spiraeas are offered.

NOTES.

The "Say It With Flowers" bowling league ended its season's competition with the following lineup: Carnations, 1st.; Roses 2nd.; Sweet Peas 3rd., and Gladioli 4th. Oscar Ruff scored 168 points, the highest of the season.

Fred H. Weber has a very attractive window display, with baby rambler, roses and calceolarias the main features.

Windler Wholesale Floral Co., is doing an unusually heavy business in carnations and sweet peas.

The Bourdet Floral Co., is displaying some very fine gladioli and Martha Washington geraniums.

Orchids and sweet peas are quantity items with the St. Louis Wholesale Cut Flower Co.

Grimm & Gorly reported large funeral orders and several wedding decorations.

C. A. Kuehn is the only firm to offer mignonette and is pressed to fill the orders.

An increase in trade in his section of the city is noted by H. G. Berning.

Some fine gladioli and begonias are seen at the F. C. Weber store.

R. D. M.

Providence, R. I.

The market showed a decided change in the past week. The cold, cloudy weather helped to shorten the supply of stock and the change was very welcome as it stopped the street vender from selling his wares. Calla and Giganteum lilies are very plentiful. Snapdragons are now arriving steadily and command a fair price. Carnations are small and move well, as do sweet peas and other seasonable stock.

Scott, the Florist, has a very attractive store and has added an electric display sign on his roof that is drawing considerable attention.

Thos. Curley will auction off his greenhouses the coming week.

H. A. T.

NEW CROP

STATICE

RHODANTHE
ACROCLINIUM (Daisy)
HELICHRYSUM (Strawflower)

Rush us your orders for Decoration Day

Largest Growers in the U. S.

San Diego Everlasting Flower Co.
LA JOLLA, CALIF.

A Sales Booster—A Trade Winner—An Easy Seller

The SĀVŌ Steel
ALL-YEAR-ROUND FLOWER BOX
Self-Watering and Sub-Irrigating
For Windows, Porches, Ledges, Sun Parlors, Etc.

Leak-proof and rust-proof. No surface watering. Perfect AIR circulation and drainage. Order a few, display them, and see how fast they go. Write today for free Catalogue, prices and discounts.

SAVO MANUFACTURING CO.,
39 S. La Salle St., CHICAGO

A Good Margin of Profit to Dealers

Patented Jan. 23, 1917.

No. 2 Gauze

This is principally used for Bridal Shower Bouquets, etc.
Fancy edge, per bolt (50 yards).....$2.75
Satin edge, per bolt (50 yards)..... 2.00

Plain Chiffon

(About 35 to 40 yards to bolt).
Can be had in any color. Per yd.
Satin edge, 4 inches wide.....$0.06
Satin edge, 6 inches wide..... .09
Satin edge, 12 inches wide..... .12

Get Our Complete List of Other Items. It's free.

GEO. H. ANGERMUELLER CO.
Wholesale Florists, 1324 Pine St., ST. LOUIS, MO.

Seligman & Stein
FLORISTS' SPECIALTIES
116 W. 28th St., New York
IMPORTERS—MANUFACTURERS

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue

CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing

Nashville, Tenn.

Flowers are plentiful and trade, though active for a few weeks after Easter, is somewhat on the quiet now. Roses are very fine and blooming profusely. Sweet peas are abundant and quite a favorite. Carnations of excellent quality will be an abundant crop for Mothers' day, May 8. The plant trade is good, with Easter lilies sufficient for all occasions. The weather is so variable that it is not safe to plant in beds as yet, but this fact does not discourage many buyers from going ahead with this work. M. C. D.

JANESVILLE, WIS.—John K. Bowns has started a new greenhouse establishment on Ringold street, carrying bedding stock and other plants.

Wire Hanging Baskets

The well made kind. Painted, bound with galvanized wire 6 at dozen rate, 50 at hundred rate.

10 inch..... $2.25 per doz.; $16.00 per 100
12-inch..... 2.50 per doz.; 20.00 per 100
14-inch..... $3.25 per doz.; $25.00 per 100
16-inch..... 4.25 per doz.; 35.00 per 100

GREEN SHEET MOSS Long Green Sheets for Hanging Baskets Per bag....$2.00 10 bags ..$17.50

Michigan Cut Flower Exchange, 1452 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

MOTHERS' DAY PRICE LIST

		Dozen
Roses, Beauty		$ 4.00 to $12.00
		Per 100
"	Mrs. Chas. Russell	12.00 to 40.00
"	Butterfly	12.00 to 35.00
"	Columbia	12.00 to 35.00
"	Dunlop	12.00 to 35.00
"	Premier	12.00 to 40.00
"	Hoosier Beauty	10.00 to 35.00
"	Killarney Brilliant	10.00 to 30.00
"	White Killarney	10.00 to 30.00
"	Mrs. Geo. Sawyer	10.00 to 30.00
"	Milady	12.00 to 40.00
"	Mrs. Aaron Ward	10.00 to 25.00
"	Sunburst	10.00 to 30.00
"	Ophelia	10.00 to 30.00
"	Dble. W. Killarney	10.00 to 30.00
"	Cecile Brunner	4.00 to 6.00
"	Our Selection	12.00
Calendulas		3.00 to 6.00
Peonies		12.00 to 15.00
Snapdragon, per bunch		1.50 to 2.00
Daisies		3.00 to 4.00
Jonquils		8.00 to 10.00
Violets		1.00 to 1.50
Mignonette		6.00 to 8.00
Sweet Peas		2.00 to 5.00
Cattleyas, per doz		7.50 to 9.00
Valley		8.00
Carnations		12.00 to 20.00
Lilies, per 100		15.00 to 20.00
Adiantum		1.50 to 2.00
Ferns	per 1,000	5.00 to 6.00
Galax	per 1,000	2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays		35c to 50c per bunch
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry		7.50

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

Tonner

CUT FLOWERS Supplies 30 E. Randolph St. Telephone Central 6284 Chicago

Mention the American Florist when writing

ARTIFICIAL VALLEY ARTIFICIAL FLOWERS

Write for prices

Grossberg-Tyler-Finnerman Co.

Manufacturers and Importers

30 E. Randolph Street, CHICAGO

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

Raedlein Basket Co.

713 Milwaukee Avenue

CHICAGO, - - ILLINOIS

Write for Catalog and Prices.

Mention the American Florist when writing

Bailey's New Standard Cyclopedia of Horticulture

Price, $48.00.

Sold only in complete sets.

American Florist Co.

440 S. Dearborn St., CHICAGO

RUSSELL ROSES

This variety is one of our principal Roses. We handle a quantity of them.

RUSSELL is particularly at this time of the year the most satisfactory rose to handle. In fact there is no other rose that will give the same amount of satisfaction in the hands of our customers.

You can increase your rose sales, if you carry some of these good roses in stock.

$8.00 to $20.00 per 100; some extra long at $25.00 and $30.00 per 100.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

EDWARD REID

CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

STOCK IN GOOD DEMAND.

The past week has been quite satisfactory for the trade, with plenty of flowers of all kinds and grades, with a very good demand for the choice varieties. There are plenty of American Beauty roses of high quality, and one grower said the only reason some people run them down is because they cannot grow them. The big three, Premier, Columbia and Mrs. Chas. Russell, are still very fine, in fact, the market never offered a better selection at this time. Carnations are still in good shape and the growers are maneuvering to have a full crop Mothers' Day. Sweet peas are falling off in supply. A hot spell would finish them until the out-door stock appears. Lily of the valley, grown out of doors, is now pushing the greenhouse stock for first place. Cattleyas are plentiful and sell at good prices. Easter lilies are now in the hands of men who make a specialty of cold storage stock, and are about equal to the demand. Callas are in good supply. Snapdragons are very plentiful in all grades, and some very good larkspur is seen.

NOTES.

A well posted man in the business says conditions favor the erection of new houses. Iron has fallen as has other building material, notably greenhouse glass, of which Belgian has just landed the largest consignment ever received here, causing a drop of 25 per cent. He believes that a number of growers will want to enlarge their plants when they realize that prices for this period have about reached bottom.

Natives of this city appear to like the Pacific coast. Saml. Dunlap with a partner has opened a shop in Portland, Ore. Raymond Kester leaves The Gasser Co., Cleveland, O., for the Hollywood Gardens, Seattle, Wash., while Wm. Gibson, lately with Mrs. E. A. Williams, Pittsburgh, Pa., has accepted an important position in Berkeley, Calif.

J. J. Habermehl's Sons had the decorations for the reception of Cardinal Dougherty, which included every function beginning with the decoration of his private car in New York, until time for retirement at his home in this city and in the cathedral adjoining.

The Robert Craig Co. has worked a fine stock of bedding plants since Easter and their comeback in other lines shows in a number of other features. A handsome and commodious White truck has been added to the store's delivery department.

The European travelers, including S. S. Pennock, Henry Bayersdorfer and wife, have cabled of their safe arrival in Bristol, Eng.

K.

TORONTO, ONT.—Miller Bros. has taken out a charter to erect a range near this city, to cover 20 acres, with a captial of $1,000,000.

Wholesale Flower Markets

BOSTON, APRIL 27.	Per 100
Roses, American Beauty	$4.00@$75.00
" Russell	6.00@ 25.00
" Dunlop	4.00@ 16.00
" Pilgrim	6.00@ 20.00
" Crusader	6.00@ 20.00
" White Killarney	8.00@ 25.00
" Ward	6.00@ 16.00
" Maryland	4.00@ 10.00
" Hoosier Beauty	6.00@ 12.00
" Columbia	5.00@ 16.00
" Hadley	6.00@ 25.00
" Ophelia	4.00@ 16.00
" Premier	6.00@ 20.00
Adiantum	2.00
Asparagus bchs, per bch.	.50@ 1.00
Asparagus Strings, doz.	12.00
B. Buttons	2.00@ 3.00
Calendulas	3.00@ 4.00
Carnations	6.00@ 8.00
Carnation, Laddie	10.00@ 12.00
Cattleyas, per doz.	12.00@ 15.00
Lily of the Valley	10.00@ 12.00
Longiflorum Lilies	16.00@ 20.00
Pansie	1.50@ 2.00
Smilax, per doz.	4.00@ 6.00
Snapdragons, doz.	1.50@ 2.50
Mignonette	4.00@ 6.00
Sweet Peas	2.00@ 3.00
Callas	1.50@ 2.50
English Daisies	.75
Jonquils, Spur	6.00
Cypripediums	4.00
Marguerites	1.50@ 2.50
Tulips	8.00
Bicolor Jonquils	6.00@ 8.00
Myosotis, per bunch	.35@ .50

BUFFALO, APRIL 27.	Per 100
Rose, White Killarney	5.00@ 10.00
" Dbl. Wht. Killarney	6.00@ 10.00
" Richmond	6.00@ 12.00
" Maryland	6.00@ 12.00
" Sunburst	5.00@ 12.00
" Columbia	6.00@ 25.00
" Ophelia	5.00@ 15.00
" Russell	6.00@ 15.00
" Premier	5.00@ 20.00
" Cecile Brunner	4.00@ 6.00
Calendulas	3.00@ 6.00
Calla Lilies	8.00@ 20.00
Carnations	2.00@ 5.00
Easter Lilies	12.00@ 20.00
Freesias	4.00@ 6.00
Mignonette	6.00@ 10.00
Rubrum Lilies	8.00@ 8.00
Snapdragons	4.00@ 15.00
Golden Spur Narcissi	4.00@ 5.00
Sweet Peas	1.00@ 2.00
Violets	.75@ 1.00
Tulips	4.00@ 6.00
Forget-me-nots, per bch.	.25
Delphinium	8.00@ 15.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Berger Bros.

The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, APRIL 27.	Per 100
Roses, Premier	4.00@ 15.00
" Russell	4.00@ 15 00
" Columbia	4.00@ 16.00
" Butterfly	4.00@ 15.00
" White Killarney	4.00@ 15.00
" Pink Killarney	4.00@ 15.00
" Sunburst	4.00@ 15 00
" Mrs. Aaron Ward	4.00@ 16.00
" Ophelia	4.00@ 16.00
" Baby Doll	3.00@ 4.00
Carnations	2.00@ 4.00
Easter Lilies and Callas	10.00@ 12.50
Ferns, per 1,000	4.00
Forget-Me-Not, bunch	.25
Freesia	3.00@ 4.00
Galax, per 1,000	1.50
Jonquils	3.00@ 4.00
Leucothoe, per 1,000	5.00@ 6.00
Plumosus (south) per bch.	.25
Smilax, per string	.15@ .25
Snapdragons	6.00@ 8.00
Primulas, bunch	.25@ .35
Stocks, per bunch	.50@ .75
Calendulas	3.00@ 4.00
Sweet Peas	.50@ 1.00

Boston.

STOCK MOVING SLOWLY.

The condition of the market shows little change over the previous week. There was no great demand and April 19, being a legal holiday in this state, business was retarded. The wholesalers took what good stock there was offered, which points to a fair trade by out of town retailers. Prices were low and steady until past midweek when they became quite active, especially in carnations. The demand for this flower has been exceptionally good this spring probably owing to the limited quantity coming in. The growers report a very heavy crop of buds on the plants, and a few days of fair weather will bring in plenty of flowers. Weather, conditions for two weeks have been bad for stock and only the light demand has kept prices from advancing. Some exceptionally fine stalks of snapdragons, are coming in at present at $1.50 to $2.00 per dozen. There has been no noticeable change of prices on spring stocks such as sweet peas, pansies, myosotis, etc. The call for wedding flowers is about normal for this season. Lily of the valley, white sweet peas,

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers.
116-118 Seventh Street,
PITTSBURGH, - PA.

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506
444-446 Milwaukee Street
MILWAUKEE, WIS.

and white roses are selling at a premium. Callas and Easter lilies have not varied any in price from last week.

NOTES.

Harry Spearo, Dock square florist has opened a new store at 29 Dock square which is mainly devoted to the sale of seeds and bulbs. He has also taken over the agency of the Breck-Robinson nursery, Lexington, Mass.

Thos. F. Galvin, Jr., reports an increase of more than 100 per cent in his business since his father Thos. F. Galvin, Sr. has been associated with him.

The demand for shrubs and roses is very large this year with N. F. McCarthy, who has opened his auction room.

Stephen Green of the Florist Exchange, Winthrop square, has been sick for the past week.

M. Hambro has charge of the business in this city of Munro, Inc., Westerly, R. I.

A Bock has given up his position with Houghton & Gorney.

N. F. McCarthy has opened his auction room. E. F. S.

Pittsburgh.

TRADE AGAIN NORMAL.

Business conditions have been about normal the past week. We had another killing frost on April 18, making the fourth in the last month. From all reports the most of the early fruit has been greatly damaged. The outlook for Mothers' Day is good, and with the advertising the local association is doing, the demand should be the best that this district has ever experienced. The cut flower offerings at present include American Beauty roses, carnations, Easter, and calla lilies, snapdragons, orchids, lily of the valley, sweet peas, calendulas, jonquils, Darwin tulips and daisies, both the white and yellow kinds. All stock has been of good quality with the exception of sweet peas, which from all appearances are about done for this season. Plumosa from the south has been arriving in poor condition, while the supply of ferns has been short.

NOTES.

Wm. Usinger has left the employ of Randolph & McClements and will look after the local territory for the McCallum Co.

Daylight saving is now in effect in this section, the clocks being turned ahead one hour on Sunday, April 24.

The McCallum Co. employes have again taken up base ball and will play twilight games.

E. C. T.

Wholesale Flower Markets

PHILADELPHIA, APRIL 27.

	Per 100
Roses, Beauty, special	30.00@ 50.00
" " fancy	10.00@ 20.00
" Mrs. Chas. Russell	6.00@ 35.00
" Killarney	2.00@ 6.00
" Hadley	10.00@ 40.00
" Sunburst	4.00@ 10.00
" Wards	3.00@ 6.00
" Ophelia	2.00@ 10.00
" Columbia	3.00@ 20.00
" Premier	6.00@ 20.00
Adiantum	1.50@ 2.00
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Calendulas	1.50@ 3.00
Carnations	2.00@ 6.00
Cattleyas	1.00@ 1.50
Easter Lilies	20.00@ 25.00
Lily of the Valley	6.00@ 8.00
Smilax	.25
Snapdragons, per doz	.75@ 1.50
Mignonette	3.00@ 4.00
Callas	10.00@ 20.00
Sweet Peas	.25@ 1.50
Freesia	2.00@ 4.00
Tulips	2.00@ 4.00
Larkspur, per doz	3.00@ 5.00

PITTSBURGH, APRIL 27.

	Per 100
Roses, Beauty, spl., per doz.	7.50
" " fcy., per doz.	6.00
" " ex., per doz.	5.00
" " No. 1, per doz	3.00
" Killarney	6.00@ 15.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	8.00@ 30.00
" Columbia	4.00@ 15.00
" Ophelia	6.00@ 20.00
" Hilda	8.00@ 15.00
" Premier	8.00@ 25.00
" Madam Butterfly	6.00@ 20.00
Carnations	6.00@ 8.00
Cattleyas, each	1.00
Easter Lilies	20.00@ 25.00
Ferns, per 1,000	6.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.50
Calendulas	3.00@ 4.00
Sweet Peas	1.00@ 3.00
Smilax, per doz. strings	4.00
Jonquils	4.00@ 6.00
Tulips, Darwin	8.00@ 10.00
Valley	6.00@ 8.00
Lilies, Calla	15.00@ 20.00
Snapdragons, per doz	1.50@ 3.00

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.

Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

Mention the American Florist when writing

ST. LOUIS, APRIL 27.

	Per 100
Roses, Premier	5.00@ 20.00
" Columbia	4.00@ 15.00
" Ophelia	5.00@ 12.50
" Killarney	2.00@ 5.00
" White Killarney	3.00@ 10.00
" Russell	5.00@ 20.00
" Ward	3.00@ 5.00
" Sunburst	4.00@ 12.50
Calendulas	2.00@ 4.00
Carnations, Laddies	10.00@ 12.50
Ferns, per 1,000	5.00
Valley	6.00
Mignonette	8.00
Sweet Peas	.40@ .75
Smilax, per string	.20
Leucothoe	.75
Galax, green, per 1,000	1.50
" bronze, per 1,000	1.50
Carnations, fancy	2.00@ 6.00
Violets	.50
Callas	8.00@ 12.50

MILWAUKEE, APRIL 27.

	Per 100
Roses, Kill'n'y, W. Kill'n'y	6.00@ 15.00
" Premier	8.00@ 30.00
" Ophelia	6.00@ 20.00
" Columbia	8.00@ 25.00
" Hoosier Beauty	6.00@ 15.00
Callas, per doz.	1.50@ 2.00
Calendulas	4.00@ 6.00
Carnations	4.00@ 6.00
Daffodils	4.00@ 6.00
Lilies, per doz.	1.50@ 2.00
Orchids, per doz.	15.00@ 18.00
Sweet Peas	1.00@ 3.00
Tulips	6.00@ 8.00
Fancy Ferns, per 1,000	5.00
Asparagus, per bunch	.50@ .75
Daisies, yellow	3.00@ 5.00
" white	1.00@ 2.00
Gypsophila, per bch.	.75
Snapdagons, per doz.	1.00@ 2.00
Forget-me-not, per bch.	.35

New York.

MARKET CONTINUES FIRM.

There has been little change in the condition of the cut flower market since last week. In supply, demand and prices, conditions were normal during the week. The offerings not being heavy were about equal to the demand and wholesale prices were reasonable. Mossiaes are now the chief offerings of the cattleya group but do not seem to more very fast. American Beauty roses are much less a factor than formerly, but there has been a fair supply considering the light call. Columbia, Ophelia and Premier are now the leading offerings in pink that are found in this market. Butterfly, Pilgrim, Dunlop and other varieties are fairly well appreciated, but there are not enough of any one variety to put them to the front and the retail trade as a whole has yet to see more of them before any definite statement can be made as to their enduring popularity. A good quality of carnations has been arriving and \$6 to \$8 per 100 is being asked for the best. Quite a heavy stock of sweet peas is coming in, many of them short stemmed, but there is some finer stock that brings \$3 per 100. A good quality of out-door lily of the valley is on the market and it looks and sells better than some of the greenhouse grown, the best bringing \$6 to \$8 per 100. Other popular offerings are the double stocks, both white and colored, that range from \$1 to \$1.25 per bunch. Several wholesalers are receiving southern iris that goes at \$1.50 to \$2 per dozen.

April 25—The market is rather quiet with only a moderate supply of stock. The weather is clear and warmer, and there is likely to be a heavier supply by the middle of the week. Local lilac is arriving, but generaly of poor quality, the buds having been frost-nipped.

NOTES.

When last heard from, Charles A. Dards was traveling in Spain, and is expected home some time in May. His partner, H. G. Perry, will sail on June 4 on the S. S. Olympic for the purpose of visiting and picking up novelties in Paris. Their store has recently been busy with wedding decorations and landscape work. Mr. Perry expects to attend the convention of the Florists' Telegraph Delivery Association in Toronto as he is pleased with the firm's increasing business in telegraph orders. He has had a strenuous season, getting to the store at 7:30 each morning and being the last to leave at night, as he gives personal attention to each order.

A notice, printed in both English and Greek, has been posted in most of the wholesale stores which reads as follows: "All statements to retailers sent out on May 1 and thereafter will have added one-half of one per cent of the total amount, this fund to be devoted to the local advertising campaign of the Allied Florists' Trade Association of this city. Customers paying cash are requested to hand in same percentage at time of purchase on and after May 1, 1921. Advertising pays. It will increase your business.—Allied Florists' Association of New York."

On the evening of April 22 the young lady employees of Roman J. Irwin, with some friends, making a party of fifteen, attended the production of the drama "Sally" at the New Amsterdam theatre. After the play they proceeded to the Hotel St. Regis where a supper was served, being the treat of their employer, Mr. Irwin. Corsage bouquets for the entire party were furnished by Manager Fright. Mrs. Belle Lawrence acted as chaperone.

Pansies? Millions of them! Seed stores, flower shops, grocery stores and people that have no establishments at all, are disposing of pansies. Considerably over 30 years ago when the writer was toddling about the home grounds in skirts, the first flowers he can remember of seeing were pansies. There can be no doubt that this flower has come to stay.

A visitor to Fort Leavenworth, Kans., writes us that there are fine greenhouses at the United States disciplinary barracks, Lord & Burnham's latest in greenhouses being used, and they grow splendid calendulas, sweet peas, stocks, jonquils, bedding plants, spinach, lettuce and other vegetables.

Albert Peterkin, age 70 years, died of pneumonia at his home in Glen Ridge, N. J., on April 19. He was an employee of our contemporary, the Florists' Exchange, and was a native of England, and came to this country in 1904. Mr. Peterkin's wife passed away on April 11.

The Wholesale Florists, Inc., formally opened their market at Sixth avenue and 18th street on April 25, 1920. On this first anniversary President Froment and other members of the corporation express themselves as well pleased with the year's business.

The office force of Hitchings & Co. has removed from the Johnson building, Broadway and W. 28th street, to the factory at Elizabeth, N. J. A sales office is continued in this city at 101 Park avenue.

The Olympic Florist, 3799 Broadway at 158th street, is keeping up a fine window display of baskets of roses, carnations and other fine flowers with which his shop is always well stocked.

An exceptionally fine stock of Easter lilies is reaching Phil. Kessler from the range of Chas. Smith's Sons Woodside, L. I.

Leo Lowenthal, of the Gramercy Floral Co., 3830 Broadway, states that their spring business has been encouraging.

S. H. Calamaras, the Park florist, who recently opened a fine retail store at 115 E. 34th street, reports good business.

In addition to other good stock, J. J. Levy, 56 W. 26th street, is receiving an exceptionally fine line of sweet peas.

Edward Brenner, in the 18th street market, is receiving fine stock of the Ulrich Brunner roses.

G. E. M. Stumpp is dividing his time between his New York and Southampton, L. I., stores.

In addition to fine roses, Traendly & Schenck are handling a large stock of sweet peas. A. F. F.

GOLD LETTERS Best Quality
Gold, Silver andPurple Letters.
Gold and Purple Scripts.
PRICES GREATLY REDUCED
This is your opportunity, Mr. Florist. Write today for samples and prices.
J. LICHTENBERGER, 1560 Avenue A, NEW YORK CITY

HARRY CHARLES
Wholesale Florist
VIOLETS
104 West 28th St., NEW YORK CITY
Phone Chelsea 8071. Consignments Solicited.

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Mention the American Florist when writing

WHOLESALE FLORISTS
A. Young & Co.
54 West 28th St. New York
Consignments Solicited

Mention the American Florist when writing

W. L. DOYLE A. E. BOOTH
Doyle & Booth
WHOLESALE FLORISTS
Consignments Solicited
Telephone: Watkins 9408
121 West 28th St, NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
31 and 43 W 18th St., New York

S. H. RUSSIN
Importer and Manufacturer of
Baskets, Novelties and Florists' Supplies
Opposite the New Flower Market
55 West 19th St., NEW YORK
Telephone Watkins 4443.

Geo. J. Polykranas
43 West 18th Street
NEW YORK
Telephone: 2264 Watkins

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins NEW YORK CITY

CARNATIONS LILIES VIOLETS
For prompt and satisfactory results consign your cut to
SULLIVAN BROS. & CO.
WHOLESALE FLORISTS
112 W. 28th St., Phone Chelsea 5713 NEW YORK
NOVELTIES ROSES ALL SEASONABLE FLOWERS

William Mackie
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Carnations and Sweet Peas of Fine Quality.
Telephone: 759 Watkins
Mention the American Florist when writing

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
31 and 43 W. 18th St., NEW YORK
Telephones: Watkins 300 and 301
Mention the American Florist when writing

M. C. FORD
31 and 43 W. 18th St., NEW YORK
Telephones: 3870-3871 Watkins
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

WILLIAM P. FORD
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107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
31 and 43 W. 18th St., New York
Prompt and careful attention to your interests. Consignments Solicited.
Mention the American Florist when writing

J. K. ALLEN
Wholesale Cut Flower Commission Dealer
43 West 18th Street, NEW YORK
Near the main entrance on 18th Street Wholesale Flower Market.
We are in short supply of Roses, Carnations, Valley and Orchids. Would be glad to correspond with small or large growers, same particular attention is given to all. Give me a trial and be convinced.
Established 1887. Telephones Watkins 167 3058
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, APRIL 27. Per 100

Roses, Beauty	$5.00@	$75.00
" Mdm. Butterfly	4.00@	15.00
" Pilgrim	4.00@	15.00
" Hadley	5.00@	30.00
" Dunlop	4.00@	15.00
" Bbl. Whit. Killarney	3.00@	12.00
" Columbia	4.00@	15.00
" White Killarney	2.00@	8.00
" Aaron Ward	4.00@	12.00
" Ophelia	3.00@	12.00
" Mrs. Chas. Russell	4.00@	15.00
" Premier	4.00@	25.00
" Sunburst	4.00@	10.00
" Scott Key	8.00@	40.00
" Ulrich Brunner	6.00@	25.00
Adiantum Croweanum and Hybrid	1.50@	2.00
Asp. Plumosus, per bunch	.25@	1.00
Carnation Laddie	8.00@	10.00
Carnations	4.00@	8.00
Cattleyas	35.00@	100.00
Forget-Me-Nots, pr. dz. bchs.		.75
Gardenias, per doz.	2.00@	4.00
Lilies, white	10.00@	15.00
Lily of the Valley	2.00@	6.00
Lily of the Valley	4.00@	8.00
Narcissus, per doz.	.25@	.50
Callas, per doz.	1.00@	2.00
Smilax, doz. strings	2.00@	2.50
Snapdragons, per dozen	1.00@	2.00
Stocks, per bunch	.50@	1.25
Daisies, yellow	1.50@	4.00
Tulips, Darwin, per doz.	.75@	1.00
Mignonette, per doz.	.25@	.50
Larkspurs, per doz.	2.00@	4.00
Peonies, per doz.	2.00@	3.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments Solicited.
Mention the American Florist when writing

HERMAN WEISS
121 W. 28th St., NEW YORK
'Mums, Snapdragons, Roses, Carnations, Bouvardias, Pompons and Orchids.
As Well As All Other Flowers in Season.
Member New York Wholesale Florists' Protective Ass'n
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Telephones 4422 4423 Watkins D. J. Pappas, President
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK

PHONE 2335 2336 WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK

Traveling Wholesale Florist
INC.
31 and 43 W. 18th St., NEW YORK
Telephone 9760 Chelsea.
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

Send Mothers' Day orders for

CHICAGO AND SUBURBS

TO

A. LANGE

Chicago's Service Florist

Finest Flowers--Unexcelled Facilities

Exclusive Assortment of Seasonable Novelties

Telephone, Telegraph and Mail Orders Given Prompt Attention

A. LANGE, FLORIST

77-79 E. Madison Street, CHICAGO

Long Distance Telephone, Central 3777---All Departments

Lancaster County Florists' Association.

The regular meeting of the Lancaster County Florists' Association was held April 21, at Lancaster, Pa. For the drive for membership in the Society of American Florists, Messrs. Elmer Weaver, B. F. Barr and Albert M. Herr were appointed a committee. The list of flowers for birthdays by months furnished by Grimm & Gorly, St. Louis, Mo. was approved by the members. B. F. Barr was appointed chairman of the flower show committee with power to pick his associates.

The programme committee gave five prizes to the following ladies: Mesdames J. Ralph Hess, Rudolph Nagle, J. Wade Galey, J. Rutter Hess and Miss May Brenneman. Mrs. Albert M. Herr invited the club to visit the amateur flower show which will be held at the Iris Club, May 25, under the auspices of the horticultural department of which she is chairman. The meeting adjourned about 10::0 p. m. to meet at the Burnswick hotel, May 19.

ARTHUR NIESSEN'S ADDRESS.

Arthur Niessen, of the Leo Niessen Co., Philadelphia, Pa., introduced as the principal speaker of the evening, opened his remarks with "What's the Matter with the Florists' Business?" One should be more than satisfied with this trade, he stated, when we stop to compare it with other enterprises, using as illustrations the large lines of leather which had a surplus of $32,000,000 all of which had disappeared in 18 months. Copper with an income tax of between 200 and 300 million dollars now paid no revenue. The price of farm products had been cut in two. No such conditions exist in the florists' trade, as fortunately for us our stock is perishable and has to be disposed of as produced, leaving no surplus of high priced merchandise on the shelves to be sold at a loss. Prices today are in a healthier condition than previous to the war and are high enough to legitimately take care of the increased costs of production. In nearly all lines of business today, Mr. Niessen continued, there are men being laid off, shops working part time while we are adding to our working forces and increasing rather than decreasing production, and not decreasing the pay of our employees, a fact that will go a long way to take us out of the "non essential class" where we were relegated to during the war.

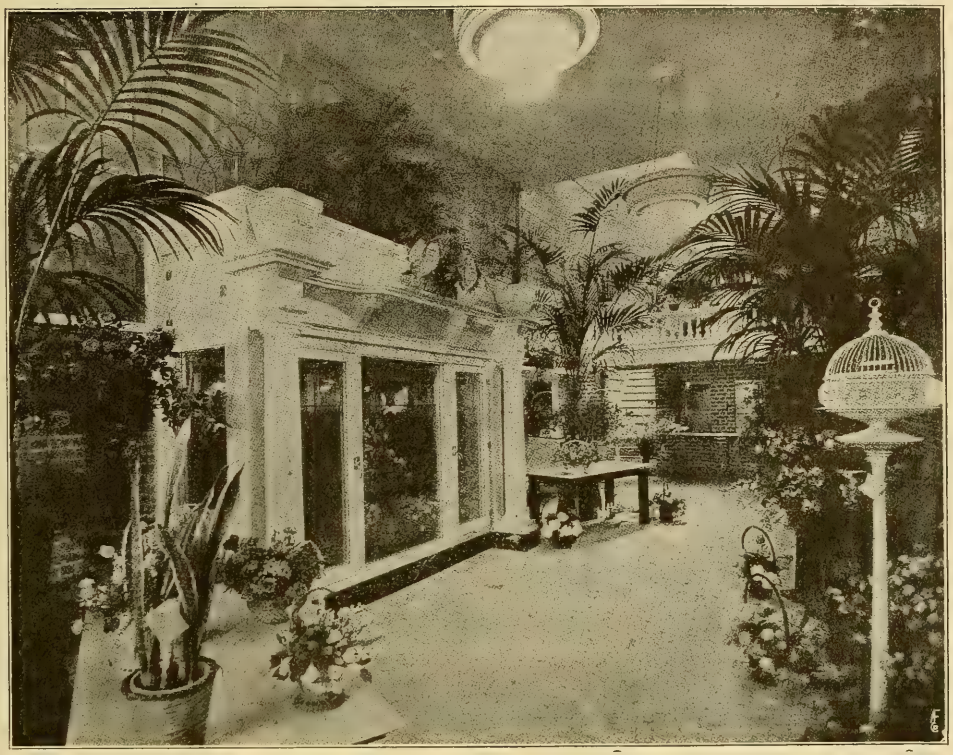
The increase in glass area for the past year has been low, only about 5 per cent, but idle greenhouses were again put into use and production increased, but in spite of this, every month of the past year, excepting February, showed an increase in business over the year preceding it with the Leo Niessen Co. Without an increase in the glass area which is not needed, increased production should be followed up by every grower and the waste places which are found in almost any establishment be made to produce good stock. Good stock always sells; it is the poorer grades that keep the market price down in a wholesale way.

Bulbs the past Easter were badly overdone, continued Mr. Niessen, owing to the fact that the bulb men loaded up every one to full capacity. Many growers who never grew them before going in heavily, and others with a market for 500 planted 50,000 bulbs, the result naturally being a loss; where if the grower had consulted with his commission man this could have been averted. Side lines for the specialist are not usually a good thing as they are often neglected and the result is a lot of poor stock that helps break the market. After producing stock, the next thing is to sell it through publicity. Advertising without unity is of little value, the grower who is at present supplying about 80 per cent of the money used for this purpose should have more of a voice in the spending of the money. When flowers are plentiful the public should be made aware of this fact, so that the customer who got a very small lot of stock at Easter for $10 would know that they could now get just as much or more for half to one-third of that amount. When flowers are scarce and higher priced, use facts in your advertising, telling the public the amount of coal, labor and care it takes to produce them and they will respond with their trade. Co-operating in selling is not possible as supply and demand will govern the market every day of the year. The store man and street fakir are going to buy as cheaply as possibly and the grower who is wise will help with his money and his counsel in creating a market for his products, the same as the California orange producers have done with their Sunkist oranges.

Some years back gardenias were coming into Philadelphia in quantity and the stores did not push their sales so that in self defense the commission men had to dispose of them to the street merchants, with the result that Market and Chestnut streets were lined with this flower. In a few days the store men were clamoring for them to supply the call from their better class of customers. The conclusion of Mr. Niessen's talk was a plea for one to do his duty to his plants, his greenhouse, his family, his business and his fellow man and affiliate with the Society of American Florists.

ALBERT M. HERR, Secy.

INDIANAPOLIS, IND.—Hartje & Elder have moved to a new location on N. Delaware street, and will install some improvements.



YOUR CUSTOMERS WILL BE PERFECTLY SATISFIED IF YOU

"Say it with Flowers"

MOTHERS' DAY

THROUGH

SAMUEL MURRAY

FOR

Kansas City and Vicinity

We Give the Florist the Same High Class Service That We Do the Customer

SAMUEL MURRAY, 1017 Grand Ave., Kansas City, Mo.

QUALITY plus SERVICE!

I want your F. T. D. business

In CINCINNATI

To mention Flowers is to think of

Julius Baer

Member of F. T. D.

138-140 E. Fourth Street, CINCINNATI, O.

Ten minute service to Covington, Newport, Bellevue and Dayton, Ky.

Removal Notice

We will be located in our magnificent new store at 75 East Adams St., for Mothers' Day, May 8, when all orders entrusted to our care will be given the best possible attention. Wittbold service means the best.

HENRY Wittbold and Son
FLORAL DECORATORS
FLORISTS

75 East Adams Street, - - CHICAGO

Formerly 30 East Randolph Street, Chicago

NEW YORK

ORDERS FOR

MOTHERS' DAY

Are Requested Early to Insure Prompt Delivery

Our Flowers Are Particularly Appropriate for All Occasions, Being the Best That the Market Affords

The name "Malandre Brothers" on a box of Flowers is guarantee of quality

Orders from Other Cities Receive Our Prompt Attention

MALANDRE BROTHERS

2077 Broadway, near 72nd St., NEW YORK

Phone: Columbus 6883 Members of Florists' Telegraph Delivery

Chicago Orders

All telegraph, mail or telephone orders submitted to our care for delivery in Chicago and vicinity will be given the personal attention of the manager in charge.

Mothers' Day

We have made special arrangements to meet the demand for this occasion, and will fill all orders to your entire satisfaction.

WE EXCHANGE ORDERS WHENEVER POSSIBLE

CHICAGO — The Homes of Flowers — CHICAGO

Alpha Floral Company

Northwest Corner Wabash Ave. and Adams St.

Our Motto: Satisfaction, Quality and Service.

Members of the F. T. D.

Johnson & Chronis FLORISTS

Southwest Corner 47th St. and Lake Park Ave.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

MIAMI, FLA.

Miami's Largest Florist

The Exotic Gardens

801 12th Street

Prompt Deliveries to All Points in Southern Florida

Member F. T. D.

Mention the American Florist when writing

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing

BOHANNON FLORAL CO.

75 East Monroe Street, CHICAGO

Member of F. T. D.

Mention the American Florist when writing

Rochester, N. Y.

J. B. KELLER SONS,

FLORISTS

25 Clinton Avenue N

Rochester ph. 506. Long Dist. Bell ph. 2189

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York. Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

(Members F. T. D.)

Bees Ltd

Bold Street

LIVERPOOL

Steamers arriving at or leaving any port can be served at a few hours' notice.

(Members F. T. D.)

Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

Mention the American Florist when writing

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST

ELEVEN STORES

Main Store— Lewis Ave. Cor. Hancock St.

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Boston, Mass.

MEMBER

Houghton Gorney Flower Shop

UNDER THE PARK STREET CHURCH

Centrally located. Each order receives my personal attention. Best facilities for shipping

Mention the American Florist when writing

Newark, N. J.

Begerow's

MEMBER

946 BROAD ST.

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Mention the American Florist when writing

Albany, N. Y.

Danker

FLORIST

The Best Service

MEMBER

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Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

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BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.

Phone Columbus 5468

Branch: 840 Westchester Ave., Bronx.

Phone: Intervale 4990.

Mention the American Florist when writing

Toronto, Can.

Canada's Best Known and Most Reliable Florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

Washington, D. C.

Louise Flower Shop

Connecticut Ave., at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders
We have the Best Facilities in the City
Established 1857
Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The FLORIST

2224-2228 W. Madison St. CHICAGO

All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

CHICAGO

Mangel

The Palmer House Florist

17 E. MONROE ST.

Mention the American Florist when writing

Chicago

Congress Flower Shop

CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building, 4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.
Mention the American Florist when writing

TERRE HAUTE, IND.
THINK OF HEINL'S

Mention the American Florist when writing

LITTLEFIELD, Florist
WORCESTER, MASS.

Mention the American Florist when writing

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

Steamship Sailings.

FROM NEW YORK EXCEPT AS NOTED.

May 1.
FROM NEW ORLEANS, Zuydk, Holland-America Line (Rotterdam).
FROM MONTREAL, Casandra, Cunard-Anchor Line (Glasgow).
FROM MONTREAL, Cabotia, Cunard-Anchor Line (Glasgow).
La Touraine, French Line (Havre).
Rochambeau, French Line (Havre).

May 2.
La Savoie, French Line (Havre).
Estonia, Baltic-American Line (Danzig-Libau).
Drottningholm, Swedish-American Line (Gothenburg).

May 3.
FROM BOSTON, Novian, I. M. M. Lines (Liverpool).
FROM MONTREAL, Canada, I. M. M. Lines (Liverpool).
FROM MONTREAL, Venusia, Cunard-Anchor Line (London).
Aquitania, Cunard-Anchor Line (Southampton).

May 4.
FROM PHILADELPHIA, Missouri, I. M. Lines (Antwerp).
Adriatic, I. M. M. Lines (Southampton).

May 5.
FROM BALTIMORE, Salen, Swedish-American Line (Stockholm).
Re d'Italia, Lloyd-Sabaudo Line (Genoa-Naples).

May 6.
FROM MONTREAL, Cassandra, Cunard-Anchor Line (Glasgow).

May 7.
FROM MONTREAL, Cornishman, I. M. M. Lines (Avonmouth).
Bovic, I. M. M. Lines (Manchester).
Castalia, Cunard-Anchor Line (Liverpool).
F. Palasciano, Italian Lines (Naples).
Lapland, I. M. M. Lines (Antwerp).
Manhattan, I. M. M. Lines (Liverpool).
Moncaheri, Lloyd-Sabaudo Line (Naples-Genoa).
Montauk, I. M. M. Lines (London).

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Members of Florists' Telegraph Delivery.

HENRY **Wittbold Co** OF EVANSTON
Chicago.

30 East Randolph Street
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The Apollo Flower Shop

4 East 11th Street
We Carry the Largest Stock of Cut Flowers in the City. We Please the People.
Home Phone: Main 3652 Bell Phone: Main 1034
Mention the American Florist when writing

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"
Get in touch with
MATTHEWSON'S, SHEBOYGAN, WISCONSIN.
Member of Florists' Telegraph Delivery.
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NEWARK, N. J.

Philips Bros.

938 BROAD STREET
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue
Member Florists' Telegraph Delivery

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE
FLORIST
Connecticut Avenue and L Street

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F.T.D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members of Florists' Telegraph Delivery

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FOX'S

Incorporated
437-39-41 Milwaukee Street
Members of Florists' Telegraph Delivery

Omaha Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES 1501 and L1582

Members of Florists' Telegraph Delivery.

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Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

For St. Louis

WIRE

Grimm & Gorly

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Members of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—American Beauty Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—A. Eckrich, 924 Madison Ave.
New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—N. Istatos.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
New York—The Boulevard Florist.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Seattle's Leading Flower Shop
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Members of Florists' Telegraph Delivery.

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Savannah, Ga.

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The Largest Grower of Cut Flowers in the South

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Knoxville, Tenn.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.
Members F. T. D.

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST, K.C.M.O.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

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St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heini & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R. Summer Season.

DARDS

341 Madison Ave.
Opp. Hotel Biltmore
New York

The Leading Florist for nearly Half a Century

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Hession

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Quality Flowers

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Plant Specialists Phones: Rhinelander 107—420—775

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"SAY IT WITH FLOWERS"

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New York Telephone Audubon 6618 Established 1906

Olympia Florist

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8799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY.
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New York. Established 1849

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2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus.

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New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing

New York

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(FORMERLY DRAKOS CO.)
2953 Broadway.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Mention the American Florist when writing

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade distcount.
229 WEST THIRD STREET

Mention the American Florist when writing

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.

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Malandre Brothers

2077 Broadway, near 72nd St.
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The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Salt Lake City, Utah

Evans Floral Co.

261 South State Street
Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.

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AVENUE STATE BANK BLDG.
WILLIAM PALMER
FLORIST
Member of Florists' Telegraph Delivery.

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KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

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MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

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Randolph & McClements

Floral Experts

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Leading Florists

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1314 Broadway

PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS.
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

The Dominion Floral Co.
484 St. Catherines St., West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

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Washington, D. C.

BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

A. Mentzer
Telephones: Lenox 2352, Lenox 7019
1062 Madison Ave., Near 80th St.
NEW YORK
Orders from other cities promptly filled.

DAYTON, OHIO
W. G. Matthews Co., Inc.
18 West Third Street.
Conservatories in Riverdale.
Members of Florists' Telegraph Delivery

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Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

Staten Island, N. Y. F. T. D.
ALEX. S. GEORGE
(Not Incorporated)
National Florist
FLORAL ARTIST
423-425 Richmond Terrace
(V. M. C.)

Nashville, Chattanooga and Atlanta
THREE STORES
MEMBER Florists' Telegraph Delivery
Joy's

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New York

Matthew A. Battista
FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D. 799 Park Avenue
Telephone Rhinelander 3087

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Members of Florists' Telegraph Delivery.

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Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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WELCH'S Flower Shop

Also Store at New Britain, Conn.
Established 1885.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Colo.

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.

The Park Floral Co.

E. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

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A. Newell FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

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AUGUST R. BAUMER,

MASONIC TEMPLE
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

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Potter Floral Co.

Members of Florists' Telegraph Delivery.

Michigan — Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

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Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

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ROANOKE, VA.

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Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

Mention the American Florist when writing

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Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

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The Smith & Fetters Co.,

LEADING FLORIST

930 PROSPECT AVE., Erie Building. CLEVELAND

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LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

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A. ECKRICH

(Successor to Charles E. Grunewald)
FLORIST
924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

Mention the American Florist when writing

Salt Lake City

Miller Floral Co.

10 EAST BROADWAY
250,000 Square Feet of Modern Glass.

First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho
Members of Florists' Telegraph Delivery.

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WICHITA, Kansas — Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers — Members
Personal Service — F. T. D.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.
EVERYTHING IN FLOWERS
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

Brooklyn, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place
Phone: 1952 Lafayette.
Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Tacoma, Wash.

California Florists

will take care of all telegraph orders.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel. Next annual meeting will be held at St. Louis, June 20-21, 1921.

NEW YORK—Mrs. H. H. Berger is on the sick list.

RALEIGH, N. C.—W. B. Hayt was a recent visitor.

CANNERS are reported planting a large acreage of peas.

SEEDS of hardy perennials are in unusual demand this season.

TRAVELING seed contract growers are rather pessimistic on the future prospects.

DR. W. W. TRACY of the Department of Agriculture, Washington, D. C., retired April 23.

LONG hauls across the country have been necessary to even up the short supply of blue grass seed.

DETROIT, MICH.—Kirby B. White, of D. M. Ferry & Co., returned last week from a visit to New York city.

HOWARD M. EARL, of the Jerome B. Rice Seed Co., Cambridge, N. Y., is reported as now in improved health.

BOSTON, MASS.—Harry Spearo opened a store recently at 29 Dock square, with seeds and bulbs as his specialties.

MRS. CHAS. P. BRASLAN, of San Jose, Calif., who has been in the east several months, is returning home this week.

WILHELM PFITZER, the well known seed grower of Stuttgart, Germany, died April 4, after a serious operation, age 67 years.

LIBERAL stocks of high priced timothy seed and onion sets are reported to have caused some worries in the Twin City district.

IMPORTERS of grass seed report a good season at this time about over. Prices have been high, but the demand exceeded the available supply.

WRITING of A. H. Goodwin's passing last week J. C. Bodger, Los Angeles, Calif., says: "We have spared all the leaders in the seed trade this season that we possibly can."

GRASS LAKE, MICH.—Albert Kenerson, who has been assistant to George Starr at the Jerome B. Rice Co.'s seed farms here, is now with the W. Atlee Burpee Co., Philadelphia, Pa.

PRESIDENT FRED MANGELSDORF has called the regular spring meeting of the Western Seedsmen's Association, to meet at Omaha, Neb., April 30, Fontanelle hotel. The business of this session will be entirely confined to the garden seed interests. Field seeds will occupy the largest share of the time at the fall meeting.

EARLY indications promise a good attendance at the St. Louis, Mo., convention of seedsmen in June.

SCHELL'S SEED HOUSE, Harrisburg, Pa., recently ran a double-page advertisement in the Telegraph of that city, attractively setting forth the numerous departments of its up-to-date store.

SANTA CRUZ, CALIF.—Bulbs in transit damaged to the extent of $3,018.91 by freezing, are the basis of a suit filed recently against the Southern Pacific R. R. Co., by R. R. Brown of the Brown Bulb Co., Capitola, Calif.

Northrup, Braslan and Goodwin.
From An Old Print.

WATERVILLE, N. Y.—Many friends of the old days attended the last services for A. H. Goodwin in the cemetery chapel here April 22. Many beautiful floral tributes were sent from out of town and boyhood friends were pallbearers.

PHILADELPHIA, PA.—The seed stores have so far had a wonderful demand. The buying opened up very early, both mail and counter trade started in away ahead of the season and sales have been phenomenally large. The sale of vegetable plants has also exceeded the normal. Robert D. Edwards has resigned his position with the W. Atlee Burpee Co.

PITTSBURGH, PA.—The seed stores all report one of the largest seasons in their history. The war gardens taught the public what it meant to have fresh vegetables from their own garden, and now that the war is over they intend to keep it up.

LOS ANGELES, CALIF.—O. H. Drew, formerly in the mail order seed business at Hibernia, N. Y., is now located at Baldwin Lake, Calif. Just now he is making a 250 mile trip into the central part of California, using mule power transportation.

MARINETTE, WIS.—The Marinette Seed Co., 2313-19 Hall avenue, held its formal opening April 9. In its wholesale department, machinery for preparing field and garden seeds for distribution has been installed, and in the retail section the usual accessories, including poultry supplies, will be carried.

J. C. VAUGHAN, Chicago, celebrated another birthday anniversary at his home farm, Homewood, Ill., April 24. Many friends called to congratulate him and nature joined the rejoicing with a full day's bright sunshine and daffodils, tulips and apple trees abloom. Letters and telegrams were received from distant friends.

To market cowpea seed at a premium, according to the United States Department of Agriculture, plant straight or unmixed varieties, harvest them in time, thrash or hull without breaking or splitting the seed, clean thoroughly, and pack in new even-weight bags, well sewed, of 120 to 150 pounds each.

VISITED CHICAGO: Lester L. Morse and Frank G. Cuthbertson, of C. C. Morse & Co., San Francisco, Calif., returning from the east; Thos. W. Chisholm, of the Braslan Seed Growers' Co., San Jose, Calif., left for the coast, April 25; Chas. P. Guelf, of the Jerome B. Rice Seed Co., Cambridge, N. Y., going north this week; Harry McCullough and wife, Cincinnati, O., returning from California, where they spent the winter; C. B. Coe, with D. M. Ferry & Co., Detroit, Mich.; Wm. A. Davis, of the Wm. A. Davis Seed Co., Bozeman, Mont.; W. C. Pressing, of the W. C. Pressing Seed Co., Norwalk, O.; W. B. Lucas, of the John H. Allan Seed Co., Sheboygan, Wis.; Alling Woodruff, of the Woodruff-Boyce Seed Co., Seattle, Wash.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

MR. FLORIST! Plant BODGER'S Seeds and They Will "Say It With Flowers"

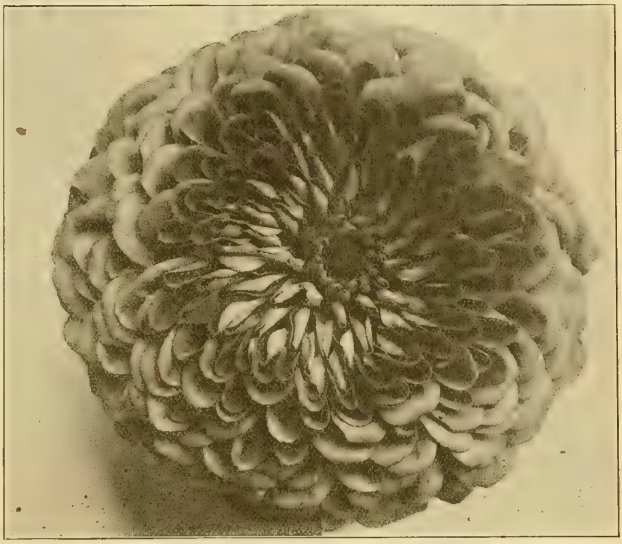
We have been working for several years perfecting stocks and are now able to assist you in giving the flower buying public what they are calling for; the beautiful pastel shades of delicate pinks, tyrian rose, fiery cerise and an endless list of pleasing shades in a New Type of immense size and unusual petalage the **DAHLIA FLOWERED ZINNIA.** This type is popularizing the Zinnia.

We have also introduced the **Picotee,** the **Victory Quilled** and a rich Golden Yellow called **"Buttercup."** These are distinctive and attractive as cut flowers.

We have also on the market the long stemmed **Beauty Type of Aster** and next year will have an **Early Flowering Aster** in this type for you.

We also recommend our Selected Strains of **Cregos** and **American Branching,** our Fancy Strains of **Half Dwarf Cineraria, Calendula, Candytuft,** the New Double **Cosmos,** White, Pink and Crimson; **Giant Zinnia** in fifteen distinct shades and many other reselected strains for florists.

We are growers and sell only in bulk but all reliable seedsmen carry—



BODGER'S FLORIST STOCKS

Buy Today From Your Nearest Seedsman

Mention the American Florist when writing

American Seed & Seedtape Co.

The American Seed & Seedtape Co. located at Newark, N. J., for a number of years will take possession of its new home at Madison, N. J., May 1. The office, seedtaping, mail order and retail departments will be housed in a modern three story brick building at 91-93 Main street, and the wholesale and warehousing departments at 170 Main street.

A modern equiped store has been provided for the company's new retail department, also additional space for its rapidly growing mail order business. In addition to garden seedtape and seeds in packets the company will handle various kinds of garden supplies, as well as a full line if plants grown by the Charles H. Totty Co., also of Madison, N. J. Douglas Garl, formerly with Henry A. Dreer, and W. Atlee Burpee & Co., Philadelphia, Pa., is now manager of the American Seed & Seedtape Co's. seed department.

Pea Seed Risks.

ED. AMERICAN FLORIST:

We are much interested in an article we have just finished reading in your issue of April 23, (page 680) entitled "Pea Seed Risks," in which the United States Department of Agriculture advises buyers of seed peas to go directly to the seed growers whenever possible and purchase their seed of dealers of known responsibility.

We heartily endorse this advice as will every honest seed grower in the business. However, we think the gov-

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations Throughout America. Office: **Cambridge, New York**

Mention the American Florist when writing

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:

Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

Henry Berrien Fish

Carpinteria, Calif.

I have for immediate delivery seed stock of these varieties, hand-picked and ready for planting:

Fordhook Bush Lima
Wood's Prolific Bush Lima
Large White Pole Lima
Lazy Wife Pole

Write for Quantities and Prices.

Mention the American Florist when writing

Valley for Mothers' Day

NEW STOCK READY FROM COLD STORAGE.

Bruns' Celebrated Chicago Market Brand

$35.00 ..... per 1000 $10.00 ..... per 250
20.00 ..... per 500 5.00 ..... per 100

Florists' Money Maker Brand

$30.00 ..... per 1000 $8.00 ..... per 250
16.00 ..... per 500 4.00 ..... per 100

I carry over 2,500,000 of the finest **Valley Pips** in storage and my facilities enable me to make shipments the same day or not later than the day following receipt of order.
If it's **VALLEY**, I can supply it. Tell me what you want.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Mention the American Florist when writing

We Do Not DISSIPATE

our energies on all classes of Seeds. We **CONCENTRATE** on

Garden Seeds and on Farm Root Seeds

Thus we personally **KNOW** what we grow and we select and improve our stock. Place your order with Specialists. 1921-22 prices now ready. Write direct to

KELWAY & SON, Wholesale Seed Growers, **Langport, England**
Cables: "Kelway, Langport."

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and Market Gardeners.

W. Atlee Burpee Co.
Seed Growers Philadelphia

Mention the American Florist when writing

R. & M. GODINEAU

Seed Growers

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.

Growing Crops Given Personal Attention.

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

SEEDS

Flower, Vegetable and Farm

Send your inquiries to

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

DUTCH BULBS

Standard Bulb Company

BENTON HARBOR, MICH.

Ask prices.

Mention the American Florist when writing

ernment should have gone one step further in justice to the seed grower of the states of Idaho and Washington who is conducting his business on legitimate lines, and make public the names of the concerns they refer to as having been guilty of dishonorable practices. The more reason for this because of the fact that practically all the large pea seed growers produce a considerable portion of their acreage in the above mentioned states.

We welcome anything and everything that will help the seed trade to realize the importance to them of improving the growth of strictly first-class seed.

ROGERS BROS. SEED CO.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover at principal points of distribution, April 16 1921, as given by the Government Market Reporter of April 23, 1921:

	Timothy.	Ky. Blue Grass	Red Top	Red Clover
New York	$7.25	$32.00	$14.50	$20.00
Baltimore	7.25	30.00	14.00	20.00
Richmond	7.75	32.00	15.50	21.00
Buffalo	7.25	32.00	14.75	21.00
Toledo	6.90	34.00	15.00	21.65
Louisville	7.00	30.00	15.00	21.00
Chicago	6.50	33.00	13.90	20.00
Minneapolis	6.50	34.50	16.00	21.50
St. Louis	7.15	30.00	14.00	19.00
Kansas City	6.50	30.00	15.00	19.00
Denver	7.00	30.00	15.00	21.50
Salt Lake	6.00	36.00	17.00	18.00
Seattle	7.50	28.00	18.00	18.00
Average for the United States same date.	$13.30	$29.35	$19.30	$51.75

ORIENTAL POPPY.

ORIENTAL POPPIES

There is a general scarcity of this showy and popular perennial, which has prompted us to make early fall propagations and we are now in position to supply a thrifty lot of good plants from 3 inch pots, of the following choice varieties:

MRS. PERRY
Beautiful salmon-rose.

ORIFLAMME
A large, gorgeous orange-scarlet.

PERRY'S WHITE
Pure satiny white, with a crimson-maroon blotch at the base of each petal.

Price, thrifty 3-inch pots, $1.50 per doz.; $10.00 per 100.

PHLOX MISS LINGARD

We offer an exceptionally fine stock of this grand, free, early flowering, white variety, which comes into bloom late in May or early in June and continues to bloom during the entire season.

Strong plants, $1.50 per dozen; $10.00 per 100; $90.00 per 1000.

HENRY A. DREER

714-716 Chestnut Street, PHILADELPHIA, PA.

The above prices are intended for the trade only.

Lily of the Valley Pips

EXTRA FINE STRAIN EXHIBITION Size GERMAN "LUBECK" PIPS Just Arrived.

Price in cases, 1000, 500 or 250 each, on application.

J. M. THORBURN & CO.
53 Barclay St., NEW YORK CITY

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

GET QUOTATIONS FROM

LANDRETH

Seeds Which Succeed

Bloomsdale Farm — BRISTOL, PA.

Mention the American Florist when writing

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

Yokohama Nursery Co.

LTD.
Woolworth Building
NEW YORK CITY
Importers
Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing

L. D. Waller Seed Co.

GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds
GUADALUPE, CALIFORNIA

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

Return Envelopes
Catalogue Envelopes
Seed Packets

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

LAWN SEED MIXTURES

FIELD SEEDS

Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

MICHELL'S

Primula Obconica Gigantea Seed

	Trade Pkt.
ALBA, white	$0.50
KERMESINA, crimson	.50
LILACINA, pale lilac	.50
ROSEA, pink	.50
HYBRIDA, mixed (1-32 oz., $1.25)	.50

Primula Obconica Grandiflora Seed

FIMBRIATA, mixed	$0.50
VESUVIUS, deep crimson	.50

Also all other SEASONABLE SEEDS, BULBS and SUPPLIES

Wholesale Price List Free

Henry F. Michell Co.
518-516 Market St.,
PHILADELPHIA, PA.

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.
SANTA ANA, CALIFORNIA

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June 22-24, 1921.

FOREST fires caused damage amounting to $85,715,747 in the last five years.

EVANSVILLE, IND.—The nursery trade in southern Indiana has shown marked improvement this spring.-W.B.C.

SAN DIEGO, CALIF.—Superintendent of Parks, John G. Morley and wife are planning an eastern trip this summer.

THE annual convention of theAmerican Association of Nurserymen will be held at the Congress hotel, Chicago, June 22-24.

BRIDGEPORT, IND.—C. M. Hobbs & Son say that shrubs, except the most common varieties, are sold out. Light grade cherry and peach have been slow. The business will run more than that of last spring.

THE I. E. Ilgenfritz & Sons Co., Monroe, Mich., report trade good with many inquires for catalogues. Grapes have been in strong demand. The business shows a considerable increase over that of last year.

COLUMBUS, O.—Horticulturists at the state university here are urging fruit growers of central Ohio to spray trees injured by the recent frosts. This will prevent the fruit which is alive from becoming wormy at harvesting.

WE are in receipt of the April issue of Parks and Recreation, the quarterly journal of the American Association of Park Superintendents, with the usual array of excellent illustrated articles for park men. Emmett P. Griffin, East St. Louis, Ill., is secretary of the association.

THE Chicago Tribune is making a vigorous campaign in favor of planting world's war soldier and sailor memorial trees along the national highways, at the suggestion of James Keeley, former editor of that paper. The trade should co-operate in such movements where possible.

PORTLAND, ORE.—Plans for developing the national rose test gardens in Washington Park to rival if not eclipse the famous Bagatelle gardens in Paris, France, have been outlined by C. P. Keyser, superintendent of city parks, and J. A. Currey, a rose enthusiast here. It is expected that a large amphitheater will be included in the arrangements, to be used in connection with the various functions held in honor of roses in this city.

THE Elm City Nursery Co., New Haven, Conn., is well pleased with the volume of trade and expects to double last year's business before the season closes. The general public in its territory is buying more freely than ever. Civic improvements and the use of gardens in the production of fruit, flowers, etc., seem to have become a uniform point of view in this section and the company thinks the market development committee of the American Association of Nurserymen is doing good work along this line.

Nurserymen's Examination.

The United States civil service commission, Washington, D. C., announces an open competitive examination for both men and women, for the position of nurseryman, in the bureau of plant industry, to fill a vacancy at Chilocco Indian School, Oklahoma, at a salary of $1,000 a year. Appointees whose services are satisfactory may be allowed the increase granted by congress of $20 per month. The duties of the position consist of propagation and care of a nursery, landscape gardening, and instructing Indian boys in nursery work. Competitors must have reached their twentieth but not their fiftieth birthday. This does not apply to persons entitled to preference because of military or naval service. The applicant must have had at least two years' experience in the propagation and care of fruit trees. Additional credit will be given for experience in the propagation of forest trees and in landscape gardening. Competitors will not be required to report for examination at any place but will be rated on the following subjects on the basis of the weights indicated: Physical ability, 40; training and experience, 60. Applicants should apply before May 31 to the civil service commission at Washington or to the secretary of local civil service boards for Form 1800, stating the title of the examination.

Cornelian Cherry.

The cornelian cherry (Cornus mas) is a native of southern Europe, and western Asia and Siberia, and is a large, shapely shrub 10 or 12 feet high and broad, or if pruned when young to a single stem a tree with a short trunk and wide spreading branches. The flowers are pale yellow, and are borne in compact clusters in the axils of the unfolding leaves, and although individually small are produced in such profusion that they cover the branches. The leaves, which are large and dark green, are handsome but fall in the autumn, like those of many other European trees and shrubs, without change of color. The fruit is of the shape and size of a small olive, and is bright scarlet and lustrous. Plants said to be of a yellow-fruited form have been planted several times in the arboretum, but the fruit has always been scarlet. The flesh of the fruit is sweet, of a rather agreeable flavor, and in Europe is sometimes made into a preserve. For regions too cold for the successful cultivation of the forsythias the cornelian cherry is the handsomest of early flowering shrubs with yellow flowers. In its native countries it often grows in calcareous soil and should, therefore, prove valuable in the middle western states. A hundred years ago, when the number of handsome plants available for American gardens was not as large as it is today, the cornelian cherry was more often planted here than it is now, and it is doubtful if it can now be found in many American nurseries. Few exotic shrubs, nevertheless, are better worth the attention of northern nurserymen.—Arnold Arboretum Bulletin.

VIBURNUM PLICATUM

Also Berberris Thunbergii, Hydrangea Paniculata, Weigelia, Spireas, Etc.

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO — WEST GROVE PENN'A.

Robert Pyle, Pres. — Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing

We have on hand the largest stock of

BOXWOOD

in New England; all shapes.

Rhododendrons

Parson's Hardy American Seedlings.

400 BAY TREES

All sizes, pyramidal and standard shapes.

MONTROSE NURSERIES

Wakefield Center, Mass.

(Office and Salesroom) 31 Otis St., Boston, Mass.

N. F. McCarthy & Co., Props. Send for catalog.

Mention the American Florist when writing

Ibolium Privet

The New HARDY HEDGE

2-yr. Ibolium Privet.

Resembles California. HARDY AS IBOTA.

Dormant Summer Cuttings, $15.00 per 100

All larger grades sold.

Box-Barberry

Summer Frame Cuttings, $25.00 per 1000 For Lining Out. 10 samples postpaid for 50c.

Hard Wood Cuttings for Greenhouse Bench Propagation, $7.50 per 1000. READY NOW.

SURPLUS

Am. Hemlock, Pin Oak, Gingko, Red Maple Japan Iris.

ELM CITY NURSERY CO.,

Woodmont Nurseries, Inc.

NEW HAVEN, CONN.

Buy Box-Barberry and Ibolium Privet of the Introducers.

Mention the American Florist when writing

Hill's Choice Stock

STOCK FOR LINING OUT

Ornamental Evergreens and Deciduous Tree and shrub seedlings, Rooted Cuttings, Grafts, etc., in large assortment of rare, choice and standard varieties for lining out. Annual output, 2,000,000 plants

LANDSCAPE EVERGREENS

New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

THE D. HILL NURSERY CO., Inc., Box 404, **Dundee, Ill.**

EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

Pompon Chrysanthemums

Clean, healthy stock, no disease, as we spray our stock throughout the winter

	100	1000
Zenobia, early yellow	3.00	25.00
Lillian Doty, midseason pink	3.00	25.00
Iva, midseason orange	3.00	25.00
Source d'Or, or Golden Feather	5.00	45.00
Quinola, improved deep yellow	5.00	45.00
Eugene Langaulet, yellow anemone	6.00	50.00
Mrs. Frank Beu, needs no explanation	3.00	25.00
Mrs. Godfrey, single pink, late, very good	3.00	25.00
Late Garza, good until January, white	4.00	35.00
Hilda Canning, late bronze	3.00	25.00
Ju Jitsu, half white, half pink, a novelty	15.00	100.00
Mrs. N. W. Harrison, early dainty blush	$15.00	....
Vivian Cook, canary yellow, single	15.00	$100.00
Mrs. G. A. Stewart, Jr., single bronze, early, very good	4.00	....
Baby Doll, sulphur yellow, the smallest of all	12.00	100.00
Krut, a good early yellow	3.00	25.00
Mrs. Mozey, late bronze, single, very good	10.00	....
Mike Gabel, midseason yellow	3.00	25.00
Beckey McLean, late bronze, one of the best	3.00	25.00
Mrs. Henry Vincent, late fawn color, one of our very best	15.00	....

Cash with orders from unknown persons

HANS JEPSEN, Maywood, Ill.

Lily Bulbs

From Storage. Write for Prices.

GIGANTEUM from Chicago and New York. MAGNIFICUM, RUBRUM and FORMOSUM from New York only.

For Immediate Shipment.

VALLEY PIPS, German and Dutch type; BAMBOO STAKES, green and natural; RAFFIA, natural and colored; COCOS WEDDELIANA Seeds.

Summer-Fall Shipment.

PALM SEEDS, MANETTI STOCKS, FERNS IN FLATS, FRENCH BULBS, DUTCH BULBS, LILY BULBS, VALLEY PIPS, CHINESE SACRED LILIES, FREESIA and CALLA BULBS, DRACAENA CANES.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

Vanderschoot's Dutch Bulbs

If you are interested in Top Quality of

Hyacinths, Tulips, Narcissus, Crocus, Etc.

for delivery in August next, please ask for our quotations.

WHOLESALE TRADE GROWERS. Established in 1830.

R. A. VANDERSCHOOT, Hillegom, Holland

Mention the American Florist when writing

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

Mention the American Florist when writing

Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | **Lagarde & Speelman**, Ollioules, Var. France

NEW YORK OFFICE
470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

Mention the American Florist when writing

Sound Bulbs of Highest Vitality

From W. J. ELDERING & SON, Ltd., Overveen, Holland

We do not crowd our bulbs into marketable size at the expense of vitality and firmness. Our bulbs are absolutely full aged, solid, well matured and free from disease.

Write for prices to the home address, **OVERVEEN, HOLLAND,** or to **Room 309, White Hall Building, - - - NEW YORK CITY**

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Dooley, Cook County, Ill., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

POTATOES at Howard, Mich., were offered at 18 cents per bushel, week of April 23.

Prices of Indoor Fruits and Vegetables.

Chicago, April 26.—Cucumbers, 2-dozen box, $2.50 to $3.25; leaf lettuce, per box, 27 to 30 cents.

New York, April 23.—Cauliflower per dozen, $7.50; cucumbers, 50 cents to $1.25 per dozen; mushrooms, per basket, 50 cents to $1.65; radishes, 100 bunches, $3.00 to $6.00; rhubarb, 50 to 75 cents per dozen bunches, tomatoes per pound 15 to 35 cents.

Produce Movement.

An irregularity of price movement featured the week ending April 25. Markets for cucumbers, lettuce, new potatoes, spinach and strawberries were generally weak, while apple, celery and tomato price showed an upward trend. Total shipments of about 15 lines are approximately sixty thousand cars in excess of the corresponding date last season, 381,454 cars having been rolled to April 23, compared with 321,743 during the 1919-1920 season.

Mexican Bean Beetle.

It has been determined by the Secretary of Agriculture that an injurious insect, the Mexican bean beetle (Epilachna corrupta Mulsant), new to and not heretofore distributed throughout the United States, exists in portions of the state of Alabama, and it is necessary, therefore, to prohibit shipments of certain plants and plant products from that state, under the provisions of Quarantine No. 50, effective May 1. Fresh or green cultivated beans, California black-eyed peas, soy beans, cowpeas, greens, or edible plant leaves, green corn, matured corn in the shuck, hay and such forage crops, when included with shipments of livestock, come under the ban. This quarantine does not apply to velvet beans, English peas or thoroughly dried and cleaned shelled peas or beans.

Marketing Assistant Examination.

The United States civil service commission, Washington, D. C., announces an open competitive examination for both men and women, for the position of scientific assistant in marketing, in the bureau of markets, Department of Agriculture at Washington and in the field at salaries from $1,320 to $2,100 per year. Appointees whose services are satisfactory may be allowed the increase granted by congress of $20 a month. The duties of the position consist in the collection and compilation of information concerning shipments, receipts and prices in producing sections and in the larger markets, in the preparation and distribution of market reports, and in investigations in the methods and costs of marketing. The applicant must have reached his twentieth but not his seventieth birthday, and have graduated from a college, agricultural college, engineering school, or university of recognized standing, or be a senior student in such an institution and furnish proof of actual graduation within six months from the date of this examination. Competitors will be rated on the following subjects, which will have the relative weights indicated: Education, 30; thesis, 15; practical questions on each optional (marketing) subject chosen, 30; geography, 15; arithmetic, 10. Applicants should apply before June 8, 1921, to the civil service commission at Washington or to the secretary of local civil service boards for Form 1312, stating the title of the examination.

Corncobs.

Corncobs have always been our greatest waste product, but now the chemists have proved that the entire corncob can be made into some valuable substance. A large manufacturer in the middle west has converted his plant on a large scale for the process of procuring an adhesive from the corncob. This adhesive is a brown, gummy substance which will be valuable wherever a colorless adhesive is needed. Its most advantageous use will be for making paper boxes, for bill posting and labeling. It is also said to be useful as a substitute for starch, dextrine and flour paste, in which event it would mean a great saving of these foodstuffs. As the process is simple and the yield enormous, enough could be manufactured from three percent of the corncobs produced in the United States to meet the full demand for an adhesive. —Wall Street Journal Straws.

CLEVELAND, O.—C. G. Stehn has opened an attractive flower shop in the new market at 65th street and Detroit avenue.

MONTREAL, QUEBEC.—Herman Chonting, well-known florist at 6500 Western avenue, was found dead in his barn, March 3.

BOONVILLE, MO.—Ed. Stammerjohn, recently with the Pierce Oil Co., will be the gardener and florist for the Missouri reformatory.

AUBURN, IND.—Ten Eyck & Son will add 3,000 square feet of space to their plant in the near future. They recently purchased a greenhouse at Garrett.

Ageratum Fraseri

We feel confident in offering **Ageratum "Fraseri"** to our customers that we are offering what will be one of the most valuable acquisitions to the bedding plant line in recent years, that it is a blue, a decided blue, that would be continually in bloom. In our trial grounds last summer **"Fraseri"** attracted more attention than any other bedding plant. It only grew about 8 to 10 inches high and was covered the entire season with what can easily be classed as immense trusses of flowers, as many of them were over 2½ inches across, while the individual flower would be ⅞ of an inch in diameter. The plant spreads about 12 to 15 inches across. It can easily be used with Alternantheras as a border plant.

Being an early bloomer and dwarf, compact grower, it makes an excellent pot plant.

2-inch, $1.00 per doz.; $ 6.00 per 100.
3-inch, 1.50 per doz.; 10.00 per 100.

Be sure to get Our Monthly Bulletin.

R. Vincent, Jr. & Sons Co.
White Marsh, Md.

Abundance of Stock

Size		100	1000
2¼-in.	**Ageratums**, light or dark	$ 2.75	$25.00
2 -in.	**Coleus**, red or yellow	2.75	25.00
3 -in.	**Cyclamens**, 8 varieties	15.00	....
2¼-in.	**Fuchias**, 12 varieties	3.00	27.50
2¼-in.	**Heliotropes**, light or dark	3.00	27.50
2½-in.	**Marguerites**, fine plants	3.50	30.00
2½-in.	**Stocks**, Alice or Nice	2.75	25.00
2¼-in.	**Vincas**, variegata	5.00	45.00
3½-in.	**Vincas**, variegata	13.00	125.00

Liberal Extras. Correspondence Solicited.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

50,000 Dracaena Indivisa

From 2-inch pots, ready for 3 or 4-inch pots, at $4.00 per 100. From 2-inch pots, good strong average sized plants at $3.00 per 100.

GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud. Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

SPECIALTY
Potted Plants

To Trade Only.

A. L. MILLER, Jamaica, N. Y.

Robert Craig Co.

HIGH CLASS PALMS
and Novelties in Decorative Plants
NORWOOD, Delaware County, PA.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

CYCLAMEN

We must have room and offer for one week.
2,500 2¼-in. **Cyclamen**, at $10.00 per 100; $90.00 per 1000.
3,000 3-in. **Cyclamen**, at $20 and $25 per 100.
1,000 4-in. **Cyclamen**, at $40.00 per 100.
Ask for our prices of **Easter Greeting Pelargoniums and Ferns.**

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.
Cloth Bound. $1.00

American Florist Co.
440 S. Dearborn St., Chicago

Ready Reference Section

15 CENTS, NET, PER LINE

ABELIA

Abelia Grandiflora, for growing on, 2¼-in. pots. $8.00 per 100. THE GOOD & REESE CO., Box 52, Springfield, O.

ACALYPHA.

Acalypha Triumphans, fine for color bedding, red foliage, 2¼-in. pots, $6.00 per 100.

THE GOOD & REESE CO.
Springfield, Box 52, Ohio.

ALTERNANTHERAS.

Alternantheras. Yellow and Brilliantissima, fine bushy, 2-inch stock, $4.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

AMPELOPIS VEITCHI.

Ampelopsis Veitchii. A large stock of one and two year in all grades. Two year transplanted are heavy for grades. Some three year with heavy tops and roots. Light stocks for lining out very cheap. CHAS. BLACK, Hightstown, N. J.

ANTHERICUM.

Anthericum, white and green striped foliage, 2¼-in. pots, $6.00 per 100.

THE GOOD & REESE CO.
Springfield, Box 52, Ohio.

ARDISIA.

ARDISIAS.

Ardisia Crenulata Rubra, 2½-in. pots, $10 00 per 100, $90.00 per 1000; 4-in. pots, $75.00 per 100, $600.00 per 1000. Azalea Indica for fall delivery. Prices on request FRUITLAND NURSERIES, P. O. Drawer 910, Augusta, Ga.

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $10.00 per 1000; 2¼-in. pots, $5.00 per 100; 3-in. pots, $10.00 per 100.

ROMAN J. IRWIN,
43 West 18th St. New York.

Asparagus Sprengerii, 4-inch, 20c; 3½-inch, 15c each. Asparagus plumosus, 4-inch, 20c; 3½-inch, 15c each. DAVIS FLORAL CO., Davenport, Ia.

Asparagus plumosus, 2-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

ASPLENIUM.

Asplenium Nidus Avis (Birdnest Ferns), good strong, healthy stock, ready for delivery June 1, 1921, 1¾-in., 20c; 2¼-in., 25c; 3-in., 35c each. WM. K HARRIS, 55th and Springfield Ave., W. Philadelphia, Pa.

BARBERRY.

Box-Barberry, well-rooted summer cuttings $25.00 per 1,000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BEGONIAS.

20,000 BEGONIA MELIOR 2¼-IN. POTS. From leaf cuttings, ready now, $35.00 per 100, $300.00 per 1000. Peterson, Cincinnati, Lorraine, ask for prices. Begonias 2¼-in., Chatelaine $7.00 per 100; Patten $8.00 per 100; the new Pride of Newcastle, $12.00 per 100.

ROMAN J. IRWIN,
43 West 18th St., New York.

Begonias, Metallica, Otto Hacker and Pres. Carnot, $10 per 100. The Storrs & Harrison Co., Painesville, O.

Begonia Chatelaine, 4-inch, $25.00; 3½-inch, $20.00 per 100. DAVIS FLORAL CO., Davenport, Ia.

BULBS.

Bulbs, Gladiolus. All bulbs are first-class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

R. A. VAN DER SCHOOT
Hillegom, Holland
Extensive own culture of bulbs and plants. Prices on application.

CANNAS.

CANNA BARGAINS.
Guaranteed true to name, 2 to 3 eyes, strong plants.

	Per 100	Per 1000
King Humbert	$4.50	$40.00
Yellow King Humbert	4.50	40.00
City of Portland	7 00	65.00
J. F. Howell	3.50	30.00
Allemania	3.50	30.00
Shenandoah	3.50	30.00
David Harum	3 50	30.00
Charles Henderson	3.50	30.00
Indiana	3.50	30.00

NORTH STAR NURSERY
H. B. Schroeder, Mgr. Onarga, Ill.

CANNAS. 3000 King Humbert at $3.50 per 100; $30.00 per 1000. 4000 Richard Wallace at $2.50 per 100; $22.50 per 1000 Good strong stock, two to three eyes and better. Cash. The lot to one address, $150.00. BUSHY FLOWER GARDEN, Bushy, Va.

CARNATIONS.

CARNATION PLANTS.
200,000 from black soil.

	1000
Ward	$25.00
Rose Pink Enchantress	25.00
Enchantress	25.00
White Enchantress	25.00
Thenanthos	25.00
Matchless	35.00

200,000 from sand.

	1000
Ward	$18.00
Rose Pink Enchantress	18.00
Enchantress	18.00
White Enchantress	18.00
Thenanthos	18.00

PETER REINBERG
Wholesale Florist
30 E. Randolph St. Chicago

CARNATIONS.

ROOTED CARNATION CUTTINGS.

	100	1000
Enchantress Supreme	$4.00	$35.00
Ward	3.50	30.00
White Enchantress	3.50	30.00
White Wonder	3.50	30.00
Aviator	3.50	30.00
Matchless	3.00	25.00
Miss Theo	3.00	25.00

CHAS. N. MILLER & BRO.
Morton Grove, Illinois.

CARNATIONS
Choice Rooted Cuttings
MATCHLESS
$5.00 per 100; $40.00 per 1,000.
BELLE WASHBURN
$7.00 per 100; $60.00 per 1,000.
Our cuttings are all made from flowering side shoots.
BASSETT & WASHBURN.
178 N. Wasbash Ave., Chicago.

ROOTED CARNATION CUTTINGS.

	100	1000
Enchantress Supreme	$4.00	$35.00
Aviator	3.50	30.00
C. W. Ward	3.50	30.00
White Wonder	3.50	30.00
White Enchantress	3.50	30.00
Pink Enchantress	3.00	25.00
Miss Theo	3.00	25.00
Matchless	3.00	25.00

J. A. BUDLONG CO.
184 North Wabash Ave. Chicago.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS, ROOTED CUTTINGS.
Clean, healthy stock free from midge.
Standard Varieties.
Golden Glow, Early Frost, Charles Razer. Seidewitz and all other standard varieties. $3.50 per 100; $30.00 per 1,000.
Pompons—Hardy Early Flowering, Single varieties. Anemones, $3.50 per 100; $30.00 per 1,000.

Choice Commercial Varieties.

Sun Glow	White Mistletoe
Glen View	Golden Mistletoe
Wells' Lake Pink	December Gem
Yellow Turner	Odessa
Yellow Chadwick	(ready May 25)

Price on all above, $5.00 per 100; $45.00 per 1,000.
White Seidewitz, $6.00 per 100.
Hamburg Late White, $5.00 per 100; $25.00 per 1000. Pink Turner, $2.25 per dozen, $15.00 per 100.
Ask for Price List of Carnation Cuttings.
ROMAN J. IRWIN
43 West 18th St., New York

CHRYSANTHEMUMS.
Rooted Cuttings.
Our celebrated early white pompons are ready to ship anywhere. This variety commences to bloom October 1, and will continue three months, producing quantities of double white pompons, which are fine for either cut flowers or potted plants.
$6.00 per 100
50.00 per 1000
BASSETT & WASHBURN
178 N. Wabash Ave. Chicago.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrain, Mich.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CINNAMON VINES.

Most beautiful and fragrant of all climbers. Easily handled, quickly sold. Good "money-makers" every day for florists. Now is your time. Particulars and colored plate free. Address largest grower in the world. A. T. COOK, Seedsman, Hyde Park, N. Y.

CLEMATIS.

Clematis Paniculata, 2-in. pots, $5.00 per 100; $45.00 per 1,000. THE GOOD & REESE CO., Box 52, Springfield, O.

COLEUS.

COLEUS ROOTED CUTTINGS.

$1.50 per 100; $14.00 per 1,000, by express. If postpaid, special delivery and insured, at customer's risk, add 15c per 100; 75c per 1,000. Golden Bedder, Verschaffeltii, Queen Victoria, Firebrand, Beckwith Gem, Trailing Queen and others.

American Beauty and Brilliancy, $2.50 per 100; $20.00 per 1,000.

Ask for Price List on All Bedding Plants.

ROMAN J. IRWIN

43 West 18th St., New York

Coleus. Best bedding varieties, $3.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CYCLAMEN.

Cyclamen. The kind you have been looking for. Strong, well grown named varieties in separate colors in the following:

From 2½-in. pots............$12.00
From 3- in. pots............ 20.00
From 4 -in. pots............ 40.00
From 5 -in. pots............ 75.00

Write for discounts on large orders.

We pay special attention to boxing and packing and the using of paper pots should insure safe arrival at destination. The stopping of express cars at our plant enables us to make direct shipments without unnecessary rough handling, which will be appreciated by our customers. Plants are moving fast and we advise ordering at once.

J. W. DAVIS COMPANY

Terre Haute, Indiana.

Cyclamen Seedlings. We offer for immediate delivery, strong transplanted seedlings, grown cool, 5 to 8 leaves, ready for 3-in. pots:

Glory of Wandsbek	White—Carmine Eye
Daybreak	Rose of Marienthal
Brilliant Red	Magnifica
Christmas Cheer	Lavender
Pure White	Rococo Improved

$80.00 per 1000, net. Strong, hardy, a superior strain and grown cool.

J. A. PETERSON & SONS

Westwood, Cincinnati, O.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1.00. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill

Cyclamen, 2½-in., good assortment, leading varieties, $12.00 per 100, May delivery. MATTHEWSON'S, Sheboygan, Wis.

CUPHEA.

Cuphea, 2¼-in. pots, $4.00 per 100. THE GOOD & REESE CO., Box 52, Springfield, O.

DAHLIAS.

DAHLIAS

The following good cut flower varieties are still available: Jack Rose, Sylvia, Lynhurst, Minnie McCullough, Princess Juliana, White Swan and Golden Gate. Stock of other varieties exhausted.

LYNDHURST FARM, INC.

R. F. D. No. 2, Hammonton, N. J.

DAISIES.

DAISIES, Single White, rooted cuttings, $3.00 per 100, 2½-inch, $6.00 per 100; $50.00 per 1000. Mrs. Sanders, Boston Yellow, 2¼-inch, $8.00 per 100.

Ask for Price List on Ferns, Cyclamen Seedings, Etc.

ROMAN J. IRWIN

43 West 18th St., New York

DELPHINIUMS.

25,000 Delphinium Belladonna. 2¼-in., $6.00 per 100, $50.00 per 1000. WM. SWAYNE, Kennett Square, Pa.

3000 Delphinium Formosum and Belladonna, strong plants from cold frames; $10.00 per 100; $90 per 1000. ROSE HILL NURSERIES, New Rochelle, N. Y.

Delphinium Belladonna, strong field-grown plants, $7.00 per 100. Also excellent seed at $2.00 per ounce. THOMAS J. MURPHY, 1409 Erie St., Painesville, O.

DRACAENAS.

DRACAENA INDIVISA. Extra fine well-rooted, 3½-inch pots, $17.00 per 100; 2¼-inch pots, $5.00 per 100; 4-inch pots, $40.00 per 100; 5-inch pots, $60.00 per 100.

ROMAN J. IRWIN,

43 West 18th St., New York.

Draceana Indivisa. 2-in., ready for 3 or 4-in., $4 per 100. Elmer Rawlings, Allegany, N. Y.

Dracaena Indivisia, for growing on, 2-in. pots, $4.00 per 100. THE GOOD & REESE CO., Box 52, Springfield, O.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

FERNS.

BOSTON FERNS

Good, Strong, Bushy Stock

5-inch ....$ .50 each
7-inch ....1.25 each
8-inch .... 2.00 each
10-inch ....2.50 each

Add 5% packing charge.

DAVIS FLORAL CO.

Davenport Iowa

FERN RUNNERS, ready April 5, $15.00 per 1000. FOLLOWING VARIETIES: Boston and Macawii, 2¼-inch of above, also Scottii, $6.00 per 100, $50.00 per 1000. New Macawii, 2¼-inch, $10.00 per 100, $95.00 per 1000. Larger sizes, ask for prices.

Bostons, 3-inch pots, $15.00 per 100; 3½-inch pots, $24.00 per 100; 4-inch pots, $26.00 per 100.

ROMAN J. IRWIN

43 W. 18th St., New York.

Ferns, Boston, Roosevelt and Harrisii, 2¼-in., $7.00 per 100; $65.00 per 1,000. Macawii, 2¼-in., $12.00 per 100; $100.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

FERNS.

STRONG HEALTHY FERNS

Boston, 3-inch................$12.00 per 100
" 4-inch................ 22.00 " "
" 5-inch................ 40.00 " "

Give us a trial order.

PETERSON FLORAL CO.

Gibson City Illinois

Ferns. Table and fern dish. For varieties and prices see display advertisement elsewhere in this issue The Storrs & Harrison Co., Painesville, O.

Ferns. Pot grown and in good shape. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.

HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns, Ill., descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums, Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants, 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GLADIOLUS.

Gladioli. Mrs. Francis King, No. 1, $20.00 per 1000; No. 2, $15.00 per 1000; No. 3, $12.00 per 1000; America, No. 1, $20.00 per 1000; No. 2, $15.00 per 1000; No. 3, $12.00 per 1000.

THE GOOD & REESE CO.

Springfield, Box 52, Ohio.

Gladioli, strictly first size. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568 Washington St., Buffalo, N. Y.

Gladiolus America and Princepine, first size $20; second size, $15 per 1,000. H. HILLS, Bristol, Ind.

HYDRANGEAS.

FRENCH HYDRANGEAS.

For Memorial Day Forcing.

My 20 best named varieties, white, pink, blue, rose, etc.

	Doz.	100
4½-in. pots, 4 to 6 branches	$ 5.50	$40.00
5 and 5½-in., 5 to 9 branches	7.25	55.00
6-inch pots, 6 to 10 branches	7.75	60.00
6½-in. pots, 8 to 12 branches	10.75	85.00
7-inch pots, 9 to 12 branches....$1.25 each		

Packing, 5 per cent on amount of order. Ask for list of varieties on application.

ROMAN J. IRWIN.

43 West 18th St., New York.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

MYRTLE.

MYRTLE HARDY CREPE VARIETY for covering graves, etc., $7.00 per 100; $60.00 per 1,000.

ROMAN J. IRWIN.

43 West 18th St. New York.

NURSERY STOCK.

Cuttings, shrubs and fruit plant bargains. See classified ad., last week's issue, under nursery stock. CHARLES NASH NURSERY, Three Rivers, Mich.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

OTAHEITE ORANGES.

Orange, Otaheite, fine plants, not too tall, 4-in. pots, 35c each, $35.00 per 100.

THE GOOD & REESE CO.

Springfield, Box 52, Ohio.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

PANSIES.

300,000 PANSY PLANTS.
Steele's Mastodon in bud and bloom. Large, strong, stocky plants. September transplanted. Quality plants. Satisfaction guaranteed. $4.00 per 100; $35.00 per 1000.
JOHN JENSEN & SONS.
9801 S. Western Ave., Chicago.

200,000 large, stocky. September transplanted, field grown, blooming pansy plants, superb strain; all salable stock. $2.00 per 100, $20.00 per 1000. Satisfaction guaranteed. Ready now. Cash with order. BRILL CELERY GARDENS, Kalamazoo, Mich.

PELARGONIUMS.

Pelargonium Easter Greetings. In bud and bloom, extra fine plants, 5-inch, 40c; 4-inch, 25c each. DAVIS FLORAL CO., Davenport, Ia.

PINKS.

Hardy Scotch Pinks, 4 sorts, 2¼-in. pots, $5.00 per 100. THE GOOD & REESE CO., Box 52, Springfield, O.

POINSETTIAS.

California field-grown Poinsettia stock plants. Early variety, famous for holding its foliage, and True Red Variety plants, $18.00, $25.00 and $30.00 per 100. These stock plants will produce on an average of 25 cuttings in one season. I am now supplying some of the largest growers of potted poinsettias in nearly every state of the United States. Free sample plant sent upon request. PAUL ECKE, 1126 Hayworth Ave., Los Angeles, Calif.

PRIMULAS.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIMULAS. Sim's Hybrid Yellow Polyenthus, strong divisions, $7.00 per 100.
ROMAN J. IRWIN
43 W. 18th St., New York

PRIVET.

Privet. Ibolium privet, hardy hybrid; cross between California and Ibota privet, 2 years, 2-3 ft., $2.50 each; 1 year, 1-2 ft., $1.00 each; summer frame cuttings, 50c each. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

ROSES.

SURPLUS STOCK.
Baby roses for pots, bedding or growing on. 2¼-in. pots, $7.00 per 100.

Orleans	Ellen Poulson
Mad. N. Levavasseur.	(Red Baby Rambler).
Erna Terschendorff	Baby Echo
Etoile Luisante	(Baby Herriott) Le Marne
Tip Top (Baby Doll)	Mdlle. Franciska Favre
Maman Levavasseur	Catherine Zeimet
(Baby Dorothy)	Mdlle. Cecile Brunner
Geo. Elgar	(Sweetheart or Mignon)
Baby Tausendschon	Le Ponceau
Jessie	Clothilde Soupert

Hardy Climbing Roses.
The following prices per 25, 50, 100 lots only.
Rosarie (Pink Tausendschon) 6c.
Paul's Scarlet Climber, 7½c.
American Pillar, 6c. Crimson Rambler, 6c.
Tausendschon, 6c. Lady Gay, 6c.
Silver Moon, 6c. Dorothy Perkins, 6c.
Excelsa (Red Dorothy), 6c. Hiawatha, 6c.
THE GOOD & REESE CO.
The largest rose growers in the world.
Springfield, Box 52, Ohio.

BENCH PLANTS.
Roses—Choice Stock.
Russell, 3-year old.....$15.00 per 100
Columbia, 2-year old..... 12.00 per 100
White Killarney, 2-year old.. 10.00 per 100
BASSETT & WASHBURN.
178 North Wabash Ave., Chicago.

ROSE PANTS.

	100	1000
3500 Pink Killarney, 3-in.....	$ 9.00	$80.00
11000 Ophelia, 3-in.....	9.00	80.00
9000 Richmond, 2½-in.....	7.00	60.00

WIETOR BROS.
Wholesale Florists.
30 E. Randolph St., Chicago.

ROSES.

ROSE PLANTS.
2¼-in. own root stock.

	1000
Premier	$110.00
Columbia	75.00
Sunburst	75.00
Dunlop	90.00

3-in. own root stock.

	1000
Premier	$125.00
Columbia	90.00
Ophelia	75.00

PETER REINBERG
Wholesale Florist
30 E. Randolph St. Chicago.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Russell Bench Plants.....	$16.00	$150.00
Milady Bench Plants.....	15.00	140.00
Killarney Bench Plants.....	12.00	115.00
Ophelia Bench Plants.....	12.00	115.00
Sunburst Bench Plants.....	12.00	115.00
American Beauty	20.00	190.00

M. C. GUNTERBERG.
Wholesale Florist
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The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

Roses. Own Root. Dunlop, 2-in., $20.00 per 100, $175.00 per 1000; Columbia, 2-in., $15.00 per 100, $125.00 per 1000; Cecile Brunner, $9.00 per 100, $80.00 per 1000; Ophelia, 2-in., $9.00 per 100, $80.00 per 1000. THE PARK FLORAL COMPANY. 1643 Broadway, Denver, Colo.

RUSSELL BENCH PLANTS.
Good stock $15.00 per 100. No order for less than 100 shipped.
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Wholesale Florists
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SEEDS.

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Seeds. Cyclamen and Giganteum. For varieties and prices see display advertisement elsewhere in this issue. Kelway & Son, Langport, Eng.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

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Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

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Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

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	100	1000
2¼-inch Pots		
Nelrose	$6.00	$55.00
Keystone	6.00	55.00
Silver Pink	6.00	55.00
Giant White	6.00	55.00
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Ask for Prices of Roses, Grafted and Own Root.

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Snapdragons. Double June Hefko, rooted cuttings, $15 per 100; $125 per 1000; 2½-in., $17 per 100. T. D. Hefko, Marshfield, Wis.

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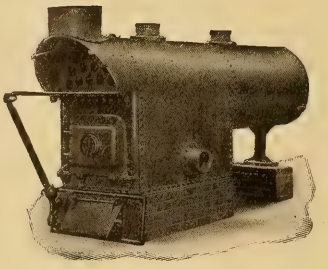

that to grow good flowers it requires good boilers in the greenhouses, so when installing a boiler be sure and consider

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Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

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Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

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Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

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Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

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Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Pots. Florists'. Prices low and quality guaranteed. The Progressive Clay Co., 9th Floor, Marbridge Bldg., New York.

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The recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.

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Aphine Mfg. Company

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The Oranges, N. J.

Over two years ago W. A. Manda of South Orange, whose range and nursery is alongside the tracks of the Lackawanna railroad, sued that company for damages in the sum of $5,000, alleging that trees and shrubbery had been destroyed by fire started by sparks from an engine of that company, April 1, 1917. For the second time a verdict was recently given in the supreme court of New Jersey in favor of the railroad company. The defense was that every statutory precaution to prevent fires from engine sparks had been observed.

A fine store and conservatory at 557 Main street, East Orange, is conducted by Geo. Smith & Sons. They also operate the Prospect Gardens on Hamilton street, and report an excellent business.

Fred C. Read reports a good spring business. He is showing finely flowered geraniums in his store and has 10,000 plants in his greenhouses, Chapel street.

Charles Hale, a one time Washington, D. C., florist, is well established with his sons in East Orange and is doing a good business.

John Fricke now has the florist and seed store formerly conducted by P. Popken at 186 Main street.

A. F. F.

Newark, N, J.

James J. Plunkett, one of the founders of the firm of Connelly & Plunkett, who was in active service during the war, now has a handsome store at 1 Branford place, just off of Broad street. Mr. Plunkett is a fine young man and has the good wishes of many friends in this enterprise.

The Hoffman retail store, Bergen street and Clinton avenue, recently opened, is attractive and reports a good business. The proprietors are A. B. Hoffman, Sr., well and favorably known in the wholesale district of New York, and his two sons, A. B. Hoffman, Jr., and P. W. Hoffman.

On April 23 the Star-Eagle published a long list of candidates for office at the approaching election. We looked it over hoping to find John Crossley's name as he is something of a fighter and protestor against abuses.

The Rosery is usually a busy establishment and considering its fine location, Market and Broad streets, it is hard to see how it can ever be idle.

Philips Bros. have been quite active of late with wedding and funeral work.

A. F. F.

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THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas"

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THE AMERICAN FLORIST

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Toronto, Ont., 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN ROSE SOCIETY.

Next annual meeting at Washington, D. C., June 2, 1921. OFFICERS—ROBERT PYLE, West Grove, Pa., President; F. L. ATKINS, Rutherford, N. J., Vice-President; JOHN C. WISTER, 606 Finance Bldg., Philadelphia, Pa., Secretary; CHAS. H. TOTTY, Madison, N. J., Treasurer.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition, New York, June 25-26, 1921. OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Boston, Mass., 1921. LEE R. BONNEWITZ, Van Wert, O., President; A. P. SAUNDERS, Clinton, N. Y., secretary

WINDOW AND PORCH BOXES.

Make Preparations Now.

The beauty of all suburban property and much of that in the city is greatly enhanced by the use of window and porch boxes, which when filled with plants and vines adds much to the appearance of the dwelling. While this form of decoration is quite general it should become much more universal through proper methods along educational lines, showing the ease of culture, the comparative light expense, and the great aid in decorative effect it is to any property. The women's page in all newspapers has room for cultural articles of this kind which are helpful in creating sentiment for such forms of plant decoration. These articles are in the main paid for, to space writers, who are likely to have no practical knowledge of plants and flowers and frequently recommend stock that is not at all suitable for the purpose.

In every community there are some or at least one florist who is capable of this work, whose knowledge thus expressed would be much appreciated by all flower lovers and a great service to all the trade accomplished. There are organizations in every town or city formed for the purpose of "The City Beautiful." Such associations would readily combine with the trade in any effort to further the use of window or porch boxes and vases, even going so far as to offer prizes for the best examples of the work at various seasons of the year. With the establishment of the spring and summer boxes and their decorative advantages shown, it is then but a step after the first frost to replace the faded plants with bright fresh evergreens, which continues the display the year round.

There is great variety of materials from which window boxes are made. Strong one-inch boards well put together with inside corner irons, bark covered or painted should, if kept painted inside and out, last at least three years, and should be freely offered to those who are just starting in and who might be discouraged by the prices of the more expensive materials. All boxes can be painted the house colors or dark olive green, which harmonizes with most out-door color schemes. Cement, terra cotta, and iron framed boxes, can be made to conform architecturally to any elaborate structure, and while the first cost is relatively high yet in their lasting qualities they are cheapest in the end. All boxes of wood six feet or over in length should be made in sections of from three to four feet, they are then so much easier to handle and will fit together as one box when in place. Terra cotta, cement or iron boxes are best handled in three foot lengths on account of their great weight.

Substantial Foundation Necessary.

All foundations or supports to hold these boxes in place should be most substantial as accidents are ruinous to the box and at times dangerous to human life. Should the box rest on the stone sill of the window ledge, knee irons screwed into the wooden sill and rear of the box after this has been made perfectly level, will secure it firmly in place. Where the box projects beyond the building line to make a bracket support necessary, this is best made of wrought iron, which when galvanized is as permanent as any of the boxes. Additional support for those on the ledge can be given with a brass jack chain which is much stronger than wire.

In all the large communities there are growers who make a specialty of filling such boxes for the trade. With the boxes furnished they are filled at the greenhouse and after a start of a week or two are ready for delivery. This is a much better plan than having them filled at the store where there is never just the right stock and they lack the finish of a week's stay in the greenhouse, which care is not added to the bill.

Caution must be used in the selection of the stock for sunny and shady situations and changes are often necessary as the seasons progress. By the first of August on the sunny side of the city streets, geraniums are flowered out and most other plants look very forlorn. A very good substitute at this time is a filling of ferns of the Boston type with Asparagus Sprengeri to fall over the front. If this is kept well watered it will grow luxuriously and last throughout the season. Porch boxes which are mostly of wood painted the color of the porch can be an inch or two wider and in depth than those of the window, which allows space for a more varied assortment of plants, although all pink or red geraniums give a glowing color contrast to the porch vines and the green of the lawn in front. Palms, ferns, rubbers, crotons, begonia rex, together with Asparagus Sprengeri and variegated vincas, will give good foliage effect for the shady situation.

LOW WINDOW BOXES WHICH DO NOT OBSCURE SIGNS.

The Hanging Basket.

The hanging basket is most decorative and should be more generally used in porch arches and similar situations as nothing is more ornamental than a well filled basket with its graceful hanging vines. There are many patterns in rustic wood, terra cotta, sheet iron and standard wire forms all of which fit in the various places open to them. Where several are to be hung in series they should be suspended in pairs through two overhead pulleys screwed into the ceiling. A rope drawn through these pulleys will suspend each basket the right height, then when necessary to water by pushing one up the other basket comes down to be immersed in a bucket. This basket can then be raised a little to drain and when pushed higher, the other one is lowered for like attention. This simple method does away with all the drudgery of step ladders, heavy lifting, dripping, etc.

BATAVIA, ILL.—Thos. Conlon of the Illinois Plant Co., has a fine lot of cyclamens, seedlings and older stock, also Boston ferns in various sizes well grown.

Next Week in the Flower Shop.

It will soon be the season of outdoor shrubbery and early summer bulbs and blossoms. The early irises are in and will soon be followed by the choice later sorts, which list is added to by the forced Spanish irises and the same outside southern grown, these latter at times flooding the market. They add to the regular offerings, and their shades of blue and yellow, and white mixed with yellow, make them very desirable. Many in their beautiful forms and colorings resemble orchids and are adapted for the finest kind of work.

It is now time to get after all the winter accounts that are past due. The flowers have been delivered, the work done, and to let a bill run over two months is dangerous. Department stores cut off all communications after this period, and goods must then be paid for in cash before delivery. A polite but earnest request by letter is best, as Uncle Sam has entrance when all others fail. Use a plain envelope, as one with your business address would be likely to be thrust aside to be opened later, and your urgent message would probably not be read.

MEMORIAL DAY PREPARATIONS.

Memorial Day, the last of the floral holidays, should now be kept to the front and featured in every possible way. There are but a few of the old soldiers left and they cannot take much part in arousing the interest that is necessary. The American Legion will no doubt interest themselves but all the pressure that can be brought to bear by all other patriotic bodies should be enlisted, with stories of deeds of valor by local heroes, that would easily find space in the reading columns of the daily and Sunday papers well in advance of the day.

The florist can do his part also by making up patriotic designs in national colors combined with flags and feature with them photographs of Generals Grant, Meade and others, as well as President Lincoln, all of which would advertise and create interest in the day. The making of prepared magnolia and oak leaved wreaths should be pushed with vigor so as to have a good assortment of sizes on hand for the emergency.

While June is considered the wedding month there are many such events celebrated in May and the fact that you are high up in this art must be kept well to the front. An occasional window dressing featuring wedding specialties should appear frequently. An occasional commencement basket or two and so labeled should find place in the window. They should be decorated with ribbons of the local colleges and the date of the commencement on each. To keep things moving there should always be something unique and of good size to attract attention and about, or near it, small vase baskets nicely arranged and marked as a special at a price that is likely to speedily carry them off.

Make it a point to have the store in readiness as early in the morning as possible. This work can be well advanced by having the flowers on hand

WINDOW BOX FOR SUMMER.
Foliage Plants, Vines and Geraniums.

WINDOW BOXES OF VINCAS AND GERANIUMS IN PHILADELPHIA.

trimmed and in fresh water before closing the night before, also the empty jars should be cleaned and filled with fresh water.

In its arrangement, the window as a whole or in some striking feature, must be compelling in its attractiveness. In other words it must "pull," or much of the work has gone for nothing. Frequently when there is certain stock likely to be left over in the afternoon, fill up a number of small boxes and give them a place in the window with a price card, and watch them go. Sweet peas or bunches of daisies placed in a cornucopia of wax paper and a quantity featured in the window with the price card, will also draw attention.

The New Flower Shop.

You are thinking of opening up a shop for the sale of plants and cut flowers. Very good, but first let me ask have you had any experience in working at the business? You will probably answer, no; but having a fondness for flowers and a little capital to invest you believe you could make a success of it. Now, my friend, if you are in earnest in this matter and desire to make this business your life's occupation, my advice is to first engage yourself to a good retail florist, preferably a shop in which there are not many employees, where the employer does most of the making up. If you are active and willing you will find greater opportunities to learn than in the large shop, the system of which would hold you back.

You will soon begin to find out that there is a great deal more to learn in the handling and sale of plants and cut flowers than you had any idea of. You will get an experience in meeting flower buyers of various types, learn how to overcome the many perplexing situations that are constantly cropping up. Plant and cut flower values will become known quantities and you will see the importance of many details of which the outsider knows nothing whatever. After an active experience of two to three years in such a shop you will have become grounded in the rudiments and will know the importance of such essentials as trimming plants, arranging boxes of cut flowers, making the window attractive, keeping the store clean and inviting and the stock placed to look its best. Your little capital lying in bank has, like your knowledge, been gaining all this time and in addition there has been something added to your earnings.

Now I am sure that if after your further experience you still desire to open a flower store you do not regret the time it has taken to acquire this practical knowledge, and that you now feel your chances for success are much enhanced from this essential course in a busy shop.

TWO TYPES OF FLOWER SHOPS.

There are two types of cut flower stores, one with the daily turnover in which, as far as possible, nothing is carried over for the following day. All sales are cash and nearly all stock sold is taken away by the purchaser. To make such a store a success it must be in a busy shopping district, where the street front is constantly filled with a passing throng, all of whom are possible buyers. The rent of such a location can be five times that of the shop on a side street and yet cost less to serve each customer, because of the greater number of sales.

In this type of store it is the number of sales that count. Special sales are constantly being made with flowers plentiful in the market, and which are put up or offered in such quantity lots as are conveniently carried and at prices that seem reasonable.

There is psychology about the price mark, that no matter what it is, and because it is there, it must be reasonable. Every foot of store front space from the pavement to the roof of such a shop should be utilized to give publicity to the goods for sale. It is unmistakably a flower shop, not just an ordinary florist's store, but a place where flowers are sold in quantity at right prices. Every day in the week the windows can be featured in a different way. Draped or framed in laurel or in a frame of green or bronze galax, all on the outside, while as a change the inside can be outlined or bordered with crepe paper in color to suit the flowers offered. Correct window cards are certain to be read and play an important part in catching and holding the passing throng.

There can be more expensive flowers to show those who come in to have their purchases wrapped. As the business grows orders are taken for design work and decorations, until the little busy shop expands, as many have, started in the same way, developing into the largest stores in the country. To conduct a strictly cash business in selling cut flowers is deemed by some impossible but all the specialty shops that are rapidly getting into the retail centers, such as cigar, bakery, meat shops, etc., all sell for cash. A splendid plan and one that makes a record of every transaction, is a cash register slip to be presented to every purchaser which explains on the back that the holder is entitled to a 10 per cent cash discount, which can be used at any time as cash for any of the goods in the store.

This has been utilized with great success as the customer in using up his credit will invariably buy enough to make the profit cover much more than the discount, and then in the last transaction he always carries away a credit check which is a constant reminder of the shop.

THE OTHER TYPE OF FLOWER STORE.

The store which aims to cover all branches of the business and cater especially to the family trade is generally found on the outer edge of the shopping district or good residence section where a commodious building, preferably a corner location, can be had at a moderate rent. If there is room for a small conservatory at the rear, one side showing on the street, the situation will be ideal. The furnishing of the interior of the shop need not be expensive. The walls and ceiling should be a light tint, light yellow, green or blue. Light yellow is good with a wooden lattice work with light green in color in panels along the walls, between which should be several sets of shelves and a mirror or two.

The ice chest may be placed on one side or across the store, two-thirds back, making a bank or partition behind which room can be arranged for the making up of designs and other work that is likely to clutter up the front of the shop. There should be some half dozen stout tables on which vases of cut flowers, pot plants and made-up baskets can be arranged. Some stylish looking pottery on pedestals, holding choice decorative plants, will give an artistic finish.

An office and cashier's desk on the other side of the store can be enclosed with lattice work in harmony with the other decorations. A conveniently placed customers' writing desk or table with cards and envelopes about completes the necessary furnishings. Where the rear of the store opens into a conservatory there will necessarily be a different placing of the refrigerator, which can occupy a small space, so as to allow a clear, unobstructed view of the inviting background offered by the greenhouse effect. With the windows and interior of the store at its best the opening of such an establishment should be made an event in its community. As one of the great features in its success will be the amount of publicity given to the enterprise, this should receive the most careful consideration at the opening, gathering in force month by month. Everyone within the radius of the store's activities must be told over and over again of this new kind of a flower shop, its superior service and quality stock, where all lovers of flowers can find what they desire at prices to suit their purses.

Souvenirs in small plants or bouquets, or in blotters or calendars can be given to the visitors, whose names should be written down at the time, forming a nucleus of a customers' list that must be added to at every opportunity. After such an auspicious start, success is a question of management, earnest application, being on the job all of the time, meeting and having a good word with each customer. Give courteous attention to all and be quick to see and overcome dissatisfaction of any kind. It should not for a moment be forgotten then that this is a business enterprize which must return a profit, and the margin between first cost and selling prices should be so fixed as to fully recompense and guarantee the management for the present as well as insure a continuation for the future.

PLANT NOTES.

Asters.

The early and midseason asters should be planted out as early as the season will allow. If the plants are hardened off for two or three weeks in a cold frame and gradually given night air as soon as safe, they will endure the outside temperature much better than those carried directly from the warm greenhouse. The land should be prepared at once, and while asters will grow on almost any piece of ground, success or failure depends much on the proper preparation of the soil. Land that was manured last fall and plowed is by far the best, and all that will be required in the spring is a shallow plowing or disking and then leveling. It is well not to level off too large a tract at once, for heavy rains occur at this season which pack the soil down hard. Before planting give the young plants a thorough watering, and if in boxes or the bench, cut through the rows with a knife a day before planting. Lay the field out in rows from 25 to 30 inches apart, giving the branching varieties the greater distance, with a wider space every fifth or sixth row to provide a walk when cutting the flowers, and set the plants from 12 to 18 inches apart. Plant with a trowel, for the plants set in a dibbled hole will not take hold as quickly, and with the early asters the slight difference in time taken in planting is more than made up in the early blooming; the dibble packs the soil around the plant and the roots do not grow into it as freely, and the roots are also contracted in the small hole made by the dibble. As soon as the field is planted, if possible, give the plants a good watering and then cultivate lightly with a wheel hoe to loosen up the soil.

Rambler Roses.

The rambler roses for Memorial Day will demand constant attention, for at this season of the year aphis and red spider increase very rapidly if the conditions are propitious. It is far better to keep these insects down by proper culture than to be obliged to resort to measures to kill them. Give the plant all the ventilation possible, but drafts will often cause mildew on the soft foliage, so these must be guarded against especially, and low ventilation such as open doors with the wind drawing through the houses. Syringe thoroughly on bright days. There is no better prevention for red spinder than a good syringing that will reach the under side of the leaves, which will quickly break up the colonies of spiders that gather there. If the plants require fumigation, it should be light, for often the young foliage is very tender and heavy fumigation with smoke quickly burns it. When the pots are full of roots a watering with liquid manure or a mulch of sheep manure mixed with sifted soil will be found very beneficial and will add a lustre to the foliage and deepen the color of the flowers.

Primulas.

For plants of both P. sinensis and obconica, for blooming next spring, May is the best time to sow the seed, which germinates very readily at this time, but if this is delayed until June it will often be found quite difficult to get the seed to start well, and as the young seedlings grow very slowly they will require constant attention during the warm weather, for a few hours' sun when they are dry will cause the loss of all the plants. The soil should be sifted in a fine sieve, as the seeds are very small, and they should not be covered with the soil, but sown thinly on the soil when loose and then pressed flat with a board. Watering should be done with a very fine rose on the can, so as not to wash the seeds or soil. At this season of the year the seed will germinate readily in almost any greenhouse, but it is well to cover the seed pan or box with glass to prevent too rapid evaporation, and until the plants begin to make growth, keep the pots well shaded. Many growers wrap a piece of paraffine paper around the glass that is placed on the seed pan. This allows plenty of light to germinate the seed and will prevent the direct rays of the sun from burning up the young seedlings when they start to grow. As these young plants grow very slowly, some soils will often become caked or scaly, and if this oc-

WINDOW BOX FOR SUMMER.
Variegated Foliage Plants and Vines.

WINDOW BOX IN CHICAGO.

curs the top should be carefully broken up to allow the air to enter. As soon as three or four leaves are formed, pot in 2½-inch pots, not too deeply, but yet deep enough to have them stand erect. They should then be placed in a cool house, and much of the success of their culture depends upon the care and watering in their early growth. They are a moisture-loving plant and should never become dry, yet they are easily overwatered and will not make a good growth if continually kept soaked; frequent and light waterings are the best. A lightly shaded frame with the pots plunged in the soil and the sash lifted at top and bottom for free circulation of air is the best location for summer culture.

Pansies.

The sale of pansy plants will soon be at its height, and there is nothing that the florist or grower sells upon which more time is wasted than in selecting a small order of pansies if the customer is shown a frame of a few thousand plants. The better way is to have boxes or baskets holding a dozen plants all made up for the customer. It is not necessary to put up more than will be required for one or two days' sale, but as fast as sold keep the stock replenished There are many patrons who will be well satisfied with a good selection already placed in a basket who will take an hour of a salesman's time in making their choice out of a frame. Any late seedlings should be planted in the frames at once, and these will make fine plants for late May or early June planting when the older plants are either sold or have become too large for bedding purposes.

Society of American Florists.

WASHINGTON CONVENTION

It is only about two weeks since the copies of the floor plan of the hall in which the trade exhibition is to be staged were mailed, yet requests for space reservations are coming in steadily and the bookings so far, are more than satisfactory. Without any doubt, every foot of available space will be closed out long before the opening day of the convention. Intending exhibitors should lose no time in getting their applications for space to the secretary's office, as choice of location necessarily will narrow down during the present month. Those who have engaged space since the publication of our list are:

A. T. DeLaMare Co., New York.
Jackson & Perkins Co., Newark, N. Y.
Jos. Heacock Co., Wyncote, Pa.
Orchard Paper Co., St. Louis, Mo.
B. Hammond Tracy, Wenham, Mass.
S. Hanfling Co., New York.
W. A. Manda, Inc., S. Orange, N. J.
F. R. Pierson, Tarrytown, N. Y.
Hammonds Pt. & Slug Shot Works, Beacon, N. Y.
J. L. Childs, Inc., Flowerfield, N. Y.
The Zane Pot. Co., S. Zanesville, O.
M. H. Levine Co., New York.
Seligman & Stein, New York.
George B. Hart, Rochester, N. Y.
Julius Roehrs Co., Rutherford, N. J.
The Ove Gnatt Co., LaPorte, Ind.

Reports received at the administration offices of the society indicate an unusually large attendance at this convention. The Convention city itself is always an attraction, and previous conventions held there have evidenced the fact that visitors will be well cared for. The officials of the Ladies' Society of American Florists are devoting much time to plans covering the part they will take in the entertainment proceedings, and especially as regards taking care of the visiting ladies while those of the sterner sex are in attendance at the different sessions. At an early date they will send out a little folder describing trips to some interesting places worth visiting, while going or returning from Washington. This folder will also contain much other information of value. Application has been made to the Trunk Line Asociation for a railroad rate of a fare and one-half for the round trip to Washington, on the certificate plan in force some years ago, and there is every probability that the request will be granted. As soon as assurance is received that this rate will be allowed, official notice wil be given.

CLEVELAND NATIONAL FLOWER SHOW

The secretary had expected last week, to be in a position to send out copies of the floor plan covering the space available for trade exhibits, but at the last moment it was deemed advisable by the chairman of the national flower show committee to hold the issue back until it could be announced definitely just what accommodations would be included in the space rental charge of $1.75 per sqare foot. Some prospective exhibitors, however, have not waited for the plan, several having filed aplications for space, and expressed a readiness to complete contracts as soon as they can denote a location on the plan.

Additional subscriptions to the Guarantee Fund have been received as follows:

Previously reported	$19,062.00
Randall's Fl. Shop, Worcester, Mass.	50.00
Strout's, Inc., Biddeford, Me.	200.00
The Espelin Floral Co., Ft. Collins, Colo.	25.00
Robt. Craig Co., Norwood, Pa.	230.00
The Minge Floral Co., Mobile, Ala.	100.00
H. B. Dorner, Urbana, Ill.	25.00
Total	$19,712.00

Further evidence of the wide interest taken in the class covering exhibits in competition for the grand capital prize of $5,000 came to hand last week, and the committee believe that the stagings in this class will result in the finest display ever seen under roof at any horticultural exposition in the world. Already positive assurance of three entries has been given, and the entries will be made official as soon as the committee can decide upon the dimensions of the spaces to be scheduled as available in the general lay-out of the exhibition. This class will be the feature class of the show, and exhibitors will require a considerable length of time to get their material together, so the committee are endeavoring to arrive at a decision at the earliest possible moment.

MEETS CHAMBER OF COMMERCE

President Roland appointed Wm. F. Gude, Washington, D. C.; S. S. Pennock, Philadelphia; Chas. H. Grakelow, Philadelphia, and F. R. Pierson, Tarrytown, N. Y., the society's delegates to attend the annual meeting of the United States Chamber of Commerce held at Atlantic City, N. J., last week. While the society has applied for membership in the chamber, no word in regard to favorable action having been taken on the application, has yet been received. Doubtless our delegates found plenty to occupy their attention at the different sessions of the meeting.

NATIONAL PUBLICITY CAMPAIGN

A most encouraging response has been forthcoming from the request for prompt payment of subscriptions to the campaign fund in accordance with the guarantees of the subscribers. All who have received statements of subscriptions now due are urgently requested to make remittances covering them at once. A first installment on account of the subscription to be forthcoming from the National Flower Growers' Association has been received, amounting to $163.08. The association is still in process of formation and extension, and after awhile it is expected that its contribution of a percentage of its funds toward the fund of the national publicity campaign will assume large proportions. Chairman Henry Penn, Boston, Mass., of the publicity committee is sending in another appeal for personal subscriptions to keep the campaign active, as it will be some time before the growers and allied associations are in sufficiently good working order to make the collective plan now being worked out effective enough to support the publicity movement.

Those who have paid subscriptions since the publication of the last list are as follows:

Nat. Flow. Grow. Assn., Edwardsville, Ill.	$ 163.00
Alex. Dallas, Inc., Waterbury, Conn.	25.00
The Pulverized Manure Co., Chicago	50.00
William Walker Co., Louisville, Ky.	5.00
John Lange, Englewood, N. J.	5.00
Ernst Wienhoeber Co., Chicago	50.00
Aphine Manufacturing Co., Madison, N. J.	25.00
Danti & Gozzi, Mt. Vernon, N. Y.	5.00
Edward F. Norberg, No. Cambridge, Mass.	10.00
Geduldigs Greenhouses, Norwich, Conn.	10.00
W. & H. F. Evans, Phila., Pa.	25.00
Fred. J. Baker, Moosup, Conn.	2.00
Arthur Heidenreich, Indianapolis, Ind.	5.00
L. G. Barbier, Dunkirk, Ind.	5.00
Junction City, Kan. Floral Co.	5.00
Fred C. Becker, Cambridge, Mass.	25.00
Joy Floral Co., Nashville, Tenn.	50.00
Randolph & McClements, Pittsburgh, Pa.	100.00
E. N. Kroninger, Allentown, Pa.	25.00
A. F. Peterson, Wheaton, Ill.	2.50
Harry Heinl, Toledo, O.	25.00
Bettendorf Greenhouse, Bettendorf, Iowa.	5.00

Otto Lang.
Pres. Lang Floral and Nursery Co., Dallas, Tex.

J. G. Esler, Saddle River, N. J.	25.00
A. M. Albrecht, Cleveland, O.	25.00
L. Turner Sons, Kenosha, Wis.	25.00
Martin Keit, Bay City, Mich.	15.00
Wm. Voorneveld, Nantucket, Mass.	1.00
Bobbink & Atkins, Rutherford, N. J.	250.00
Wm. Murphy Co., Cincinnati, O.	20.00
The Montgomery Co., Inc., Hadley, Mass.	50.00
John Kuhn, Philadelphia	20.00
E. N. Platter, Carbondale, Ill.	1.00
Total	$22,580.60

JOHN YOUNG, Sec'y.

Harbingers of Spring.

From tall tree-tops the robins sing;
The cawing crow is on the wing;
Spring blossoms are about to sprout;
The farmer brings the old plow out;
The maple trees yield sap galore;
The angler looks his tackle o'er;
The barn-yard rooster louder crows;
The water o'er the lowland flows;
Those owning rubber boots are off,
To play what Boston folk call "g'of;"
The sky is of a deeper blue—
And sourer grows that fine home brew.

Lang Floral & Nursery Co., Dallas, Texas.

Recognized as one of the three largest establishments of its kind south of Chicago, the Lang Floral & Nursery Co., of Dallas, Tex., stands as a concrete example of phenomenal growth. Organized in 1898 with a capital stock of less than $1,000 by Otto Lang, the company has, under his able direction, maintained its steady advancement in size and prestige during the intervening 22 years, until it can at the present time call attention, with justifiable pride, to a capitalization of $500,000 and a monthly payroll of $8,000. The company was incorporated in 1910 with $46,000, the capital being increased to $70,000 two years later, and in January, 1920, to $200,000, reaching its present amount not long after. The company is composed of less than 10 stockholders whose personal capital is estimated to be in excess of $5,000,000 in the aggregate.

The company now operates two large ranges, in addition to several smaller establishments in the city, the latest acquisition being that of the Green Floral Co., recently built at a cost of approximately $500,000, and it is planned to spend $50,000 in restocking, rebuilding and enlarging the houses and improving the grounds, for which purpose there has already been purchased 75,000 large gladiolus bulbs, 25,000 tuberoses and a quantity of dahlias which will be grown under lattice shades. In addition, there is a commodious two-story brick warehouse, a modern sales office and an attractive retail store at 1214 Main street.

The officers of the company are: Otto Lang, president and general manager; H. L. Edwards, vice-president; J. C. Walvoord, secretary-treasurer; H. J. Fuhlbrugge, assistant general manager. Directors: R. L. Lucas, W. H. Flippen, C. D. Pratt and H. W. Schafer.

Des Moines Floral Arts Club.

The Floral Arts Club was recently formed in Des Moines, Ia., to advance all matters of mutual and educational benefit for those interested in floral culture and the allied trades, and for social purposes. Its members consist of florists, seedsmen, nurserymen, landscape architects and gardeners. The club meets on the second Tuesday of each month for dinner and a programme following. A cordial invitation is extended those of the trade, who may be in that city at the time of the monthly meetings, to attend. L. E. Foglesong, Des Moines, is secretary of the organization.

AKRON, O.—Grossbery & Cahill filed a voluntary petition in bankruptcy April 29, assets $3,000, liabilities $21,210.18.

LANG FLORAL AND NURSERY CO., DALLAS, TEX.
Recently Acquired Range of the Green Floral Co.

National Flower Growers' Association

AND PUBLICITY FOR FLOWERS.

Address of J. F. Ammann, Edwardsville, Ill., before the Minnesota State Florists' Association at St. Paul.

Members of the Minnesota State Florists' Association and Gentlemen:—

Ever since I received an invitation from your society through our genial friend, Mr. Olson, several months ago, I have been looking forward with great pleasure to this meeting. My topic to you will be principally on the matter of publicity for flowers, and the new branch organization just recently perfected, namely, the National Flower Growers' Association. It would, however, be impossible to give an intelligent discourse on any work pertaining to the advancement of our industry without first dwelling somewhat briefly at least, upon the history and accomplishments of our great parent body, the Society of American Florists.

This organization was launched by a few enthusiastic, visionary and unselfish pioneers away back in the year 1885. Just recently, while in conversation with E. G. Hill, the first secretary of the organization, he dwelt on a few reminiscences of the work, trials and tribulations of those loyal men which was very interesting indeed to me. Then, as now, when a new movement was launched quite a number of the leading men in the profession stood out against the organization and would not only refuse to co-operate but would also place obstacles in the way of those who were seeking to make progress. I need not at this time dwell upon the names of those pioneers, for they can easily be obtained by looking into the proceedings of any of the recent Society of American Florists' meetings.

Suffice it to say that they pioneered the way for floricultural interests in the United States, and to that parent body belongs the credit, directly or indirectly, for every organization of floriculture that has ever been perfected in the United States up to this date. That includes the Florists' Hail Association of America; the Florists' Clubs; State Associations; special societies such as The Carnation, The Rose, The Chrysanthemum, The Sweet Pea, The Gladiolus, The Dahlia and The Orchid Societies; as well as the Florists' Telegraph Delivery Association and the National Flower Growers' Association. For anyone in this day to stand out and say that neither, yes or that all, of these organizations have not been the nucleus of the advancement of our business, such a person, I fear, would stand good chances of being branded a pessimist.

Everyone of these organizations has found a place among the vast interests that we represent to do a special work in its own way. Hence, the expression that is now occasionally, though we are glad to say not generally, being used that we are being over-organized or that we are having too many organizations, is ridiculous and narrow. For if history proves anything, it proves the fact that through specialization of individuals or organizations we continue to reach nearer the goal of perfection than in any other way. Would anyone dare say that there is no place in American floriculture for either of the above organizations named? No, he possibly would not say that fearing no one would believe him, but he might come back with the excuse that it costs so much to join so many organizations. Then, I would like to ask if some of these kind critics know what the cost of belonging to several of these organizations really is? We probably have never stopped to think that a man with one-half million square feet of glass representing an investment of capital of approximately one-half million dollars, growing therein all the varieties of flowers that are represented in the above named organizations, that he could become a member of everyone of these societies, excepting the first and last named, and continue to remain a member by paying as annual dues into each organization and that the sum would total less than a bricklayer pays as annual dues into his one organization, and yet some of our good friends believe they are paying too much in dues when they belong to one or two branches of our trade organizations. This feeling, I am glad however, does not exist generally for if it did these organizations, of course, could not develop and progress. We have in our ranks today many men who belong to a half dozen or more of these various trade organizations and I am sure they all feel they are getting more than value received from each.

This brief review should give us evidence sufficient that we owe much to that great parent body, the Society of American Florists, and let me plead with you above all things, to be loyal to that organization. It is only too bad that we have so many men and women in the florist business throughout the United States who do not hold membership in that organization. We believe they do, in most instances, not realize or understand the necessity for every florist becoming a member of that body. Hence, there is a movement on foot to put on a comprehensive campaign for membership in the Society of American Florists, sometime between now and the annual meeting next August. No man nor woman, do we believe, if properly approached will flatly refuse to pay five dollars a year as dues into an organization that has given to them a slogan or trade mark with so much value as that launched by the publicity committee, namely "Say It With Flowers." The parent body needs the support of every individual in the trade, not only the ones in business for themselves, but the employees as well, and each and every one owes to that parent organization at least an annual membership, so I leave that thought with you as a plea for the national or parent body of us all.

Now, a word as to publicity. The publicity movement, as you all know, was launched in New York during a meeting of the Society of American Florists, during the year of 1917. The man who laid the cornerstone for that great movement by a subscription of $500 a year, has since passed to the

LANG FLORAL AND NURSERY CO., DALLAS, TEX.
Interior of one of the Carnation Houses.

LANG FLORAL AND NURSERY CO., DALLAS, TEX.
Store and Office.

great beyond. I speak of the Hon. Jos. Heacock, of Wyncote, Pa. It was one of those cases where the man builded better than he knew, and it is a credit to his memory that we continue this good work. You will read in the last report from the publicity committee of the Society of American Florists' board of directors, in session at Washington, D. C., that for the three years just closed, the sum of $131,156.68 has been collected and expended for the national advertising of flowers and the spreading of that great slogan, "Say It With Flowers," in the United States. On the results of this campaign, I shall not dwell. That speaks for itself. We, I am sure, are more interested at this time in the future of this campaign. It has been said, and no doubt truthfully, so, that the day of easy salesmanship in the United States is fast dwindling and what is advertising other than salesmanship? True, advertising does not sell directly, but advertising does bring the customer or patron to your door and gives therefore the opportunity for salesmanship, and experience I think, tells us that when a prospective buyer is brought into the flower store he seldom leaves without a purchase. We have the product. We have the stores and establishments for distribution, so all we need is the customers or buyers. We must remember that we are in competition with the products of the world, many of them by far less necessary than flowers, and most of them being much more liberally advertised throughout the United States, both locally and nationally. Therefore, it behooves us to not only continue to do what we have done in the past, but to increase and enlarge our appropriations for that necessary project.

Now, the question arises, how can we best do it? The national publicity committee, after much thought and careful consideration has submitted a comprehensive and equitable plan for raising future funds for co-operative advertising, to the board of directors of the Society of American Florists and also to the National Flower Growers' Associtaion in session at Washington, D. C., just recently. Both of these bodies have unanimously endorsed this plan. It is, in substance, a penny tax on all wholesale sales and purchases of flowers, both through the commission houses and individual establishments as well. You will find copies of this plan printed in the trade papers. Read it over carefully. Study it. Think about it. Familarize yourselves with it. Satisfy yourselves that it is just and equitable. We must all do this because the mental anticipation always precedes the physical action. Unless you are in harmony with the plan, of course, you cannot co-operate in it. This will not be put into effect by force. It must be done in the spirit of co-operation only. The success of this plan depends entirely upon the fairness and justness of the programme. If it is not so it will not stand. We who have given it much study and thought and those who have had it in operation for two years and over are satisfied with the plan. This plan will be submitted to the Society of American Florists in meeting next August for their approval and adoption; then again to the Florists' Telegraph Delivery Association meeting next October, where in both cases we feel satisfied it will receive the approval of all members and if it does, it will become the universal plan for the co-operative advertising of flowers both locally and nationally.

It is all a matter of education. We need to educate ourselves first and then to help others. Even with the most comprehensive work, we, of course, do not expect to make this a 100 per cent movement. There will be here and there, as in all cases, standing by the wayside, obstructionists, so to speak, throwing a few stones here and there to make the road a little rougher. That, however, should not deter us in our advancement towards the goal any more than it did the pioneers in paving the way for the first organization of floriculturists. As President Roland at a recent meeting so well said, "The sun shines on the just and the unjust alike." In fact a little opposition is healthy and it many times puts more vim into the workers. Our first move shall be to get as many allied trade organizations for co-operative advertising perfected in the various communities, as possible. These will be very much along the lines of that wonderful organization that is doing such great work in co-operative advertising, namely, the Allied Trade Associtaion of Chicago, where funds are being raised on the percentage plan and 75 per cent of such funds is being used for local advertising and 25 per cent contributed to the national advertising fund.

Now, then, we have linked up with this great movement the newly organized National Flower Growers' Association. Those who have given any time and study to the matter of the producing end of our business have come to the conclusion that it is necessary to organize on a business basis that branch that represents the foundation of the trade, which approximates 90 per cent of all the money invested in the flower business in this country. Careful investigation has proven to us beyond a doubt that the producers of any article by virtue of that branch of a business, are and primarily should be, the national advertisers. In our case, it being the growers, we felt it right and proper that the National Flower Growers' Association should take a leading part and be a prime factor in carrying on and financing the national advertising campaign. We no doubt shall continue to receive the co-operation of the retailers who up to now have been the leaders in this great movement. In so doing we are not pioneers in any sense of the word. We are merely following the precedent laid down for us by various producers of other products who have in the last decade marketed a vast increased production through judicious national advertising.

ST LOUIS DISTRICT MEETING

The meeting of the St. Lois, Mo. district of the National Flower Growers' Association was held at the St. Nicholas hotel, Springfield, Ill., April 19. A large number of growers from St. Louis and vicinity, southern and central Illinois were in attendance. At the main session, President Walter A. Amling, Pana, Ill., in the chair, the report of J. J. Beneke, St. Louis, secretary, made a very favorable impression. He showed that the membership of the district consisted of 58 growers all of whom had paid their first quarterly dues in advance, with 14 paying for a year. The amount of $856.67 had been collected to date, and with disbursements of $397.34 the treasury showed a balance of $458.83. The report of Treasurer W. A. Rowe, St. Louis, also showed a balance of $458.83. Both reports were accepted, to be approved later by the auditing committee. Introduced as the principal speaker of the afternoon, J. Fred. Ammann, Edwardsville, Ill., outlined the growth of the national organization and told the members the benefits they will derive from it. Mr. Ammann's address was well received. John Steidle, Olivette, Mo., exhibited 100 blooms of the seedling pink carnation, Edna, making a fine display. The flowers were given a score of 86 points and Mr. Steidle was awarded a certificate of merit by the association.

At a meeting of the executive committee presided over by Mr. Amling, the minutes of the previous session of the association held at Pana, Ill., were approved. After other routine matters were discussed, the question of co-operative buying was considered. The chair then appointed a committee consisting of Secretary J. J. Beneke, W. A. Rowe and C. E. De Wever, all of St. Louis, to have charge of the buying for members who make out the questionnaires recently sent out by the organization. Other committees were appointed to look after the interests of the pot plant and retail growers. At the conclusion of the executive committee meeting, the members accepted the invitation of J. W. Ross, Centralia, Ill., to hold the next session of the organization in that city, July 19.

The entertainment programme consisted of an automobile trip through the city and a visit to the greenhouses of A. C. Brown, G. H. Hennessey, Belle Miller and Hembreiker & Cole. Dinner at the hotel followed by a theatre party concluded a busy day.

OHIO DISTRICT

Great strides have been made during the past month in the work of organizing the Ohio district of the National Flower Growers' Association. The organization now has a membership of very nearly 100, representing 2,000,000 square feet of glass. A new plan has been developed which is working very successfully. In each of the larger communities a local unit is formed and a vice-president and secretary elected and left in charge of the organization. When permanent officers of the state association are elected, these local vice-presidents will act as directors of the parent body. By this plan it will be possible to secure the immediate action of the entire state upon any question when speed might be needed. Local bodies will hold monthly meetings to discuss problems that affect their communities, or that they wish to have brought up for action by the entire state.

Strong, local organizations have been created in Cleveland, Toledo, Columbus, Youngstown, Akron, Canton, Dayton and Cincinnati. Monthly meetings are being held in these centers and committees are being appointed to consider questions that are vital to the trade. That this state has made such quick progress in the forming of its division of the National Flower Growers' Association is due entirely to the energy and activity of President Carl Hagenberger, W. Mentor, ho has taken personal charge of the work and has spent a great deal of time, energy and money in visiting the various cities and towns of the state, preaching the gospel and benefits of co-operation. That this work is bearing fruit is evidenced by the rapid growth of the association. On his tours, Mr. Hagenberger has been accompanied by Director Lars Anderson and Secretary L. C. Vinson.

MEMBERS OF OHIO DISTRICT

The following are the members who have affiliated with the Ohio district up to May 1:

G. A. Ackerman Co., Columbus.
Adgate & Son, Warren.
C. L. Adgate & Son, Niles.
W. F. Ahern, Akron.
Lars Anderson, Rocky River.
Geo. W. Bartholomew, Dayton.
E. C. Basinger, Columbiana.
James Baum, E. Liverpool.
Homer Beard, Canton.
Otto Bindel, Akron.
John Bruckner, Cincinnati.
Cleveland Cut Fl. Co., Newton Falls.
Asher M. Coe, Cleveland.
V. A. Cowgill, Salem.
John Dunstan, Niles.
Albert J. Eden, Sebring.
Endres Floral Co., New Philadelphia.
William Fisher, Akron.
Fox, The Florist, Cleveland.
Franklin Park Fl. Co., Columbus.
Frisch, The Florist, Dayton.
John R. Goldman, Dayton.
Carl Hagenberger, W. Mentor.
Hall's Greenhouses, Clyde.
Mrs. B. Haschke, Dayton.
L. C. Hecock Floral Co., Elyria.
Harry Heinl, Toledo.
Heepe Whl. Plant Co., Macedonia.
A. M. Hills, Columbus.
D. L. Hollinger, Akron.
H. G. Hulbut, Hubbard.
Humm & Jones, Oberlin.
Huzel Bros., Toledo.
Joseph Imholte, Cincinnati.
Martin Janoch, Cleveland.
Joseph Katona, Columbus.
Kester Bros., Massillon.
J. M. Knapp, Girard.
Chas. Koelker, Toledo.
Wm. J. Kramer, Rocky River.
Otto P. Krueger, Toledo.
Wm. F. Krueger, Toledo.
Sam Kuhn, Cincinnati.
W. E. Kunkel, Warren.
T. J. Ludwig, Columbus.
McFarlands, Florists, Akron.
H. T. Miller, Alliance.
Mansfield Milton, Youngstown.
C. Alfred Murphy, Cincinnati.
O. B. Murphy, Cincinnati.
Edwin W. Murphy, Cincinnati.
L. F. Murphy, Cincinnati.
R. H. Murphy's Sons, Urbana.
W. Ray Murphy, Cincinnati.
Murphy Bros., Cincinnati.
Raebel & Son, Canton.
Thomas Rhymes, Tallmadge.
Riverside Florists Co., West Park.
E. E. Schaefer, Dayton.
J. L. Schiller, Toledo.
Schmidt & Botley Co., Springfield.
Schmidt & Meine, Youngstown.
Schramm Bros., Toledo.
Wm. Schumann, Cincinnati.
J. W. Scott, Lisbon.
John E. Smith, Uniontown.
Chas. B. Strom, Youngstown.
A. A. Suder, Toledo.
Wm. H. Temblett, Cleveland.
Twin City Floral Co., Urrichsville.
The Brookline Floral Co., Cleveland.
The Friedley Co., Cleveland.
The Gasser Co., Cleveland.
The Heiss Co., Dayton.
The Walker Floral Co., Yongstown.
R. Witterstaetter, Cincinnati.

L. C. VINSON, Sec'y.

MARION, O.—J. J. Francis suffered a loss of between $300 and $400 when vandals sprinkled poison on 25,000 of his plants recently.

FREEPORT, ILL.—A loss of nearly $3,000 to its range and plants was sustained recently by the Freeport Floral Co., during a heavy snow and wind storm.

NEW BEDFORD, MASS.—The New Bedford Horticultural Society will hold an exhibition of peonies June 15-16, roses June 22-23, gladioli August 17-18, dahlias September 21-22. For premium lists address Secretary Jeremiah M. Tabor, 888 Rockdale avenue.

OBITUARY.

David Ives ushnell.

David Ives Bushnell, senior member of D. I. Bushnell, & Co., seed merchants, St. Louis, Mo., one of the oldest grain men and active member of the Merchants Exchange of that city, died of bronchial pneumonia in the Missouri Baptist sanitarium April 29. He had been in ill health a number of years but was at the office part of the day April 26, the seventy-fifth anniversary of his birthday.

Mr. Bushnell was born at Sheffield, Mass., and spent his boyhood days there, his father being a schol teacher and very well known. He established the firm which bears his name in St. Louis in 1872 and was elected president of the American Seed Trade Association at the Toronto convention in 1894, having for associates S. E. Briggs, of that city as vice-president and the late A. L. Don of New York, secretary-treasurer. He was president of the St. Louis Archaeological Society and travelled extensively in pursuit of this science, proving beyond doubt the existence of an early Indian line of communication between Niagara Falls, N. Y., and Missouri. He was a member of the St. Louis and other clubs, and a benefactor of the Missouri Tuberculosis Society, Union Mission Association and the Mothers' and Babies' Home. A number of orphans in care of the mission association marched in a body to pay tribute to his remains April 30.

Funeral services were held May 1, in a house which Mr. Bushnell had just recently purchased but never occupied, the large attendance including George S. Green, of the Illinois Seed Co., Chicago, and wife, Charles D. Boyles and Harry S. Faust, of the Albert Dickinson Seed Co., Chicago, J. G. and J. L. Peppard, of the J. G. Peppard Seed Co., Kansas City, Mo. The Rev. George R. Dodson, pastor of the Church of the Unity officiated. The remains will be placed in a mausoleum in Bellefontaine cemetery. Beautiful floral tributes were received from all parts of the country.

One son, Prof. D. I. Bushnell, Jr., of the Smithsonian Institution, Washington, D. C., survives, also a brother, 87 years of age, and nephew at Sheffield, Mass.

Robert W. Pommer, the surviving partner, will continue the business.

APPRECIATION

George S. Green of the Illinois Seed Co., Chicago: "In the death of D. I. Bushnell, the seed trade has lost one of its strongest and most lovable personalities. He has been prominent among seedsmen for about 50 years, and during all this time, has never made an enemy. He has stood for honor and fairness in business, and his personal relations with all with whom he came in contact, have been upright and liberal. He will be sincerely mourned by many whom he has befriended.

Fred W. Barteldes, of the Barteldes Seed Co., Lawrence, Kans.: "Many, many old friends will mourn the death of D. I. Bushnell, all the more as this sad news comes at a time when so many prominent seedsmen have been called from the ranks.

"The late Mr. Bushnell was a close friend of mine during a period of almost 50 years, having started in business at St. Louis about the same time I started in Lawrence. In all our business dealings of these many years, not once have I had occasion to question the integrity of his firm.

"Mr. Bushnell will be greatly missed at the coming St. Louis convention of the seed trade. His personality always made him the center of an admiring host, and I am confident that if he could have been spared a few months longer, he would have greeted the many visiting friends with his ever cheerful smile. I know it would have taken more, a great deal more, than the trials and disappointments of the past season to dim that smile."

S. F. Willard, of Comstock, Ferre & Co., Wethersfield, Conn.: "He was a fine representative of upright New England character, firm in all his convictions of honor and fair dealing, a type of man we all love to remember. He was a native of western Massachusets, leaving his home in 1872 to new fields in the west. His success, his friends, his business associations all bear tribute to a life broad in its outlook, sincere in integrity, thoughtful for others and cheerful under trials."

Alfred Demeusey.

Alfred Demeusey, well known carnation grower of Flatbush, Brooklyn, N. Y., died May 1, age 53. He had been in poor health for a year, but had attended to business up to two days before his death. Mr. Demeusey came to this country in 1883 from France, and secured employment with the late Charles Zeller. Three years later he went into business for himself, which he pursued successfully until his death. He was a member of the Society of American Florists and the New York Florists' Club, and was highly respected by all who knew him.

Mr. Demeusey is survived by his wife, a son and a daughter.

Columbus, O.

INCREASED DEMAND FOR STOCK

Trade during the past week has been better than during any week since Easter. All of the down-town florists report a larger volume of business in every way and people have got over their hesitancy in buying flowers and plants. Funeral work has been especially active. Parties and weddings are also a feature. In fact every line of the trade is good including loose flowers, corsages and floral pieces. The supply is adequate, and the quality is generally high-class. Roses and carnations are in good supply and the demand has been steady. Snapdragons and tulips are also selling well and prices are firm. Sweet peas are one of the best features. The weather has not been the best for greenhouses as it has been rather cool but nevertheless there is a plentiful supply locally. Plants are in better demand as the summer approaches. Offerings are small.

NOTES.

Active preparations are being made for Mothers' Day and there is expected to be a larger demand for flowers than ever before. The principal flowers in the market will be roses, carnations, sweet peas, lilies, snapdragons and tulips. Prices will not be advanced materially because of the occasion.

The public was invited to see a novel display at the greenhouses of the state hospital for the insane. The public was shown through the greenhouses April 25-26 from 8 a. m. to 5 p. m. One of the features was more than 1,000 blooming calceolarias, a comparatively new flower in this section. These flowers come in various shades, the striking feature being their resemblance to a ladie's purse.

Stephen the Florist, at the Greenlawn cemetery, has been featuring pansies which are being sold at 75 cents per dozen. This concern is doing a good business in spireas, honeysuckles, deutzias, barberries, hydrangeas, clematis and other shrubbery.

J. W. L.

GRAND RAPIDS, MICH.—Peter Vos and son Gerrett Vos have purchased 40 acres of land near this city for growing gladioli and will plant 2,000,000 bulbs early in May.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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THE delay of this week's issue is due to the printers' strike.

THE next annual meeting of the American Rose Society will be held at Washington, D. C., June 2.

IT is reported the spaces assigned by the National Flower Show management, for the Cleveland, O., exhibition in 1922 for ornamental garden displays, have been engaged.

Cape Jasmines.

D. Z. Holloway, Pasadena, Texas, says the outlook for a supply of cape jasmine buds was never better. The cut will begin to move about May 12 and continue into June.

European Notes.

R. A. Rolfe, the well known botanical authority on orchids at the Kew Herbarium, London, Eng., died April 13. He was an accomplished successor to Reichenbach of Germany, the previous authority on these plants.

We now learn that Wilhelm Runde, the well known horticulturist and specialist in lily of the valey, of Wandsbek, Hamburg, Germany, died February 4.

COAL.—The Illinois Central railroad has issued warning of impending coal shortage, stating that railroads are unable to care for the transportation late in the year and urging consumers to buy and store early.

Memorial Day.

President Harding in his Memorial Day proclamation says: "I invite my fellow citizens fittingly to pay homage on this day to a noble dead, who sleep in homeland, beneath the sea, or on foreign fields, so that we who survive might enjoy the blessings of peace and happiness and to the end that liberty and justice, without which no nation can exist, shall live forever."

Coal and Wood Ashes.

Coal ashes have little value as fertilizer, their use being mainly to loosen the soil and make it more workable. They are most valuable on heavy clay soil, but should be screened to take out coarse material before they are applied, and should be spread evenly over the surface and thoroughly mixed with the soil. Wood ashes have fertilizing value, but should be applied before they become leached.

Society of American Florists.

MEMBERSHIP DRIVE.

The Society of American Florists, through a special committee of which J. Fred Ammann, Edwardsville, Ill., is chairman, is planning a drive for new members, to begin May 15, and continue until the annual convention of the society in August. The aim is to double the membership in 90 days, with the hope that every member will obtain a new member.

To stimulate the campaign, Mr. Ammann is sending out two letters, one to the secretaries of affiliated organizations and the other to secretaries of local florists' clubs. The object of the first letter to the affiliated societies is to secure membership lists, to check against Society of American Florists' list. It is expected through this co-operation to increase the membership of these organizations as well as the parent society. The other letter, written to secretaries of florists' clubs, requests the appointment of three members to act as a local committee on membership, co-operating with the national society committee.

American Sweet Pea Society.

The American Sweet Pea bulletin and schedule for 1921, the official organ of the American Sweet Pea Society has been issued and contains much of interest. Included in the contents is the final and complete schedule for the exhibition to be held in connection with the thirteenth annual convention at the American Museum of Natural History, New York, June 25-26. Among the awards offered is the Hutchins memorial cup, value $250, to be held one year only, for the finest 12 distinct varieties, 20 sprays to a vase, correctly named; in addition to which the prizes of the W. Atlee Burpee Co., Philadelphia, Pa., will be awarded. Entrants may secure entry blanks from Secretary Edw. C. Vick, 205 Elwood avenue, Newark, N. J. These should be properly filled out and mailed to reach him on or before June 23.

Additional features of the bulletin are a number of excellent papers among them the following: "The Best Sweet Peas." by Geo. W. Kerr, Doylestown, Pa.; "Growing Sweet Peas in Clumps," by Chas. Elliott, and "Seed Sowing", by Wm. Gray, Newport, R. I.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

Boston, Mass., May 10, 8 p. m.—Florists' Association of Boston at the Parker house. W. J. Thurston, secretary, Boston.

Chicago, May 11, 8 p. m.—Gardeners' and Florists' Union No. 10,615 at 180 W. Washington street. Bernard Wahlsted, secretary, 851 N. Trumbull avenue, Chicago.

Cincinnati, O., May 9, 8 p. m.—Cincinnati Florists' Society at 532 Race street. Alex. Ostendarp, secretary, 14 E. Third street, Cincinnati.

Columbus, O., May 9, 8 p. m.—Columbus Florists' Association at the Neil house. E. A. Munk, secretary, 19 S. High street, Columbus.

Davenport, Ia., May 12, 8 p. m.—Tri-City Florists' Club at home of members. Wm. Knees, Jr., secretary, Moline, Ill.

Hartford, Conn., May 13, 8 p. m.—Connecticut Horticultural Society at County building, S. H. Deming, secretary, Hartford.

Hartford, Conn., May 10, 8 p. m.—Hartford Florists' Club. Geo. Marchant, secretary, 13 Huntington street, Hartford.

Knoxville, Tenn., May 10, 7:30 p. m.—Knoxville Florists' Club at member's place of business. Robt. E. Mapes, secretary, B. 116, Knoxville.

Lenox, Mass., May 11, 7:30 p. m.—Lenox Horticultural Society at Town Hall. Hy Heeremans, secretary, Lenox.

Louisville, Ky., May 11, 8 p. m.—The Kentucky Society of Florists at Y. M. H. A. hall, Jos. Abele, secretary, Louisville.

Madison, N. J., May 11, 8 p. m.—Morris County Gardeners' & Florists' Society at Masonic hall. Edw. Reagan, secretary, Morristown, N. J.

Newark, N. J., May 12, 8:30 p. m.—Essex County Florists' Club at Rover's hall. David Murphy, secretary, 181 Clinton avenue, Irvington, N. J.

New London, Conn., May 12, 8 p. m.—New London Horticultural Society at Municipal building. Stanley Jordan, secretary. Harkner's estate, Waterford, Conn.

New Orleans, La., May 8, 4 p. m.—Gardeners' Mutual Protective Association at 5001 Rampart street. John Parr, secretary, 4539 Rampart street, New Orleans.

Newport, R. I., May 12, 8 p. m.—Newport Horticultural Society at Music hall, Thames street. Fred P. Webber, secretary, Nelville, R. I.

New York, May 9, 7:30 p. m.—New York Florists' Club at Engineering building, 33 W. 39th street. John Young, secretary, 43 W. 18th street, New York.

New York, May 11, 8:30 p. m.—Greek-American Florists' Association at 119 E. 23rd street. Spiros Sakas, secretary, 260 Third avenue, New York.

New York, May 14, 4.30 p. m.—Horticultural Society of New York at Botanical garden. George W. Wash, secretary, New York Botanical garden, Bronx Park N. Y.

Poughkeepsie, N. Y., May 11, 2 p. m.—Dutchess County Horticultural Society at Falkill building. Theo. H. DeGroff, secretary, Hyde Park, N. Y.

Rochester, N. Y., May 13, 8 p. m.—Rochester Florists' Association at 95 E. Main street. Irving W. Briggs, secretary.

Seattle, Wash., May 10, 8 p. m.—Seattle Florists' Club at Henry building. Thos. Wylie, secretary, Holly street, Seattle.

Seattle, Wash., May 8, 2 p. m.—Florists' and Gardeners' Union No. 16,667 at I. O. C. T. hall. E. Popp, secretary, Fort Steilacoom, Wash.

Springfield, O., May 9, 7:30 p. m.—Springfield Florists' Club. Arthur Leedle, secretary, Springfield.

St. Louis, Mo., May 12, 2 p. m.—St. Louis Florists' Club. J. J. Beneke, secretary, 3648 Humphrey street, St. Louis.

St. Louis, Mo., May 9, 8 p. m.—Retail Florists' Association of St. Louis. Oscar Ruff, secretary, 3119 S. Grand avenue, St. Louis.

Toronto, Ont., May 9, 8 p. m.—Toronto Retail Florists' Club at Dunlop's hall. H. W. James, secretary, 10 Adelaide street, W., Toronto.

Mothers' Day.

The beautiful hands of my mother dear,
At rest 'neath the daisies for many a year,
Strange, is it not, as the shadows grow
And the eventide gathers, they thrill me so!

Beautiful hands of the long ago,
Hands that so tenderly toiled, I know,
Toiled for me as my baby feet
Toddled along in the busy street.

Toiled, as sped on the years of my youth;
Patiently pointing the path of truth.
Beautiful, soothing, soft, white hands,
Pain would vanish at their commands.
Fears would scatter, and sorrow flee,
When those dear old hands were laid on me.

And those beautiful hands are as real to me
After fifty years, as they used to be.
And I feel the thrill of her presence now,
And I see her smile as my head I bow
And my heart o'erflows as I "Say it with Flowers."

J. Austin Shaw.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By good grower of roses, carnations and general stock. Address

A. F. F., care American Florist, 134 West 16th St., New York.

Situation Wanted—By gardener and florist; single; having long experience on private estates and institutions. Good Scotch and American references. Capable of taking full charge. Address **Box 3, Hardwick, Ga.**

Situation Wanted—Capable of taking charge; first class grower of roses, carnations and all kinds of forcing stock. State wages and full particulars. Address,

Key 557, Care American Florist.

HELP WANTED

Experienced young man to take charge of window box department. Good wages. Must have good references.

MALANDRE BROS.
2077 Broadway, NEW YORK CITY

HELP WANTED

FLORAL DECORATOR

Man with broad experience who has the ability and personality to enable him to solicit floral decorations from high class people. Must be able to develop the decorating department of one of the largest establishments in Chicago. This company has a large, beautiful retail store, a landscape gardening department and its own nurseries, but lacks a competent manager for its decoration department. Do not answer unless you are big enough to handle this work and are a business getter. State all particulars in writing. This is no piker proposition.

Address

Key 559, care American Florist.

Help Wanted

The Elm City Nursery Co. has an opening in its Landscape Department for two A-1 experienced Landscape-Planters, men who know stock and can handle a landscape plan, who can organize and handle men. If you do not classify do not waste your time and ours by writing.

Also a thoroughly experienced Nurseryman familiar with growing and handling a full line of ornamental nursery stock.

Positions open June 1st.

The Elm City Nursery Co.
NEW HAVEN, CONN.

Help Wanted

First-class salesman and designer. Good wages. Must have good references.

MALANDRE BROS.
2077 Broadway, New York City

GARDENER WANTED

at Homewood, Ill., suburb of Chicago. Man and wife to live in caretaker's house. Good wages to the right party. Telephone Midway 4709, South Chicago 9270, or address

R. E. DALY, 6723 Ogelsby Ave., Chicago, Ill.

INFORMATION WANTED

as to whereabouts of **JOHN H. BUXTON.** Have money for him. Address

GEORGE W. BRIGHT
609 Lyons Building, Seattle, Wash.

GOOD OPPORTUNITY

For Practical Florists

To secure interest in long established western business, with extensive greenhouses and successful flower store. Growers and store men should address

Key 560, care American Florist.

FOR SALE

Glass: 16x24, 16x20, 16x22, per box	$5 50
16x16, 14x16, per box	4.50
12x16, 10x16, per box	4 00
1¼ in. wrought iron pipe, per foot	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each	2.50
Rafters or sash bars, per foot	.02
Shafting (heavy), per foot	.10
Shafting (light), per foot	.06
Ventilating arms, each	.25
Ventilating hangers, each	.10
Garland iron gutters, per foot	.40
	Per 1000
6 ft. wire stakes	$13.50
5½ ft. wire stakes	10.00
5 ft. wire stakes	10.00
4 ft. wire stakes	7.50

PETER REINBERG
30 East Randolph Street, CHICAGO

FOR SALE

Good second-hand pipe for water and steam purposes and for culverts in all sizes, from ¾-inch to 14-inch; also for support posts for irrigation systems. Write us for prices.

MAX ZEIGLER & BROS., Muncie, Ind.

Forced Sale

Exceptionally fine greenhouse property in Evanston, Illinois, must be sold by order of court to close litigation. Located on corner, 172x251 feet; greenhouses cover over 30,000 square feet and are equipped with concrete benches. There is also a 7-room heated dwelling on the premises and necessary sheds, etc. Property worth double what you can buy it for now.

Frederick H. Brammer
138 North La Salle Street
CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in back and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Home-Grown Stock

Greatly Increased Demand

If you have any to offer, or are likely to have any soon, **advertise in these columns now.**

AMERICAN FLORIST CO.
440 South Dearborn Street, CHICAGO

Jasmines Grandiflora

The Most Beautiful and Fragrant
The Queen of Flowers

Do not delay placing your order for

MEMORIAL DAY----Order Now

Extra long stems.....	20 to 24 inches,	per 1000,	**$30.00;**	per 100,	**$4.00**
Long stems.....	12 to 18 inches,	"	**25.00**	"	**3.00**
Medium.....	8 to 12 inches,	"	**18.00**	"	**2.00**
Short.....	4 to 8 inches,	"	**12.00**	"	**1.50**

500 at 100 rate.

These snow white fragrant buds with their evergreen leaves are packed in wet paper and are guaranteed to reach you in perfect condition. They are packed and timed to arrive the day wanted ready to open.

THOS. C. EDWARDS, Alvin, Texas

(The Old Reliable). (Established 1894).

Mention the American Florist when writing

Cape Jessamine Buds for Memorial Day

The Queen of Flowers
600,000 This Season
The Largest Jessamine Farm in the U.S.

To Our Customers and the Trade:—The Cape Jessamine Bud Crop will be ten days earlier this season than it has for the past several years, starting about May 8. This will enable us to fill your **Decoration Day** order complete and have it in your store several days in advance, so there will be no need for you to worry. We will also be able to take care of any rush order after May 10. An early order or two will no doubt stimulate your Decoration Day trade.

Our buds are fine; we believe in cultivation and fertilization, which costs money, but the extra quality more than repays it. "Squirrel ear" leaves and nobby buds do not go with us. If you have never bought off us, all we ask is a trial shipment.

We will ship anywhere in the U.S; time arrivals and guarantee A1 stock. No order too large for us. Place your order where the supply is large, but to avoid the rush, order early. We are booking orders daily. Special attention given regular orders. Jessamines travel at second-class express rate.

Class X, 12 to 18 inch stems.....	$3.00 per 100;	$25.00 per 1000
Class A, 8 to 12 inch stems	2.00 per 100;	18.00 per 1000
Class B, 4 to 8 inch stems.....	1.50 per 100;	12.00 per 1000

500 at 1000 rate. Terms: Cash or C. O. D., F. O. B. Alvin, Texas. Write, Phone or Wire.

If you wire, all that is necessary is to state number wanted and class (X, A or B).

Positively no change in price. Awake day and night, ready to serve you.

We are also large shippers of Mexican Tuberoses; season starts July 1st and ends Dec. 1st.

ALVIN CAPE JESSAMINE & FLORAL CO., Reference: Alvin State Bank **Alvin, Texas**

Mention the American Florist when writing

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

MEMORIAL DAY

Now commemorates not only the heroes of our Civil Struggle but also those of the Great World War. To show that we appreciate their sacrifices, the least we can do is properly adorn their resting places with flowers, silent tokens of affection.

All dealers should advise the trade what specialties they have to offer for this occasion in the

MEMORIAL DAY NUMBER

——of——

THE AMERICAN FLORIST

which will be issued

MAY 19th

The early ad gets the most attention from publisher, printer, and reader

Send us yours now.

AMERICAN FLORIST COMPANY

440 So. Dearborn St., Chicago.

Choice Quality of Roses

IN ALL LENGTHS OF STEM

Buy Direct from the Grower

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST—Subject to Market Changes

RUSSELL	Per 100
Fancy Long	$25.00
Good Length	20.00
Medium	$12.00 to 16.00
Short	6.00 to 10.00

COLUMBIA	
Fancy Long	$25.00
Good Length	20.00
Medium	$12.00 to 16.00
Short	6.00 to 10.00

PREMIER	
Fancy Long	$25.00
Good Length	20.00
Medium	$12.00 to 16.00
Short	6.00 to 10.00

HOOSIER BEAUTY	Per 100
Long	$20.00
Medium	$12.00 to 16.00
Short	6.00 to 10.00

OPHELIA	
Long	$16.00
Medium	$10.00 to 12.00
Short	6.00 to 8.00

SUNBURST	
Long	$16.00
Medium	$10.00 to 12.00
Short	6.00 to 8.00

WHITE KILLARNEY	
Long	$12.00 to $16.00
Medium	10.00
Short	$6.00 to 8.00

ASSORTED ROSES
—OUR SELECTION—

Good short and medium, including some **Russell, Columbia and Premier.** In lots of 200 or more, $8.00 to $10.00 per 100, depending on length of stem.

Fancy Ferns, per 1,000	$5.00 to $6.00
Adiantum, per 100	$1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	.35

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

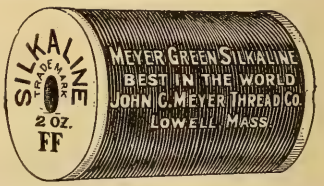
HEAVY DEMAND FOR MOTHERS' DAY

The demand for stock for Mothers' Day is exceptionally heavy especially from out-of-town points and from present indications it appears as if the market will clean-up completely in all lines. The cold weather early in the week shortened up the supply considerably and the market opened up strong this week with carnations bringing $8 per 100 and up. A few warm days might change the situation somewhat especially as far as the city demand is concerned, but it looks as if all stock placed on shipping orders will command the advertised quotations and in some instances more. Carnations are in strong demand and orders are plentiful but some of the dealers are only accepting from their regular customers. American Beauty roses are in fair supply and should clean-up completely. Columbia and Premier are having a good call and what few Mrs. Chas. Russell are arriving are finding ready buyers. Milady, Hoosier Beauty, Dunlop, Butterfly, Ophelia, Sunburst, Montrose, White Killarney, Aaron Wards, Cecile Brunner and all the other varieties of roses grown for this market are in strong demand and none too plentiful at this writing. Peonies are in good supply at several of the wholesale houses but should be all disposed of at the advertised quotations. Sweet peas, orchids, gardenias and lily of the valley are in good supply and in strong demand. Snapdragons are quite a factor in the market and there is some choice ones obtainable. Stocks, mignonette, daisies, larkspur, candytuft, pansies, tulips, jonquils, calendulas, white and yellow daisies, lilies, callas, gladioli, narcissus and other miscellaneous seasonable stock is included in the cut flower offerings. Statice is to be had in quantity of splendid quality and is coming in handy. Greens are none too plentiful and cut ferns advanced in price the past week. Everything points to a brisk demand for Mothers' Day with the greatest clean-up in years unless the weather takes a decided change for the better before the week is over.

NOTES.

The Chicago Church Federation will send flowers and dainties to former soldiers who cannot leave the hospitals on Mothers' Day. The arrangements are in charge of Howard A. Johnston, president of the federation and Walter R. Mee, executive secretary.

Lewis & Rocca's wedding window is attracting much attention and is cleverly arranged with miniature wax figures consisting of the ring bearer, bridal couple, maid-of-honor and six bridesmaids.



Do not take any fake or imitation thread, claimed to be the Meyer silkaline, or smilax threads. Be sure the name Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from and you will notice that our threads run full two ounces of thread to the spool. Be sure and get the Meyer thread.

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

Late Orders Given Prompt Attention

Buy Direct From the Grower — **MOTHERS' DAY PRICE LIST** — Subject to change without notice

MRS. CHAS. RUSSELL and PREMIER	Per 100
Specials	$35.00 to $40.00
Fancy	30.00
Select	25.00
Medium	15.00 to 20.00
Short	8.00 to 12.00

OPHELIA and SUNBURST	Per 100
Specials	$20.00 to $25.00
Select	18.00 to 20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00

COLUMBIA	Per 100
Specials	$35.00 to $40.00
Fancy	30.00
Select	25.00
Medium	15.00 to 20.00
Short	8.00 to 12.00

Killarney / White Killarney	Special	20.00 to 25.00
	Select	18.00 to 20.00
	Medium	12.00 to 15.00
	Short	8.00 to 10.00

ROSES, OUR SELECTION 12.00

CARNATIONS—All Colors ..... $12.00 to $15.00 per 100

Sweet Peas, all colors	$3.00 to $ 5.00 per 100
Valley, order of us for the best	8.00 to 10.00 per 100
Ferns, per 1000	$5.00
Adiantum, per 100	2.00

GALAX	Per 1000
Bronze	$2.00
Green	2.00
Asparagus, per bunch	.50

Order from us and get the freshest stock and of best keeping quality and have the assurance of supplies such as can only come from 2,000,000 FEET OF MODERN GLASS

HIGH GRADE
CUT FLOWERS

All the Leading Commercial Roses and Carnations Grown for this Market

Sweet Peas, Daisies, Callas, Valley, Gardenias, Peonies, Mignonette, Snapdragons, Narcissus, Orchids, Lilies, Calendulas, Tulips, Jonquils, Etc.

COMPLETE LINE OF ALL GREENS

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

EXTRA HEAVY SUPPLY

ROSES--CARNATIONS

Place your orders with us and you will get
the best stock obtainable for the least money

WIETOR BROS.

30 East Randolph St., L. D. Phone: Randolph 2081 CHICAGO

Mention the American Florist when writing

The A. L. Randall Co. was fortunate in having a large quantity of peonies and gladioli in addition to its usual line of stock for Mothers' Day, which came in handy owing to the general shortage on account of the cold weather. This firm's sales for this occasion should break all records.

Mayor Thompson received a bouquet of roses from Mayor Hylan of New York this week, via the first of the regular line of commercial aeroplanes to fly between New York and this city. The New York mayor in his message of greeting added "I say it with flowers."

Chas. Erne, of Erne & Co., is showing his friends a beautiful sketch of the life of the late John G. Heinl, Terre Haute, Ind., which was issued in memory of him. The late Mr. Heinl was the first man that Mr. Erne ever worked for in the trade.

Henry M. Hirsch has resigned as president of the Antoinette Floral Shop, Inc., 934 East Forty-seventh street, and is no longer connected with it. Mr. Hirsch expects to open a new retail store in the near future, full particulars to be announced later.

The regular meeting of the Florists' Club will be held May 5 when the floriculture students at the state university will present their play "The Flower Shop," which will be followed by dancing. Tickets $1.00 each.

Zech & Mann report a heavy demand for stock for Mothers' Day especially roses and carnations. Exceptionally fine sweet peas and snapdragons are included in the receipts of miscellaneous stock.

The Fleischman Floral Co. had a large basket of Mrs. Frank Pentleton gladioli on display, April 30. The gladioli were exceptinoally well-grown and commanded immediate attention.

Ronsley is making preparations to move from his present location on East Jackson boulevard to his much larger quarters at 322 South Wabash avenue immediately after Mothers' Day.

The Joseph Foerster Co. is handling a particularly fine grade of gladioli especially Mrs Frank Pendleton. Fancy sweet peas are to be had in quantity at this establishment.

The Chicago Flowers Growers' Association reports a heavy demand for stock for Mothers' Day with more orders than flowers. The shipping demand is exceptionally strong.

A. L. Vaughan's latest hard times story is from the south, and relates the enterprise of two darkeys who borrowed a dog to hunt rabbits on shares.

KENNICOTT BROS. CO.

First and essentially a rose and carnation house, always equipped to furnish every seasonable specialty, has been deservedly recognized as the PEONY HOUSE of AMERICA, and will again lead this season with a wonderful crop of Peonies for MEMORIAL DAY.

FOUNDED BY PLANT KENNICOTT 1st

KENNICOTT BROS. CO.
CHICAGO

Tom Rodgers, of the Weiland-Risch Co., left this week for Spring Lake, Mich., for the benefit of his health. He will enjoy a well-earned rest.

The J. A. Budlong Co. is having its share of the Mothers' Day demand and report business as exceptionally brisk.

Wietor Bros. are well pleased with their demand for Mothers' Day and could dispose of much more stock if it was available.

Bassett & Washburn report a heavy call for roses for Mothers' Day with a quick clean-up in stock each day.

The Allied Florists' Association is doing some attractive advertising in the local dailies for Mothers' Day.

The John J. Crooke Co., tin foil makers, have bought improved land at 1246-70 North Campbell avenue.

Leo "Red" Gannon, of the American Railway Express Co., was injured May 1 in an automobile accident.

Peter Reinberg is cutting a good supply of roses, especially Columbia, of splendid quality.

The Henry Wittbold Co. has moved into its new store at 75 East Adams street.

Max Awizzus, of the Zech & Mann force, is back from a trip to Toledo, O.

D. E. Freres & Co. are showing a fine line of miscellaneous stock.

Place Your Memorial Day Order Early

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Excellent Roses

SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red CARNATIONS

Including the finest Mrs. C. W. Ward on this market, bar none

**Valley, Snapdragons, Lupines, Calendulas, Larkspur,
White and Blue Daisies, Sweet Peas, Forget-Me-Nots,
Lilies, Stocks and all other seasonable Cut Flowers.
Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri.**

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

**Roses, Valley and Carnations
Our Specialty**

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

The local wholesalers received the following notice from the Cleveland, O., Retail Florists' Association, Inc., this week, which was adopted at a recent meeting according to the secretary, W. F. Felton: "Resolved: That the members of the Cleveland Retail Florists' Association will absolutely refuse to accept picked carnations for Mothers' Day, and will return to consignee and deduct same from invoice. And that the secretary is hereby instructed to send copy of this resolution to all wholesalers doing business with members of this association." The word "picked" which appeared in this notice was evidently intended for "pickled."

Peter Moleson, formerly with Peter Reinberg, is now supplying the wholesalers and retailers with delivery service to all parts of the city via the old reliable Ford. Mr. Moleson is making his headquarters at Fred Nicklas at 30 East Randolph street.

A. L. Vaughan & Co. are having a heavy call for stock for Mothers' Day and are taking good care of all their regular customers notwithstanding the extreme scarcity of stock in this market.

Notices have been posted in local wholesale houses as follows this week: "On all sales of flowers one per cent will be included in the purchase price."

H. B. Kennicott, of Kennicott Bros. Co., has returned from a business trip to Florida.

Miss S. Leslie is opening a retail store at Wabash avenue and Lake street.

Visitors: William Fenniger, Toledo, O.; George Pandell and F. D. Hepler, Indianapolis, Ind.; Hugo Rudolph and wife, Manitowoc, Wis.; James Aldous, Iowa City, Ia.; John E. Lapes, Sioux City, Ia.; Henry Kusik, Kansas City, Mo.; Art Leidiger, Milwaukee, Wis.; J. S. Wilson, Jr., Des Moines, Ia., and F. E. Bonham, Macomb, Ill.

Providence, R. I.

Trade the past week has been good and stock is still plentiful. Cut flower business is unusually good. Sweet peas, roses, carnatiosn and snapdragons, sell very well. Geraniums are good, and indications are that there will be enough to go around. Mothers' Day trade is causing a heavy demand for carnations of all colors.

Salesmen representing the New England Florist Supply Co., Boston, Mass., were in this city recently, booking orders.

Oklahoma City, Okla.

A nicely arranged window with May baskets as the feature is seen at the Stiles Co. establishment. This store has had a heavy call for wedding, party and bank decorations.

Furrow & Co. will re-open a shop in the heart of the retail centre in the near future. Some choice Laddie carnations are being cut by this company at Guthrie.

R. L. Howard, formerly with the Foster Floral Co., is now with Furrow & Co.

The Foster Floral Co. has had a busy week in bank, theatre and store openings.

PAUL RICHMOND.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones: Central 3283, Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Milady Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MISCELLANEOUS

Valley Cattleyas

CARNATIONS

Callas Mignonette

SWEET PEAS

Candytuft

Yellow Daisies White

Snapdragons

Calendulas

GREENS

Plumosus Sprengeri

Bronze and Green Galax

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood

San Francisco.

LARGE SUPPLY MOVES SLOWLY.

The heavy spring cut still continues in this market and coming as it does on a rather quite demand some difficulty, is being experienced in moving stock. At present there is a decided over supply of roses and only the very best flowers are bringing reasonable prices. Columbia, Mrs. Chas. Russell and Premier are now at their best and are being featured by the stores. Prices of these varieties have taken a downward trend, along with other stock. Ophelia is in over supply and the street merchants are offering it in large quantities. All red varieties are in practically the same condition. Cecil Brunner is now very fine and is selling well, for corsage work; roses always find a ready market here for this purpose. The best stock is all out-door grown. We still have good American Beauty roses to offer. Ulrich Brunner, grown out-of-doors is coming in more freely, but as far as price is concerned, it is faring badly in competition with the leading greenhouse stock. We are also receiving some Frau Karl Druski, that is exceptionally fine. Iris, white, blue and purple are receiving much attention. Finer stock is seldom seen, the stems averaging three to four feet long. There has been a large increase in the snapdragon cut, but on the average the offerings are poor in quality. Tulips still are in much favor due to the excellence of the stock being received. Sweet peas continue to arrive in large quantities and are one of the few flowers which find constant favor with the public. Carnations are now at the peak of the spring cut and unless the stock is strictly first class, they move with difficulty. Laddie is rather scarce of late. Gardenias show no change in price or supply. Violets are rapidly disappearing from the market since the warm weather set in. Lily of the valley is in fine demand with prices firm. There has been quite an increase in the cut of cattleyas, but notwithstanding this effort they clean up rapidly. Lilac still continues to be a popular spring flower and finds a ready market. Lupines add to the offerings of spring stock. Lilium Giganteum is arriving in quantity with prices firm. Ranunculus are in ample supply. In flowering plants, rhododendrons are most in evidence. The stock is very satisfactory and sells well. Glory of Mordrecht fern is being largely featured by all the stores and is very fine in quality. French hydrangeas in variety, are in constant demand as pot plants. Genista racemosis is being more largely handled this season as a flowering plant than ever before. Greens of every description are plentiful and reasonable in price.

NOTES.

The officers of the Retail Florists' Association have been advised that the national publicity committee of the Society of American Florists has delegated J. Fred Ammann, Edwardsville, Ill., and Hilmer V. Swenson, Chicago, to visit this city, and assist and advise the local organization in its advertising campaign. Mr. Ammann has addressed over 100 meetings on this subject. Mr. Swenson is one of the foremost advertising men in the country, having organized the Allied Florists' Association of Chicago. These men will arrive here about May 30, and will come prepared with facts and figures to show the results of advertising campaigns in the eastern cities. Mr. Ammann's fame as a convincing speaker has preceded him to the coast.

F. C. Jager & Son, 150 Powell street, have purchased the retail store of the MacRorie-McLaren Co., 141 Powell street. During April and May both shops will be operated, but upon the expiration of the lease at 150 Powell street, June 1, they will become consolidated at 141 Powell street. The MacRorie-McLaren Co., is retiring from the retail florist business, to devote their entire attention to their nurseries at San Mateo, and their landscape department. Donald McLaren will remain in charge of the city office of the firm, while Daniel MacRorie will operate the nursery.

A strong effort is being put forth by the florists this year to divert the attention of the public from carnations as an exclusive Mothers' Day flower. Last year exorbitant prices were demanded in the wholesale market for white carnations, with the result that the public would not pay the prices demanded by the stores. The result was that a large supply of this flower was carried over by many retailers entailing considerable loss. They hope to escape the condition this year through advertising.

John McLaren, superintendent of Golden Gate park, exhibited a collection of native trees and shrubs at the annual wild flower show, April 28-30. The exhibition was given to stimulate an interest in the native flowers of the state and assist in the movement for their preservation.

The Dahlia Society of California held its quarterly meeting at the Palace hotel April 21. There was a large attendance to hear a discussion of planting. Secretary F. C. Burns reported great interest being manifested in the fall dahlia exhibition.

Daniel McRorie of the MacRorie-McLaren Co., says that notwithstanding the fact that the planting season is getting well advanced, the demand for stock is still good. The landscape department of the firm has been unusually busy of late.

Frank R. Mills Palo Alto, says spring business both in plants and cut flowers is most satisfactory. His carnation houses are producing heavily. The planting of young chrysanthe-

Quality Cut Flowers

Complete line of stock including a splendid supply of Roses, Carnations and Sweet Peas. You can always obtain what you need from us. **There's a reason.**

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 CHICAGO

WIRE US YOUR ORDERS

FOR ALL CUT FLOWERS

mums is now engaging the attention of his force.

Angelo J. Rossi, who has been attending the convention of the Native Stars of the Golden West at Stockton, left that city to spend a short vacation in the Bret Harte country in Calaveras county.

B. M. Joseph has been enjoying a short vacation in the country, but will return shortly to arrange for the Mother's Day publicity of the Retail Florists' Association.

The Retail Florists Association will hold its regular monthly meeting, May 4. Plans were made for the welcome of J. F. Ammann and Hilmer Swenson.

Frank D. Pellicano has about completed the planting of dahlias at his nursery, with more ground devoted to this flower than ever before.

JAMES T. LYNCH.

Pittsburgh.

STOCK SELLING NICELY

Stock has been plentiful with a demand that has used up every thing in the line of first class offerings, leaving the poor stock to be cleaned up the best way possible. Prices have remained steady and while no fancy figures were realized, still they were ample to satisfy the grower. American Beauty roses are in limited supply and have cleaned up daily. The supply of roses has been heavy and the quality of the best. There has been no trouble in disposing of the short and medium lengths, but the longer lengths have been hard to move at times. Premier, Columbia and Butterfly are the favorites. Carnations have been good property, with the offerings not nearly large enough to supply the demand. Easter and calla lilies have a good call, which holds good of snapdragons. It seems as if this flower is gaining in popularity every year. Sweet peas have been poor in quality. Lily of the valley and orchids have cleaned up daily. A few Darwin tulips are arriving and sell on sight. Other offerings include calendulas and yellow and white daisies. Cut ferns have been scarce and southern plumosa has been arriving in very poor condition. The outlook for Mothers' Day is bright with a demand far greater than the supply, and as usual carnations will have to be divided up among the trade. The wholesale houses are not promising any large amounts to any one. It looks as though there would be a good supply of roses, snapdragons and other seasonable stock to take the place of the carnations.

NOTES.

It was with regret that the trade heard of the death of Mrs. J. J. Fuchs, wife of one of the city's best known florists. Mrs. Fuchs has been ailing for some time and her family knew that there was little chance for her recovery.

Several road men of the local supply houses were in town last week. Those at headquarters include Ross Adgate and Mr. Blend of The McCallum Co., and Messrs. Wampler and Frishkorn of The Pitsburgh Cut Flower Co.

George C. McCallum, of The McCallum Co., is on a business trip to his Detroit, Mich., branch, where he will remain until after Mothers' Day.

E. C. T.

PORT HURON, MICH.—Matthew Ullenbruch was recently elected chairman of the Horticultural Society, recently organized in this city. The other officers elected include: Mrs. L. T. Bennett, vice-chairman; P. N. Hoffmaster, Marysville, corresponding secretary, and Mrs. H. W. Betwhy, treasurer. The society will give a peony show on June 2.

CAPE JASMINE--GRANDIFLORA

750,000 Buds For Memorial Day

Having had a mild winter and early spring, my Jasmine grove is putting on a wonderful growth, insuring long, straight stems, with an abundance of dark green foliage, and will begin to move about May 12 to 15, giving ample time to reach those requiring a long haul. Being located near Houston, my shipping facilities are unsurpassed. Your orders will be packed in the best possible manner and promptly filled, and will be acknowledged by return mail or wire. Please place your orders early.

TERMS: CASH, F. O. B. PASADENA OR C. O. D.

Class X, 12 to 18-inch stems	$3.00 per 100;	$25.00 per 1000
Class A, 8 to 12-inch stems	2.00 per 100;	18.00 per 1000
Class B, 4 to 8-inch stems	1.50 per 100;	12.00 per 1000

500 at 1000 rates. 25% Off on June Deliveries. Address

D. Z. HOLLOWAY, Florist, Pasadena, Texas

Wire Houston. References: Guarantee State Bank, Pasadena, Texas; Alvin State Bank, Alvin, Texas

HUCKLEBERRY

$7.50 Per Case, F. O. B. Chicago

THE E. F. WINTERSON CO., Central 6004 L. D. Phone: 166 No. Wabash Ave., Chicago, Ill.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

St. Louis.

A GOOD MOTHER'S DAY TRADE

Business was quiet during the fore part of the week, but stiffened up perceptibly during the last few days. The weather experienced in this vicinity has had a considerable effect upon many flowers and a shortage of carnations and sweet peas for Mothers' Day is predicted. Many flowers have been forced for this season of the year. Roses are shortening up considerably and are leading the floral offerings. Butterfly, Premier, Mrs. Chas. Russell, Columbia, Ward, Milady, Ophelia and Killarney are the most popular. The stock is unusually good and is selling well. The carnations offered are limited and the quality of the blooms is not first class. Prices are firm, however. White varieties are unusually plentiful and do not bring as fancy a price as other kinds. Calendulas of exceptional value are among the offerings this week, but there is no call for them and they are selling at a loss. Lilium Harrisii is more than plentiufl and has a fair call. The stock on hand is of excellent quality. Prices are moderately low. Callas are plentiful. Some very fine Callas are shown in six to eight-inch pots by a few establishments. Out-door lily of the valley is coming in, with a small demand. Snap-dragons are plentiful and form the principal item in many window displays. The stock offered is of fine quality, both large flowered and long spiked. Daisies are plentiful, both yellow and white varieties; but surprising enuogh, the demand remains brisk. The supply of sweet peas is more than plentiful, but the stock is short-stemmed and water-soaked. Long stemmed blooms are in fair demand and bring a good price. Some very fine iris is offered. The flowers are very small but long-stemmed and the prices are high. Gladioli of good quality is selling rapidly. Loveliness is the leading variety and it is being used principally in weddings. Narcissi are very scarce. Small quantities of poeticus are coming in and bring a fair price. Some fine pansies handled by a few concerns, are bringing good prices. The flowers are very large and long-stemmed. There is a little mignonette on the market but not enough to fill the great demand for it. Delphiniums are found in very limited quantities and their price is almost prohibitive. The season's first peonies are now coming in and are valuable property. They are selling out fast, with a limited offering. Long-stemmed varieties of white, red and yellow blooms are seen. Corn flowers are making their appearance.

NOTES.

Extensive preparations are being made for the spring flower show to be held in May by the Garden Club, in

No. 2 Gauze

This is principally used for Bridal Shower Bouquets, etc.

Fancy edge, per bolt (50 yards)	$2.75
Satin edge, per bolt (50 yards)	2.00

Plain Chiffon

(About 35 to 40 yards to bolt).

Can be had in any color.	Per yd.
Satin edge, 4 inches wide	$0.06
Satin edge, 6 inches wide	.09
Satin edge, 12 inches wide	.12

Get Our Complete List of Other Items. It's free.

GEO. H. ANGERMUELLER CO.

Wholesale Florists, 1324 Pine St., ST. LOUIS, MO.

Seligman & Stein

FLORISTS' SPECIALTIES

116 W. 28th St., New York

IMPORTERS—MANUFACTURERS

Mention the American Florist when writing

FERNS

Fancy Dagger

If quality counts with you, it will pay to give us a trial order.

Wire

Duncan Jackson, Kinston, Ala.

Mention the American Florist when writing

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue

CHICAGO, ILL.

Long Distance Telephone, Central 3373.

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

the display house of Missouri Botanical gardens.

The "Say It With Flowers" bowling league held its annual contest and banquet April 30. A very interesting programme was arranged.

A wedding for every day in the week was had by Grimm & Gorly. Quantities of gladioli and roses were used in the decorations.

The death of David Ives Bushnell, of the D. I. Bushnell Seed Co., is recorded in our obituary columns this week.

The Bourdet Floral Co. is featurnig some exceptional gladioli and roses and report a heavy trade.

The Windler Wholesale Floral Co. reports a record business in roses and carnations.

St. Louis Wholesale Cut Flower Co. is rushed to fill orders for orchids and gladioli.

F. C. Weber is displaying some very fine terra cotta boxes and vases.

F. H. Weber Floral Co. is displaying fine calceolarias and hydrangeas.

C. A. Kuehn reports a good trade in his section of the city.

Roses and delphiniums are features with H. G. Berning. R. D. M.

Wire Hanging Baskets

The well made kind. Painted, bound with galvanized wire
6 at dozen rate, 50 at hundred rate.

10 inch..... $2.25 per doz.; $16.00 per 100
12-inch..... 2.50 per doz.; 20.00 per 100
14-inch..... $3.25 per doz.; $25.00 per 100
16-inch..... 4.25 per doz.; 35.00 per 100

GREEN SHEET MOSS Long Green Sheets for Hanging Baskets Per bag . $2.00 10 bags . $17.50

Michigan Cut Flower Exchange, 1452 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

MOTHERS' DAY PRICE LIST

	Dozen	
Roses, Beauty	$ 4.00 to	$12.00
	Per 100	
" Mrs. Chas. Russell	12.00 to	40.00
" Butterfly	12.00 to	35.00
" Columbia	12.00 to	35.00
" Dunlop	12.00 to	35.00
" Premier	12.00 to	40.00
" Hoosier Beauty	10.00 to	35.00
" Killarney Brilliant	10.00 to	30.00
" White Killarney	10.00 to	30.00
" Mrs. Geo. Sawyer	10.00 to	30.00
" Milady	12.00 to	40.00
" Mrs. Aaron Ward	10.00 to	25.00
" Sunburst	10.00 to	30.00
" Ophelia	10.00 to	30.00
" Dble. W. Killarney	10.00 to	30.00
" Cecile Brunner	4.00 to	6.00
" Our Selection		12.00
Calendulas	3.00 to	6.00
Peonies	12.00 to	15.00
Snapdragon, per bunch	1.50 to	2.00
Daisies	3.00 to	4.00
Jonquils	8.00 to	10.00
Violets	1.00 to	1.50
Mignonette	6.00 to	8.00
Sweet Peas	2.00 to	5.00
Cattleyas, per doz.	7.50 to	9.00
Valley		8.00
Carnations	12.00 to	20.00
Lilies, per 100	15.00 to	20.00
Adiantum	1.50 to	2.00
Ferns ..... per 1,000	5.00 to	6.00
Galax ..... per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch	
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry		7.50

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

Tonner

CUT FLOWERS Supplies 30 E. Randolph St. Telephone Central 6284 Chicago

Mention the American Florist when writing

ARTIFICIAL VALLEY ARTIFICIAL FLOWERS

Write for prices

Grossberg-Tyler-Finnerman Co.

Manufacturers and Importers

30 E. Randolph Street, CHICAGO

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

Raedlein Basket Co.

713 Milwaukee Avenue

CHICAGO, - - ILLINOIS

Write for Catalog and Prices.

Mention the American Florist when writing

Bailey's New Standard Cyclopedia of Horticulture

Price, $48.00.

Sold only in complete sets.

American Florist Co.

440 S. Dearborn St., CHICAGO

RUSSELL ROSES

This variety is one of our principal Roses. We handle a quantity of them.

RUSSELL is particularly at this time of the year the most satisfactory rose to handle. In fact there is no other rose that will give the same amount of satisfaction in the hands of our customers.

You can increase your rose sales, if you carry some of these good roses in stock.

$8.00 to $20.00 per 100;
some extra long at
$25.00 and $30.00 per 100.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

Philadelphia.

INCREASED SUPPLY MOVES SLOWLY

The past week has been unsatisfactory. The demand started out well but later fell into a rut. Trade picked up on Friday and Saturday, but in general business was not what it should have been. The market is full of flowers of all kinds including peonies from the south, which move very slowly. Roses were in full supply, all grades being of excellent quality. Mrs. Chas. Russell will be the favorite from now on because it is such a good shipper and maintains its substance and color as the hot weather sets in. Special Premier, Columbia, Hadley, and Dunlop are in fine form and considering conditions, bring fair prices. Carnations have been surprisingly plentiful for this week and the fact that Mothers' Day is so close at hand sell readily. The cool weather prevailing will, if it turns warm, increase the supply for this day. Calla lilies have become quite a factor in the market, being particularly in demand for funeral work. They have been one of the best stocks of the growers the past season. Easter lilies are in good demand. Snapdragons, lupines and larkspur are offered in fine form, some of the specials being exceptionally well flowered. Cattleyas are about equal to the demand and clean up at top prices. Cornflowers are now popular as boutoniers and are to be had in quantity.

EFFICIENT METHODS

An authority on the subject says that growers generally do not place the confidence in the judgment of their commission house, or take them into their heart to heart talks as they should. Their success depends on what they can get for their stock, and the quantity they can turn out of their greenhouses. Frequently a grower who has not been forcing bulbs will because they sold well the previous season lay in a quantity to be brought in as a side line. To first ask his dealers advice never occurs to him. The result is that others do the same and when the plants come in along with those grown by specialists, the market is flooded and nobody makes any money. Such conditions would not have occurred had the dealer's opinion been asked, who would have counseled against the danger of oversupplying the demand. The dealer wants a well balanced stock and depends on his growers to give it to him, and there should be close unity of purpose by all interests to keep the market evenly supplied with seasonable stock at all times.

NOTES.

From the orders received ahead by all the houses and the inquiries about stock and prices, Mothers' Day is looming up good. The local demand is receiving no assistance in any concerted advertising. Some of the progressive retailers who are subscribers to florists' publicity booklets, send these out to their own store lists and there are a few window cards, but this is about all. What can be done by a get-together movement of the trade here, will come by some slow evolutionary process not yet in sight.

Arthur A. Niessen's address before the Lancaster County Florists Association on April 21, was intensely practical. He gave some timely advice on the methods and advantages to be derived from advertising, particularly at times of overproduction. It was gospel publicity truth, every word of it, and is the kind of propaganda that should be continually pushed in this city and vicinity.

From advance orders The Leo Niessen Co. expect a large Mothers' Day business. Mr. Niessen says that if the retailers would only jump in and feature the accasion as they should, many more flowers could be sold. Choice roses, carnations and snapdragons are quantity stocks. Cornflower is also a feature at this store.

Pennock Bros. filled their window with a showy wedding decoration last week in which well flowered dogwood formed a prominent part. It attracted great attention.

Preparations for a record Mothers' Day business have been made at Chas. H. Grakelow's.

EDWARD REID

CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, MAY 4.	Per 100
Roses, American Beauty	$4.00@$75.00
" Russell	6.00@ 25.00
" Dunlop	4.00@ 16.00
" Pilgrim	6.00@ 20.00
" Crusader	6.00@ 20.00
" White Killarney	8.00@ 25.00
" Ward	6.00@ 16.00
" Maryland	4.00@ 10.00
" Hoosier Beauty	6.00@ 12.00
" Columbia	5.00@ 16.00
" Hadley	6.00@ 25.00
" Ophelia	4.00@ 16.00
" Premier	6.00@ 20.00
Adiantum	2.00
Asparagus bchs, per bch.	.50@ 1.00
Asparagus Strings, doz.	12.00
B. Buttons	2.00@ 3.00
Calendulas	3.00@ 4.00
Carnations	6.00@ 8.00
Carnation, Laddie	10.00@ 12.00
Cattleyas, per doz.	12.00@ 16.00
Lily of the Valley	10.00@ 12.00
Longiflorum Lilies	16.00@ 20.00
Pansie	1.50@ 2.00
Smilax, per doz.	4.00@ 6.00
Snapdragons, doz.	1.50@ 2.50
Mignonette	4.00@ 6.00
Sweet Peas	2.00@ 3.00
Callas	1.50@ 2.50
English Daisies	.75
Jonquils, Spur	6.00
Cypripediums	4.00
Marguerites	1.50@ 2.50
Tulips	8.00
Bicolor Jonquils	6.00@ 8.00
Myosotis, per bunch	.35@ .50

BUFFALO, MAY 4.	Per 100
Rose, White Killarney	5.00@ 10.00
" Dbl. Wht. Killarney	6.00@ 10.00
" Richmond	6.00@ 12.00
" Maryland	6.00@ 12.00
" Sunburst	5.00@ 12.00
" Columbia	6.00@ 25.00
" Ophelia	5.00@ 15.00
" Russell	6.00@ 15.00
" Premier	5.00@ 20.00
" Cecile Brunner	4.00@ 6.00
Calendulas	3.00@ 6.00
Calla Lilies	8.00@ 20.00
Carnations	2.00@ 5.00
Easter Lilies	12.00@ 20.00
Freesias	4.00@ 6.00
Mignonette	6.00@ 10.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	4.00@ 15.00
Golden Spns Narcissi	4.00@ 5.00
Sweet Peas	1.00@ 2.00
Violets	.75@ 1.00
Tulips	4.00@ 6.00
Forget-me-nots, per bch.	.25
Delphinium	8.00@ 15.00

Write For Our
Price List
On Cut Flowers
H. G. BERNING
1402-4 Pine St., St. Louis, Mo.

Berger Bros.

The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, MAY 4.	Per 100
Roses, Premier	4.00@ 15.00
" Russell	4.00@ 15.00
" Columbia	4.00@ 15.00
" Butterfly	4.00@ 15.00
" White Killarney	4.00@ 15.00
" Pink Killarney	4.00@ 15.00
" Sunburst	4.00@ 15.00
" Mrs. Aaron Ward	4.00@ 15.00
" Ophelia	4.00@ 15.00
" Baby Doll	3.00@ 4.00
Carnations	2.00@ 4.00
Easter Lilies and Callas	10.00@ 12.50
Ferns, per 1,000	4.00
Forget-Me-Not, bunch	.25
Freesia	3.00@ 4.00
Galax, per 1,000	1.50
Jonquils	3.00@ 4.00
Leucothoe, per 1,000	5.00@ 6.00
Plumosus (south) per bch.	.25
Smilax, per string	.15@ .25
Snapdragons	6.00@ 8.00
Primulas, bunch	.25@ .35
Stocks, per bunch	.50@ .75
Calendulas	3.00@ 4.00
Sweet Peas	.50@ 1.00

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers.
116-118 Seventh Street,
PITTSBURGH, - PA.

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506
444-446 Milwaukee Street
MILWAUKEE, WIS.

Robert Craig, together with his son Robert A. and Cornelius Van Derbreggen, have returned from Porto Rico. Mr. Craig who has spent the winter laying out and planting his tropical nursery, looks very well and is glad to be back at home amongst his many friends.

A good sale of Mothers' Day specialties, carnations, baskets, etc. has been experienced at H. Bayersdorfer & Co.'s establishment. Orders are now coming in for Memorial Day.

"Our carnation crop is the largest we have ever gathered for Mothers' Day," declared Jos. G. Niedenger. Memorial Day business is looming up large at his store.

J. J. Habermehls Sons are busy with spring weddings and other decorations. Their Walnut Street window is always very attractive with artistically made up baskets.

Berger Bros. are well supplied for the Mothers' Day demand. Roses, carnations, snapdragons and sweet peas are leaders here.

J. J. Karins, representing Henry A. Dreer, Inc., is making a western trip.

K.

Cincinnati, O.

DEMAND FAIRLY GOOD.

There has been little change in the market over the previous week. Roses are arriving in large enough quantities to supply the demand as are carnations of excellent quality. Exceptional snapdragons are to be had but only in limited quantities due to rust which is killing a number of plants. Sweet peas are arriving in goodly numbers and sell readily. Some of the first gladioli were to be had this week from the south, but only a few went, owing to the extremely high price on out-door stock. Greenhouse plants sold better. Cornflowers made their initial appearance and went well, as did pansies, forget-me-nots and primulas. Greens sell well.

NOTES.

It seems that Ball & Betz have gone out of the wire design trade and into the door badge business by the way the packages and boxes of these very popular articles are leaving that establishment daily.

The Cincinnati Cut Flower Exchange is receiving some excellent Harrissii lilies from Mrs. Edw. Fries, of Ft. Thomas, Ky.

C. E. Critchell reports the first of the southern gladioli and has had a good week in the sale of green goods and chiffons.

C. J. Jones of the Walnut Hills Floral Bazaar whom we reported last week as being sick is very much himself again.

Wholesale Flower Markets

PHILADELPHIA, MAY 4.	Per 100
Roses, Beauty, special	30.00@ 50.00
" " fancy	10.00@ 20.00
" Mrs. Chas. Russell	6.00@ 35.00
" Killarney	2.00@ 6.00
" Hadley	10.00@ 40.00
" Sunburst	4.00@ 10.00
" Wards	3.00@ 6.00
" Ophelia	2.00@ 10.00
" Columbia	3.00@ 20.00
" Premier	6.00@ 20.00
Adiantum	1.50@ 2.00
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Calendulas	1.50@ 3.00
Carnations	2.00@ 6.00
Cattleyas	1.00@ 1.50
Easter Lilies	20.00@ 25.00
Lily of the Valley	6.00@ 8.00
Smilax	.35
Snapdragons, per doz	.75@ 1.50
Mignonette	3.00@ 4.00
Callas	10.00@ 20.00
Sweet Peas	.25@ 1.50
Freesia	2.00@ 4.00
Tulips	2.00@ 4.00
Larkspur, per doz	3.00@ 5.00

PITTSBURGH, MAY 4.	Per 100
Roses, Beauty, spl., per doz.	7.50
" " fcy., per doz.	6.00
" " ex., per doz.	5.00
" " No. 1, per doz	3.00
" Killarney	6.00@ 15.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	8.00@ 30.00
" Columbia	4.00@ 15.00
" Ophelia	6.00@ 20.00
" Hilda	6.00@ 15.00
" Premier	8.00@ 25.00
" Madam Butterfly	6.00@ 20.00
Carnations	6.00@ 8.00
Cattleyas, each	1.00
Easter Lilies	20.00@ 25.00
Ferns, per 1,000	5.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.60
Calendulas	3.00@ 4.00
Sweet Peas	1.00@ 3.00
Smilax, per doz. strings	4.00
Jonquils	4.00@ 6.00
Tulips, Darwin	8.00@ 10.00
Valley	6.00@ 8.00
Lilies, Calla	15.00@ 20.00
Snapdragons, per doz	1.50@ 3.00

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.

Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

Mention the American Florist when writing

ST. LOUIS, MAY 4.	Per 100
Roses, Premier	5.00@ 20.00
" Columbia	4.00@ 15.00
" Ophelia	5.00@ 12.50
" Killarney	2.00@ 5.00
" White Killarney	3.00@ 10.00
" Russell	5.00@ 20.00
" Ward	3.00@ 6.00
" Sunburst	4.00@ 12.50
Calendulas	2.00@ 4.00
Carnations, Laddies	10.00@ 12.50
Ferns, per 1,000	5.00
Valley	6.00
Mignonette	8.00..
Sweet Peas	.40@ .75
Smilax, per string	.20
Leucothoe	.75
Galax, green, per 1,000	1.50
" bronze, per 1,000	1.50
Carnations, fancy	2.00@ 6.00
Violets	.50
Callas	8.00@ 12.50

MILWAUKEE, MAY 4.	Per 100
Roses, Kill'n'y, W. Kill'n'y	6.00@ 15.00
" Premier	8.00@ 30.00
" Ophelia	6.00@ 20.00
" Columbia	8.00@ 25.00
" Hoosier Beauty	6.00@ 15.00
Callas, per doz.	1.50@ 2.00
Calendulas	4.00@ 6.00
Carnations	4.00@ 6.00
Daffodils	4.00@ 6.00
Lilies, per doz.	1.50@ 2.00
Orchids, per doz	15.00@ 18.00
Sweet Peas	1.00@ 3.00
Tulips	6.00@ 8.00
Fancy Ferns, per 1,000	5.00
Asparagus, per bunch	.50@ .75
Daisies, yellow	3.00@ 5.00
" white	1.00@ 2.00
Gypsophila, per bch	.75
Snapdagons, per doz	1.00@ 2.00
Forget-me-not, per bch	.35

T. W. Hardesty & Co., did well in plants the past week, and have found business exceptionally good of late.

A record week in basket arrangements and funeral work has been had by H. W. Sheppard.

Visitors: Ferd. Keller of the John A. Keller Co., Lexington, Ky.; Geo. S. Taffel, of Schloss Bros., Ribbons, Inc., New York, and Paul Shaw of the A. L. Randall Co., Chicago. G. K.

New York.

STOCK MOVING SLOWLY

Business conditions have been poor the past week. There was an abundant supply of good stock, all of which went slowly and in some cases the movement was scarcely perceptible. It is not worth while to attempt to particularize as to the slowest stock for all seemed to be in one boat. Small quantities of the choicest offerings brought fair prices, but the surplus and inferior grades were problems hard to solve. As Mothers' Day has been liberally advertised, it is hoped that there will be an encouraging revival. Several retail stores report wedding decorations, but all the stock that is nowadays bought for such functions is scarcely missed from the markets. Heavy stocks of well flowered geraniums are already arriving and it appears that there will be good plant supplies for Memorial day.

NOTES.

President Kenshaw of the Allied Florists' Association is not at all pleased with the Mothers' Day posters he has received from the florists' publicity bureau of Chicago, and we do not blame him. Prof. Einstein, now touring this country, said to be an authority on "relativity," might explain the relation or suggestion that these posters have to a mother or Mothers' Day, but no one else seems to be able to do so. But we will acknowledge that as works of art they might be creditable to our artist in whitewash.

The news of the death of S. S. Butterfield, reported in THE AMERICAN FLORIST of April 30, was a shock to his many friends in the trade of this city. From years of personal acquaintance and from sentiments expressed by men prominent in the trade, the writer can state that no man on the staff of any florists' trade paper was ever more highly esteemed than S. S. Butterfield. A good man and a worthy citizen has joined the inumerable company.

Mayor Hylan of this city sent a message of greeting and a bunch of Rowayton roses to Mayor Thompson, Chicago, on the first regular commercial aeroplane that ever left this city, May 4. Mr. Hylan wrote in part: "These are Rowayton roses, the finest of their type. Are they not suggestive of New York prominence in more than mere commercial enterprises?"

John A. Brooks, president and general manager of the Brooks Lawn Sprinkling System, Detroit, Mich., was a visitor in the trade centers of this city the past week. He is a genial gentleman and is well fortified with information on the business of that city, including his own particular line, and carries testimonials and photographs to corroborate his assertions.

Irving Aronson and Harry E. White, formerly with Schloss Brothers, Ribbons, Inc., are now doing business for themselves under the name of the Whitehouse Ribbon Co., at 37 E. 28th street, and are making good progress. These enterprising young men keep in close touch with the ribbon and chiffon importing market.

The next meeting of the Florists' Club will be held in the Engineering Building, W. 39th street, near Sixth avenue, on May 9. There should be a good attendance.

Mrs. May Rigby, wife of Percy B. Rigby, local representative of the S. S. Pennock Co., died at her home in this city May 2, after a long illness.

Wm. Scharp, for a number of years with A. M. Westwood, the Pennsylvania terminal florist, is seriously ill at his father's home,, Bayshare, L. I.

A. F. F.

Boston.

CARNATIONS THE BEST SELLERS

There has been no material change in the market this past week. Roses are coming in far in excess of the demand and clean up at prices so low that it is hard to understand where the growers are going to show a profit for the season. Carnations are selling at good prices, about $6 per hundred. This is a very good price considering what other stock is bringing. This market was greatly benefitted owing to the annual carnation day in Salem, Mass., which took 35,000 flowers. The weather for two weeks has been very bad for this stock and it is expected there will be a scarcity for the Mothers' Day trade. The present outlook is for a 12 to 15 cent market on good pinks. Bulbs are about gone. A few jonquils are left. Lilies have become scarce again, good flowers bringing $20 to $25 a hundred. Iris is arriving but the flowers are of a very inferior quality but sell well. Other spring flowers are coming in large quantities and sell mostly to jobbers.

EXHIBIT OF NATIVE ORCHIDS

At Horticultural hall April 23-26 A. C. Burrage exhibited 29 varieties of orchids in flower, which was a very creditable showing, as there are only 48 known kinds. The staging and surroundings were the best ever seen here in this plant, and is the first time the forcing of native orchids in New England has been tried out.

NOTES

The meeting of the Gardeners and Florists' Club was held April 26, B. Letson being the principal speaker. His topic was "The Arrangement of Flowers to Get the Best Results." Several exhibits from private gardeners were displayed.

W. A. McAlpine, proprietor of the New England Rose Co., was unfortunate this week in having his barn destroyed by fire and losing two automobiles, at Scituate, Mass. The property is covered by insurance.

Archie Murray, foreman for Pierce Bros., Waltham, sailed April 28 for his home in Scotland to visit his aged mother.

Edmund Welch of Welch Bros. has gone into the automobile business as a salesman. E. F. S.

Gold Letters

BEST QUALITY——LOWEST PRICES
Gold, Silver and Purple Letters.
Gold and Purple Scripts.
Write today for samples and greatly reduced prices; it will be worth your while.
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Everything in Cut Flowers
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Opposite the New Flower Market
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CARNATIONS LILIES VIOLETS
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NOVELTIES ROSES ALL SEASONABLE FLOWERS

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A complete assortment of the best in the market can always be relied upon.
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Prompt and careful attention to your interests. Consignments Solicited.
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J. K. ALLEN
Wholesale Cut Flower Commission Dealer
43 West 18th Street, NEW YORK
Near the main entrance on 18th Street Wholesale Flower Market.
We are in short supply of Roses, Carnations, Valley and Orchids. Would be glad to correspond with small or large growers, same particular attention is given to all. Give me a trial and be convinced.
Established 1887. Telephones Watkins 167 3058
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, MAY 4.

	Per 100
Roses, Beauty	$5.00 @ 50.00
" Mdm. Butterfly	4.00 @ 15.00
" Pilgrim	4.00 @ 12.00
" Hadley	5.00 @ 25.00
" Dunlop	3.00 @ 15.00
" Dbl. Whit. Killarney	3.00 @ 12.00
" Columbia	3.00 @ 12.00
" White Killarney	2.00 @ 8.00
" Aaron Ward	4.00 @ 12.00
" Ophelia	3.00 @ 12.00
" Mrs. Chas. Russell	3.00 @ 15.00
" Premier	4.00 @ 20.00
" Scott Key	8.00 @ 30.00
" Sunburst	3.00 @ 10.00
" Ulrich Brunner	3.00 @ 15.00
Adiantum Croweanum and Hybrid	1.50 @ 2.00
Asp. Plumosus, per bunch	.25 @ 1.00
Carnation Laddie	8.00 @ 10.00
Carnations	4.00 @ 8.00
Cattleyas	35.00 @ 100.00
Forget-Me-Nots, pr. dz. bchs.	.75
Gardenias, per doz.	2.00 @ 4.00
Lilies, white	10.00 @ 15.00
Lily of the Valley	2.00 @ 6.00
Narcissus, per doz.	.25 @ .50
Callas, per doz.	1.00 @ 2.00
Smilax, doz. strings	2.00 @ 2.50
Snapdragons, per dozen	1.00 @ 2.00
Stocks, per bunch	.50 @ 1.25
Daisies, yellow	1.50 @ 4.00
Tulips, Darwin, per doz.	.75 @ 1.00
Mignonette, per doz.	.25 @ .50
Larkspurs, per doz.	2.00 @ 4.00
Peonies, per doz.	2.00 @ 3.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
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Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments Solicited.
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HERMAN WEISS
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'Mums, Snapdragons, Roses, Carnations, Bouvardias, Pompons and Orchids.
As Well As All Other Flowers in Season.
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Open for Cut Flower Sales at 6 o'clock every morning.
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The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
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FLOWERS OR DESIGN WORK
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Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

Washington, D. C.
GEO. H. COOKE
FLORIST
Connecticut Avenue and L Street

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Only the Best **Dunlop's**
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We deliver anywhere in Canada and guarantee safe arrival.

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Miss Louise W. Daugherty, Proprietress
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WORCESTER, MASS.

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No branch stores. Established 1857.
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4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

GUDE BROS. CO. FflorISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Steamship Sailings.

FROM NEW YORK EXCEPT AS NOTED.

May 10

Bergensfjord, Norwegian-America Line (Norway).
FROM BALTIMORE, Lake Treba, Baltimore Steamship Co. (Porto Rico).
FROM MONTREAL, Verbania, Cunard-Anchor Line (London).

May 11.

Mercian, I. M. M. Lines (Manchester).
Cretic, I. M. M. Lines (Manchester).

May 12.

FROM BALTIMORE, Lord Londonderry, I. M. M. Lines (Ireland).
La Touraine, French Line (Havre).
Maurentania, Cunard-Anchor Line (Cherbourg-Southampton).
Qscar II, Scandinavian-American Line (Stockholm).
France, French Line (Havre).

May 14.

FROM MONTREAL, Kamarima, Fracanda Line (Havre).
FROM PHILADELPHIA, River Araxes, Cunard-Anchor Line (Constantinople).
FROM BOSTON, Scythian, I. M. M. Lines (London-Antwerp).
FROM PHILADELPHIA, East Indian, I. M. M. Lines (Hamburg).
Algeria, Cunard-Anchor Line (Glasgow).
Cedric, I. M. M. Lines (Liverpool).
Kroonland, I. M. M. Lines (Antwerp).
Maine, I. M. M. Lines (Southampton).
Olympic, I. M. M. Lines (Southampton).
Rochambeau, French Line (Havre).
Taormina, Italian Lines (Naples).
Vasconia, Cunard-Anchor Line (London).
Vestris, Cunard-Anchor Line (Liverpool).
Westerdyk, Holland-America Line (Rotterdam).

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Members of Florists' Telegraph Delivery.

HENRY **Wittbold Co** OF EVANSTON Chicago.

75 East Adams Street
Members of Florists' Telegraph Delivery.

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4 East 11th Street
We Carry the Largest Stock of Cut Flowers in the City. We Please the People.
Home Phone: Main 3852 Bell Phone: Main 1034

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"
Get in touch with
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Member of Florists' Telegraph Delivery.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET
Members of Florists' Telegraph Delivery.

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23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

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KANSAS CITY, MISSOURI.

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Members of Florists' Telegraph Delivery

Milwaukee, Wis.

FOX'S

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Omaha Neb.

Hess & Swoboda

FLORISTS

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Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

For St. Louis

WIRE

Grimm & Gorly

Mention the American Florist when writing

Lang Floral & Nursery Co.

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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Mention the American Florist when writing

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Members of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—American Beauty Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brookly, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—A. Eckrich, 924 Madison Ave.
New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—N. Christatos.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
New York—The Boulevard Florist.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Savannah, Ga.

JOHN WOLF

The Largest Grower of Cut Flowers in the South

Mention the American Florist when writing

Knoxville, Tenn.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.
Members F. T. D.

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST, KCMO

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R.
Summer Season.

DARDS

341 Madison Ave.
Opp Hotel Biltmore
New York

The Leading
Florist for nearly
Half a Century

Mention the American Florist when writing

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

KOTTMILLER 426 Madison Ave., NEW YORK

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders by Telegraph Promptly Filled

Phones 1552-1553 Columbus.

Mention the American Florist when writing

New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.

'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Salt Lake City, Utah

Evans Floral Co.

261 South State Street
Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)

2953 Broadway.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Oak Park, Ill.

AVENUE STATE BANK BLDG.

WILLIAM PALMER

FLORIST

Member of Florists' Telegraph Delivery.

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America
Established 1874 Incorporated 1909

"SAY IT WITH FLOWERS"

Max Schling Flowers

Schling Service
Nothing Better

785 Fifth Avenue
NEW YORK CITY

Member of Florists' Telegraph Delivery.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION

WIRE US

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraph orders. Regular trade distcount.

229 WEST THIRD STREET

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

New York Telephone Audubon 6618
Established 1906

Olympia Florist

(PETER LAMBOS & CO.)

8799 Broadway, S. W. Cor. 158th St.

FRESH CUT FLOWERS DAILY.

Orders from Other Cities filled with promptness

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on Short Notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue

Member Florists' Telegraph Delivery

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florists

JOHN BREITMEYER'S SONS

1314 Broadway

PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

Penn, The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

The Dominion Floral Co.
484 St. Catherines St., West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

Mention the American Florist when writing

Washington, D. C.

BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

A. Mayer
Telephones: Lenox 2352, Lenox 7019
1062 Madison Ave., Near 80th St.
NEW YORK
Orders from other cities promptly filled.

DAYTON, OHIO
W. G. Matthews Co., Inc.
18 West Third Street.
Conservatories in Riverdale.
Members of Florists' Telegraph Delivery

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

Staten Island, N. Y. F. T. D.
ALEX. S. GEORGE
(Not Incorporated)
National Florist
FLORAL ARTIST
423-425 Richmond Terrace
(V. M. C.)

Nashville, Chattanooga and Atlanta — THREE STORES
MEMBER Florists' Telegraph Delivery
Joy's

Mention the American Florist when writing

New York

Matthew A. Battista
FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D.
799 Park Avenue
Telephone Rhinelander 3087

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Members of Florists' Telegraph Delivery.

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Hartford, Conn.

WELCH'S Flower Shop

Also Store at New Britain, Conn.
Established 1885.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Colo.

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell
FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,
MASONIC TEMPLE
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Michigan — Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

CHICAGO OPPOSITE FIELD'S — DETROIT

Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORIST
930 PROSPECT AVE., Erie Building. CLEVELAND

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

New York

A. ECKRICH

(Successor to Charles E. Grunewald)
FLORIST
924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

Mention the American Florist when writing

Salt Lake City

Miller Floral Co.

10 EAST BROADWAY
250,000 Square Feet of Modern Glass.

First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

WICHITA, Kansas — Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers — Members
Personal Service — F. T. D.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.
EVERYTHING IN FLOWERS
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

Brooklyn, N. Y.

HUGO H. JAHN

—FLORIST—
710 Nostrand Ave., cor. Prospect Place
Phone: 1952 Lafayette.
Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Tacoma, Wash.

California Florists

will take care of all telegraph orders.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel. Next annual meeting, will be held at St. Louis, June 20-21, 1921.

THE counter trade in the Chicago seed stores slumped considerably during the cold rainy days of last week.

LEONARD H. VAUGHAN, of Vaughan's Seed Store, Chicago, has just closed a month's service on the federal grand jury.

JOHN LEWIS CHILDS, Inc., Floral Park, N. Y., reports business this season 10 per cent ahead of last year to date.

ROCKFORD, ILL.—John T. Buckbee is confined to St. Anthony's hospital, this city, but is expected to return home soon.

EDWARD S. LEONARD of the S. F. Leonard Seed Co., Chicago, opened the fishing season by a trip to Antigo, Wis., this week.

DR. FRANKLIN, of the L. D. Waller Seed Co., Guadaloupe, Calif., who is in the east, will return by way of St. Louis, Mo.

MRS. CHAS. P. BRASLAN, her sister, Miss Pieper, and daughter Olga passed through Chicago this week, returning home to San Jose, Calif., from the east.

ROBT. D. EDWARDS, for the past three years production manager of the W. Atlee Burpee Co., Philadelphia, Pa., has severed his connection with that firm.

FRENCH reports of April 12 show liberal rains that week, giving promise of better development of the narcissus crop, which had been somewhat retarded by the recent drought.

VISITED CHICAGO: A. J. Brown, of the Alfred J. Brown Seed Co., Grand Rapids, Mich.; A. T. Ferrell, of the A. T. Ferrell Co., Saginaw, Mich.; James Fisher, representing the Walter E. Cook Co., Cleveland, O.

IN the Chicago onion set district, about 60 per cent of an average acreage has been sown. The delay in sowing 40 per cent has been caused by continued wet weather. Those fields showing the rows are hardly ready to cultivate. The acreage in the north part of Cook county is reduced, while in the southern section, it is about the same as last year.

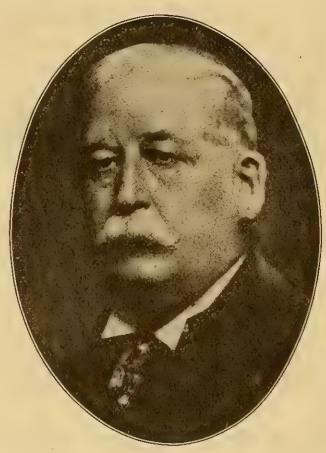
Iowa Seed Dealers' Association.

The annual meeting of the Iowa Seed Dealers' Association will be held June 1, at the Chamber of Commerce rooms, Des Moines. Matters of great importance to the seed dealers of this state will be taken up at this session and a full attendance is desired. Visiting seedsmen are invited.

The Late David Ives Bushnell.

It is with deep sorrow and regret that we announce the death of David I. Bushnel of D. I. Bushnell & Co., wholesale seed merchants of St. Louis, Mo., which occurred Friday, April 29.

Mr. Bushnell was one of the pioneers in the seed trade having been in business for nearly fifty years. He was personally known to nearly every seedsman in the United States and foreign countries, and was greatly beloved by all. He always stood for honor and integrity in business and was a prominent figure in seedsmen's organizations.



The Late David Ives Bushnell.
(See Obituary, Page 765.)

He was one of the early presidents of the American Seed Trade Association, and was recently made an honorary member of the Wholesale Grass Seed Dealers' Association.

His seventy-fifth birthday was Tuesday, April 26, of this year and he was at his office on the morning of that day receiving the congratulations of his friends. While he had been in failing health for several years, his condition was such that it was hoped that he would live for some years more to enjoy his new home just recently purchased and into which he was to have moved the day of his death.

His was a lovable character. A big hearted man, never happier than when doing some kind act for a friend in need. He was more like a father than an employer to those working for him. They all loved him in a way that words cannot express.

He was laid to rest Sunday, May 1, and his funeral was attended by a host of friends and fellow seedsmen from other cities.

His loss is a sad blow to all.

The firm of D. I. Bushnell & Company, which was established in 1872 will be continued under the efficient management of his surviving partner, Robert W. Pommer, who has been closely associated with him in business for over forty years, assisted by employees, nearly all of whom have been with the company for a great many years.

Mr. Pommer wishes to thank all his friends for their kind messages and letters expressing their sympathy in the great loss he has sustained in the death of his dearest friend and business associate.

David I. Bushnell Resolution.

The following resolution was adopted at the annual meeting of the Western Seedsmen's Association held in Omaha, Neb., April 30:

DAVID I. BUSHNELL—IN MEMORIAM.

The seed trade suffered a distinct loss in the passing away of our friend David I. Bushnell of St. Louis, Mo., on April 28.

He was a very active member of many associations and always had a keen interest in the advancement of the trade. Few men have had so wide an acquaintance among the seedsmen. Those of us who had opportunity to enjoy close personal contact with him appreciate most what a rare type of splendid manhood he was and his memory will be cherished forever in our hearts.

His life was a real benediction to all who knew him.

French Bulb Prices.

As is well known to American wholesalers, and most American users, the preliminary values of Paper White and other French grown narcissus, lily bulbs and Roman hyacinths are tentatively established by a long time organization known as a growers' syndicate at Ollioules, France. This meeting occurred Sunday, April 24, and the first staple advices indicate that these growers are attempting to fix a price on the crop of Narcissus Paper White Grandiflora on all bulbs measuring 13 centimeters and upwards, of 150 francs per

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

MR. FLORIST! Plant BODGER'S Seeds and They Will

"Say It With Flowers"

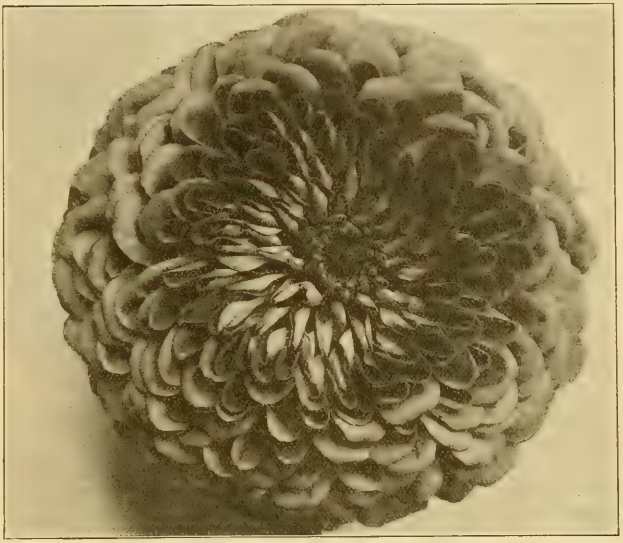
We have been working for several years perfecting stocks and are now able to assist you in giving the flower buying public what they are calling for; the beautiful pastel shades of delicate pinks, tyrian rose, fiery cerise and an endless list of pleasing shades in a New Type of immense size and unusual petalage the **DAHLIA FLOWERED ZINNIA.** This type is popularizing the Zinnia.

We have also introduced the **Picotee,** the **Victory Quilled** and a rich Golden Yellow called **"Buttercup."** These are distinctive and attractive as cut flowers.

We have also on the market the long stemmed **Beauty Type of Aster** and next year will have an **Early Flowering Aster** in this type for you.

We also recommend our Selected Strains of **Cregos** and **American Branching,** our Fancy Strains of **Half Dwarf Cineraria, Calendula, Candytuft,** the New Double **Cosmos,** White, Pink and Crimson; **Giant Zinnia** in fifteen distinct shades and many other reselected strains for florists.

We are growers and sell only in bulk but all reliable seedsmen carry—



BODGER'S FLORIST STOCKS

Buy Today From Your Nearest Seedsman

Mention the American Florist when writing

thousand, and for Narcissus Grand Soleil d' Or, 400 francs per thousand.

Since these growers do not market their stocks in America, but sell them principally to local jobbers and importers, either French concerns or Dutch houses operating in and exporting from that district, such jobbers must add their margin to the preliminary prices which they pay the grower and make their profit in re-assorting the crop, selling both the 13 centimeter grade and the 14 centimeter grade separately. Hence, to make a typical illustration, a jobber buying an average lot of 2,000 bulbs and re-assorting them, selling the two grades mentioned separately, the original cost of 2,000 bulbs would be 300 francs. From these could ordinarily be assorted 1,400 bulbs which might sell at a 10 per cent advance, say for 165 francs per thousand. The other 600 bulbs in an ordinary season might measure 14 centimeters, and bring a proportionate price of 180 francs per thousand, thus in the handling of this lot of 2,000 bulbs costing 150 francs per thousand the profit for the jobber would be 42 francs, a trifle over 15 per cent, providing he pays the grower the present asking price of the syndicate and can secure buyers in America and Europe who are willing to pay the above prices of 165 francs and 180 francs per thousand for the two sizes mentioned.

However, the question of the willingness of American or continental buyres to purchase the crop at these advanced prices, which are 50 per cent above those of a year ago, is an open one, and so far the indications are that no American importers will agree to such advance.

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations Throughout America. **Office: Cambridge, New York**

Mention the American Florist when writing

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:

Cucumber. Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, **FREMONT, NEB.** Growing Station, **ROCKY FORD, COLO.**

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

Henry Berrien Fish

Carpinteria, Calif.

I have for immediate delivery seed stock of these varieties, hand-picked and ready for planting:

Fordhook Bush Lima
Wood's Prolific Bush Lima
Large White Pole Lima
Lazy Wife Pole

Write for Quantities and Prices.

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

—THE—

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

Mention the American Florist when writing

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

That there is an average good crop of these bulbs in France is generally admitted. Why producers should attempt to advance their prices 50 per cent is not yet understood in America.

A commercial scout, representing one of the leading French export jobbers, made a four weeks trip through leading American cities, presumably to report in the south of France as to prospective demands in America and the disposition and ability of the florists here to purchase these stocks. Whether this individual can have concluded from his visit that the American trade is prepared for a 50 per cent advance, is not as yet known, nor has he consented to advise American dealers as to his findings.

It is more than probable that the French grower, in giving this extravagant advance to his price demand has set his mind more on the continental traditions of the willingness of the American buyer to pay any old price, rather than the actual financial condition and ability of the American seedsmen and florists buyers. He has also perhaps been influenced by the high bids for his product at the close of the past season.

Since these bulb opening figures set by the growers' syndicate, no French or Dutch jobbers have as yet cut prices materially. The minimum to date for the size 13 centimeters has been 155 francs per thousand, and for the size 14 centimeters the minimum has been 175 francs. Some American houses have cabled offers of 100 francs for 13 centimeters, and for the 14 centimeter size, 135 francs. To these offers at this date, May 3, no acceptances have been received.

The Southern France Horticultural Journal of early April contains several vigorous letters from contributors arguing for and against the increased prices.

If the suggested prices of April 24 are maintained, the increased cost to the American consumer will be $3.75 to $5.25 per thousand.

TUBEROSES.

TUBEROSES Well cured, Free from rot.

	100	1000
Dwarf Excelsior Pearl, 1st size, 4-6 in.	$4.00	$35.00
Variegated Leaved, single	3.75	32.50
Albino, single	3.75	32.50
Armstrong's Ever-Bl'm'g	3.75	32.50
Mexican	3.00	25.00

CALADIUMS With Real Sound Center Shoots.

	100	1000
5- 7 inch	$ 4.50	$ 40.00
7- 9 inch	7.50	70.00
9-11 inch	12.00	100.00

GLADIOLUS From Our Own Farms.

	1000
America, First	$27.00
America, Medium	22.00
Halley, Medium	35.00
Mrs. F. King, First	25.00
Mrs. F. King, Medium	20.00
Schwaben, Medium	55.00
Florist Mixed	25.00
Standard Mixed, First	22.00
Standard Mixed, Medium	19.00

WHITE BULBLETS (GLADIOLUS)

	1000
America, ½-¾ in.	$ 5.50
America, ½ in. and under	4.50
Mrs. F. Pendleton, ½ in. and under	10.00
Mrs. F. King, ½ in. and under	4.50
Panama, ½ in. and under	6.50

Our Spring Book "For Florists" Now Ready.

CHICAGO Vaughan's Seed Store NEW YORK

Mention the American Florist when writing

We Do Not DISSIPATE

our energies on all classes of Seeds. We **CONCENTRATE** on

Garden Seeds and on Farm Root Seeds

Thus we personally **KNOW** what we grow and we select and improve our stock. Place your order with Specialists. 1921-22 prices now ready. Write direct to

KELWAY & SON, Wholesale Seed Growers, **Langport, England**

Cables: "Kelway, Langport."

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and Market Gardeners.

W. Atlee Burpee Co.
Seed Growers Philadelphia

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

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Seed Growers

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.

Growing Crops Given Personal Attention.

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Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

VALLEY for JUNE WEDDINGS

NEW STOCK READY FROM COLD STORAGE.

Bruns' Celebrated Chicago Market Brand		Florists' Money Maker Brand	
$35.00 ..... per 1000	$10.00 ..... per 250	$30.00 ..... per 1000	$8.00 ..... per 250
20.00 ..... per 500	5.00 ..... per 100	16.00 ..... per 500	4.00 ..... per 100

I carry over 2,500,000 of the finest **Valley Pips** in storage and my facilities enable me to make shipments the same day or not later than the day following receipt of order.
If it's **VALLEY**, I can supply it. Tell me what you want.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

Lily of the Valley Pips

EXTRA FINE STRAIN EXHIBITION Size GERMAN "LUBECK" PIPS Just Arrived.

Price in cases, 1000, 500 or 250 each, on application.

J. M. THORBURN & CO.
53 Barclay St., NEW YORK CITY

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

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GET QUOTATIONS FROM

LANDRETH

Seeds Which Succeed

Bloomsdale Farm **BRISTOL, PA.**

Mention the American Florist when writing

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

SEEDS

Flower, Vegetable and Farm
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

Yokohama Nursery Co.

LTD.
Woolworth Building
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Importers
Japanese Bulbs, Plants and Seeds

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GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds
GUADALUPE, CALIFORNIA

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

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Return Envelopes Catalogue Envelopes Seed Packets

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FITCHBURG, MASS., U. S. A.

LAWN SEED MIXTURES

FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

MICHELL'S

Primula Obconica Gigantea Seed

	Trade Pkt.
ALBA, white	$0.50
KERMESINA, crimson	.50
LILACINA, pale lilac	.50
ROSEA, pink	.50
HYBRIDA, mixed (1-32 oz., $1.25)	.50

Primula Obconica Grandiflora Seed

FIMBRIATA, mixed	$0.50
VESUVIUS, deep crimson	.50

Also all other SEASONABLE SEEDS, BULBS and SUPPLIES
Wholesale Price List Free

Henry F. Michell Co.
518-516 Market St.,
PHILADELPHIA, PA.

TOMATO SEED

Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

DUTCH BULBS

Standard Bulb Company
BENTON HARBOR, MICH.
Ask prices.

CHAS. H. TOTTY

MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialtty.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President, John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June 22-24, 1921.

LANDSCAPE gardeners report business, in general, not equal to that of last year.

GRAND RAPIDS, MICH.—Levi S. Yeomans, well known nurseryman, died recently at his home near this city, age 81 years.

BEAVER FALLS, N.Y.—The Northern New York Utilities, Inc., planted 100,000 spruce trees this spring, which is part of a comprehensive plan to reforest its cutover timber tracts.

GRAND RAPIDS, MICH.—The United States Department of Agriculture is making a survey of the nut tree plantations in this section, with the hope of greatly increasing production in the future.

EAST LANSING, MICH.—A Norway pine has been shipped from the nurseries of the Michigan Agricultural College to Exhibition park, Los Angeles, Calif., to represent this state in the forest of states being established near that city.

DAYTON, O. The Drexel Park Greenhouse Co., has been incorporated with a capital of $20,000 to grow and sell plants, flowers, shrubs, trees, etc. The incorporators are W. H. Hoffman, Cora Hoffman, Lee E. Hoffman, Anna M. Hoffman and E. E. Kumler.

IN a bulletin issued for the federal and state forest services by the National Board of Fire Underwriters recently, it is brought out that forest fires sweeping over 56,488,307 acres in 45 states caused a damage of $85,715,747, from 1916 to 1920 inclusive.

WE are in receipt of the proceedings of the thirty-fourth annual convention of the Association of American Cemetery Superintendents, held at Hamilton, Ont., September 7-10, 1920. W. B. Jones, Highwood cemetery, Pittsburgh, Pa., is secretary of the association.

Door County Fruit Safe.

Sturgeon Bay, Wis.—Fruit orchards of Door county, including thousands of acres of cherries, apples, strawberries, plums and small fruits, passed through the last few weeks undamaged by storms and frosts and growers are predicting a bumper crop. The snowstorms did not reach Door county and the frosts that damaged crops in other fruit areas were not bad enough to hurt the fruit trees here.

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

We have on hand the largest stock of **Boxwood** in New England; all shapes.

RHODODENDRONS
Parson's Hardy American Seedlings.

FANCY EVERGREENS, for tubs.

300 BAY TREES
A sizes, standard shapes.

MONTROSE NURSERIES
Wakefield Center, Mass.
(Office and Salesroom) 31 Otis St., Boston, Mass.
N. F. McCarthy & Co., Props. Send for catalog.

Mention the American Florist when writing

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. ★ WEST GROVE PENNA.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing

Ibolium Privet
The New HARDY HEDGE
2-yr. Ibolium Privet.
Resembles California. HARDY AS IBOTA.
Dormant Summer Cuttings, $15.00 per 100
All larger grades sold.

Box-Barberry
Summer Frame Cuttings, $25.00 per 1000
For Lining Out,
10 samples postpaid for 50c.
Hard Wood Cuttings for Greenhouse Bench Propagation, $7.50 per 1000. READY NOW.

SURPLUS
Am. Hemlock, Pin Oak, Gingko, Red Maple Japan Iris.

ELM CITY NURSERY CO.,
Woodmont Nurseries, Inc.
NEW HAVEN, CONN.
Buy Box-Barberry and Ibolium Privet of the Introducers.

Mention the American Florist when writing

Hill's Choice Stock

STOCK FOR LINING OUT
Ornamental Evergreens and Deciduous Tree and shrub seedlings, Rooted Cuttings, Grafts, etc., in large assortment of rare, choice and standard varieties for lining out. Annual output, 2,000,000 plants

LANDSCAPE EVERGREENS
New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

THE D. HILL NURSERY CO., Inc., Box 404, **Dundee, Ill.**
EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA

Biennials and Hardy Perennials

Many of the biennials and perennials are now as important to florists as Asters, Sweet Peas, Verbenas, etc., are among the annuals. Some can be forced, such as Delphinium, Canterbury Bells, etc., while many others sell as readily as Geraniums if grown in pots, not to speak of the cut-flower sorts, such as Coreopsis, Gypsophila, Chrysanthemum, Shasta Daisy, Physostegia, etc. They are really needed in every florist's establishment that caters to the better-class of trade. The demand for them is increasing.

Now is the Time to Sow the Seed

Our "Book for Florists" offers a complete list of both the standard varieties and newer ones. Send for a copy if you mislaid yours. These require little care and are **Money Makers.**

CHICAGO **Vaughan's Seed Store** NEW YORK

Pompon Chrysanthemums

Clean, healthy stock, no disease, as we spray our stock throughout the winter

	100	1000
Zenobia, early yellow	3.00	25.00
Lillian Doty, midseason pink	3.00	25.00
Iva, midseason orange	3.00	25.00
Source d'Or, or Golden Feather	5.00	45.00
Quinola, improved deep yellow	5.00	45.00
Eugene Langaulet, yellow anemone	6.00	50.00
Mrs. Frank Beu, needs no explanation	3.00	25.00
Mrs. Godfrey, single pink, late, very good	3.00	25.00
Late Garza, good until January, white	4.00	35.00
Hilda Canning, late bronze	3.00	25.00
Ju Jitsu, half white, half pink, a novelty	15.00	100.00
Mrs. N. W. Harrison, early dainty blush	$15.00	....
Vivian Cook, canary yellow, single	15.00	$100.00
Mrs. G. A. Stewart, Jr., single bronze, early, very good	4.00	....
Baby Doll, sulphur yellow, the smallest of all	12.00	100.00
Krut, a good early yellow	3.00	25.00
Mrs. Mozey, late bronze, single, very good	10.00	....
Mike Gabel, midseason yellow	3.00	25.00
Beckey McLean, late bronze, one of the best	3.00	25.00
Mrs. Henry Vincent, late fawn color, one of our very best	15.00	....

Cash with orders from unknown persons

HANS JEPSEN, Maywood, Ill.

Mention the American Florist when writing

Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | **Lagarde & Speelman**, Ollioules, Var. France

NEW YORK OFFICE
470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

Mention the American Florist when writing

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

Mention the American Florist when writing

McHutchinson & Co.

OFFERS FROM STORAGE

VALLEY PIPS, Dutch or German type, in case lots of 2,500 pips. **LILY BULBS, Giganteum,** 6-8, 8-10 9-10; **Magnificum** and **Rubrum,** 9-11. **BAMBOO CANES,** Japanese and domestic, natural and dyed green, all sizes. **RAFFIA,** natural and colored, 25 lbs. up.

SUMMER SHIPMENT.

FERNS IN FLATS, July-August shipment. **DRACAENA CANES,** May shipment. **PALM SEEDS Kentia Belmoreana** and **Forsteriana, Cocos Weddelliana, Etc.**

FALL SHIPMENT.

DUTCH BULBS, MANETTI STOCKS, CHINESE SACRED LILIES, VALLEY PIPS, JAPAN LILY BULBS, DRACAENA CANES, FRENCH BULBS, FREESIAS and CALLAS, BEGONIAS and GLOXINIAS, Etc., Etc.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

FERNS

Cyrtomium Rockfordianum, Holly Ferns. 3-inch, $1.50 per doz., $8 00 per 100; 4-inch, $3.00 per doz., $25.00 per 100.

Be sure to get Our Monthly Bulletin.

R. Vincent, Jr. & Sons Co.
WHITE MARSH, MD.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Dooley, Cook County, Ill., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

THE annual value of the strawberry crop in the United States is said to be about $18,000,000.

SOUTH BEND, IND.—At a recent committee meeting of the Horticultural Society, plans were made to hold a fruit and vegetable show in the autumn, when farmers will be invited to display their products.

Vegetable Census's Summary.

The United States department of commerce through the director of the census has announced, subject to correction, preliminary figures from the census of agriculture of vegetables produced in 1919, in 33 states.

The total acreage of Irish or white potatoes is 2,186,878 which yielded 202,265,181 bushels. The value of this crop was $513,615,071. In sweet potatoes 311,007 acres were planted, making a yield of 31,959,463 bushels and a total value of $51,213,813.

There were 8,197 acres planted to asparagus, the value of the crop amounting to $1,727,511.

Beans had an acreage of 50,803 and were worth $5,625,708.

There were 484,587 acres planted in cabbage with a value of $14,422,306.

Cantaloupes valued at $5,244,166 had planted 38,597 acres.

The total acreage of celery was 10,424 worth $6,552,427.

Cucumbers had 35,635 acres planted with a total value of $5,093,005.

The value of the lettuce crop amounted to $5,628,241 with an acreage of 12,138.

There were 37,788 acres planted to onions valued at $13,273,952.

Green peas had a value of $5,067,423 with 80,984 acres.

The total value of spinach was $660,467 with 4,073 acres planted.

The acreage of sweet corn was 178,622 with a value of $13,002,072.

Tomatoes were worth $26,315,925 with 225,226 acres planted.

There were 56,762 acres of watermelons valued at $5,173,361.

Miscellaneous vegetables not listed separately had a value of $222,738,607 with 1,059,392 acres planted.

Peppers.

Sweet peppers, sometimes called Chinese peppers and Mammoth peppers, are becoming more and more popular as a crop for planting in the home garden. Only a few plants are necessary to supply the family of average size with all the peppers they will want, but it takes good land and extra care to produce peppers of high quality, say garden specialists of the United States Department of Agriculture. Pepper plants are easily injured by cold and the plants should be started in the house, in a hotbed, or in a greenhouse. Perhaps the best way is to purchase a dozen or so good plants from some seedsman or plant grower.

In preparing the soil for peppers, first spade or fork the land over to a depth of 8 or 9 inches. At the same time work in some well-rotted manure and a large handful of commercial fertilizer to each square yard of space. This should be done at least a week before the pepper plants are set out. Then loosen the surface thoroughly at the time the plants are set. Frequent cultivation is necessary, and an occasional application of weak liquid manure to the soil around the plants will keep them growing vigorously. Large, tender peppers can only be produced on thrifty plants, and in order to keep the plants producing all the peppers should be kept picked off and none allowed to ripen.

Ruby King, Chinese Giant and Large Bell or Bull Nose are among the leading varieties of the large sweet peppers. Pimento peppers are mild in flavor and are largely grown in the southern states for making the pimento pickled peppers. The pimento peppers can be used in the same way as the regular sweet peppers or they may be left on the plants until red ripe, then used for canning.

—THE—

Storrs & Harrison Co.

PAINESVILLE NURSERIES

Catalogues and Price Lists Free on Application.

PAINESVILLE, - OHIO

Mention the American Florist when writing

Bench Rose Plants

	Per 100	Per 1000
Russell	$12.00	$110.00
Sunburst	10.00	90.00

YOUNG STOCK

Ophelia, 3-inch	9.00	75.00
Columbia, 2½-inch	10.00	90.00
Sunburst, 2½-inch	9.00	75.00

Good stock, ready for planting.

GEO. REINBERG,
30 E. Randolph St., CHICAGO, ILL.

Mention the American Florist when writing

Ageratum Fraseri

We feel confident in offering **Ageratum "Fraseri"** to our customers that we are offering what will be one of the most valuable acquisitions to the bedding plant line in recent years, that it is a blue, a decided blue, that would be continually in bloom. In our trial grounds last summer **"Fraseri"** attracted more attention than any other bedding plant. It only grew about 8 to 10 inches high and was covered the entire season with what can easily be classed as immense trusses of flowers, as many of them were over 2½ inches across, while the individual flower would be ⅞ of an inch in diameter. The plant spreads about 12 to 15 inches across. It can easily be used with Alternantheras as a border plant.

Being an early bloomer and dwarf, compact grower, it makes an excellent pot plant.
2-inch, $1.00 per doz.; $ 6.00 per 100.
3-inch, 1.50 per doz.; 10.00 per 100.

Be sure to get Our Monthly Bulletin.

R. Vincent, Jr. & Sons Co.
White Marsh, Md.

Mention the American Florist when writing

Abundance of Stock

Size	100	1000
2¼-in. **Ageratums,** light or dark	$ 2.75	$25.00
2 -in. **Coleus,** red or yellow.	2.75	25.00
3 -in. **Cyclamens,** 8 varieties	15.00	....
2¼-in. **Fuchias,** 12 varieties..	3.00	27.50
2¼-in. **Heliotropes,** light or dark	3.00	27.50
2½-in. **Marguerites,** fine plants	3.50	30.00
2½-in. **Stocks,** Alice or Nice.	2.75	25.00
2¼-in. **Vincas,** variegata	5.00	45.00
3½-in. **Vincas,** variegata	13.00	125.00

Liberal Extras. Correspondence Solicited.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

50,000 Dracaena Indivisa

From 2-inch pots, ready for 3 or 4-inch pots, at $4.00 per 100. From 2-inch pots, good strong average sized plants at $3.00 per 100.

GERANIUMS (Our Specialty)
Nutt. Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, **ALLEGANY, N. Y.**

CARNATIONS
F. Dorner & Sons Co.
Lafayette, Ind.

SPECIALTY
Potted Plants
To Trade Only.
A. L. MILLER, Jamaica, N. Y.

Robert Craig Co.
HIGH CLASS PALMS
and Novelties in Decorative Plants
NORWOOD, Delaware County, PA.

Elmer D. Smith & Co.
ADRIAN, MICH.
Chrysanthemum Specialists
Catalogue Free.

CYCLAMEN

We must have room and offer for one week.
2,500 2¼-in. **Cyclamen,** at $10.00 per 100; $90.00 per 1000.
3,000 3-in. **Cyclamen,** at $20 and $25 per 100.
1,000 4-in. **Cyclamen,** at $40.00 per 100.
Ask for our prices of **Easter Greeting Pelargoniums and Ferns.**

GEO. A. KUHL, Wholesale Grower **PEKIN, ILL.**

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.
Cloth Bound, $1.00

American Florist Co.
440 S. Dearborn St., Chicago

Ready Reference Section

15 CENTS, NET, PER LINE

ALTERNANTHERAS.

Alternantheras. Yellow and Brilliantissima, fine bushy, 2-inch stock, $4.00 per 100. Cash. JOSEPH BANCROFT & SON. Cedar Falls, Ia.

AMPELOPIS VEITCHI.

Ampelopsis Veitchii. A large stock of one and two year in all grades. Two year transplanted are heavy for grades. Some three year with heavy tops and roots. Light stocks for lining out very cheap. CHAS. BLACK, Hightstown, N. J.

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $10.00 per 1000; 2¼-in. pots, $5.00 per 100; 3-in. pots, $10.00 per 100.

ROMAN J. IRWIN,
43 West 18th St. New York.

Asparagus Sprengerii, 4-inch, 20c; 3½-inch, 15c each. Asparagus plumosus, 4-inch, 20c; 3½-inch, 15c each. DAVIS FLORAL CO., Davenport, Ia.

Asparagus plumosus, 2-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

ASPLENIUM.

Asplenium Nidus Avis (Birdnest Ferns), good strong, healthy stock, ready for delivery June 1, 1921, 1¾-in., 20c; 2¼-in., 25c; 3-in., 35c each. WM. K HARRIS, 55th and Springfield Ave., W. Philadelphia, Pa.

BARBERRY.

Box-Barberry, well-rooted summer cuttings $25.00 per 1,000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BEGONIAS.

20,000 BEGONIA MELIOR 2¼-IN. POTS. From leaf cuttings, ready now, $35.00 per 100, $300.00 per 1000. Peterson, Cincinnati, Lorraine, ask for prices. Begonias 2¼-in., Chatelaine $7.00 per 100; Patten $8.00 per 100; the new Pride of Newcastle, $12.00 per 100.

ROMAN J. IRWIN,
43 West 18th St., New York.

Begonias, Metallica, Otto Hacker and Pres. Carnot, $10 per 100. The Storrs & Harrison Co., Painesville, O.

Begonia Chatelaine, 4-inch, $25.00; 3½-inch, $20.00 per 100. DAVIS FLORAL CO., Davenport, Ia.

BULBS.

Bulbs, Gladiolus. All bulbs are first-class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BULBS.

R. A. VAN DER SCHOOT
Hillegom, Holland
Extensive own culture of bulbs and plants. Prices on application.

CANNAS.

CANNA BARGAINS.
Guaranteed true to name, 2 to 3 eyes, strong plants.

	Per 100	Per 1000
King Humbert	$4.50	$40.00
Yellow King Humbert	4.50	40.00
City of Portland	7 00	65.00
J. F. Howell	3.50	30.00
Allemania	3.50	30.00
Shenandoah	3.50	30.00
David Harum	3 50	30.00
Charles Henderson	3.50	30.00
Indiana	3.50	30.00

NORTH STAR NURSERY
H. B. Schroeder, Mgr. Onarga, Ill.

CANNAS. 3000 King Humbert at $3.50 per 100; $30.00 per 1000. 4000 Richard Wallace at $2.50 per 100; $22.50 per 1000 Good strong stock, two to three eyes and better. Cash. The lot to one address, $150.00. BUSHY FLOWER GARDEN, Bushy, Va.

CARNATIONS.

CARNATION PLANTS.
200,000 from black soil.

	1000
Ward	$25.00
Rose Pink Enchantress	25.00
Enchantress	25.00
White Enchantress	25.00
Thenanthos	25.00
Matchless	35.00

200,000 from sand.

	1000
Ward	$18.00
Rose Pink Enchantress	18.00
Enchantress	18.00
White Enchantress	18.00
Thenanthos	18.00

PETER REINBERG
Wholesale Florist
30 E. Randolph St. Chicago

CARNATIONS
Choice Rooted Cuttings
MATCHLESS
$5.00 per 100; $40.00 per 1,000.
BELLE WASHBURN
$7.00 per 100; $60.00 per 1,000.
Our cuttings are all made from flowering side shoots.
BASSETT & WASHBURN.
178 N. Wasbash Ave., Chicago.

ROOTED CARNATION CUTTINGS.

	100	1000
Enchantress Supreme	$4.00	$35.00
White Enchantress	3.50	30.00
White Wonder	3.50	30.00
Matchless	3.00	25.00
Miss Theo	3.00	25.00

CHAS. N. MILLER & BRO.
Morton Grove, Illinois.

ROOTED CARNATION CUTTINGS.

	100	1000
Enchantress Supreme	$4.00	$35.00
White Wonder	3.50	30.00
White Enchantress	3.50	30.00
Pink Enchantress	3.00	25.00
Miss Theo	3.00	25.00
Matchless	3.00	25.00

J. A. BUDLONG CO.
184 North Wabash Ave. Chicago.

CARNATIONS.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS, ROOTED CUTTINGS.
Clean, healthy stock free from midge.
Standard Varieties.
Golden Glow, Early Frost, Charles Razer, Seidewitz and all other standard varieties. $3.50 per 100; $30.00 per 1,000.
Pompons—Hardy Early Flowering, Single varieties. Anemones, $3.50 per 100; $30.00 per 1,000.
Choice Commercial Varieties.

Sun Glow	White Mistletoe
Glen View	Golden Mistletoe
Wells' Lake Pink	December Gem
Yellow Turner	Odessa
Yellow Chadwick	(ready May 25)

Price on all above, $5.00 per 100; $45.00 per 1,000.
White Seidewitz, $6.00 per 100.
Hamburg Late White, $5.00 per 100; $25.00 per 1000. Pink Turner, $2.25 per dozen, $15.00 per 100.
Ask for Price List of Carnation Cuttings.
ROMAN J. IRWIN
43 West 18th St., New York

CHRYSANTHEMUMS.
Rooted Cuttings.
Our celebrated early white pompons are ready to ship anywhere. This variety commences to bloom October 1, and will continue three months, producing quantities of double white pompons, which are fine for either cut flowers or potted plants.
$6.00 per 100
50.00 per 1000
BASSETT & WASHBURN
178 N. Wabash Ave. Chicago.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrain, Mich.

COLEUS.

COLEUS ROOTED CUTTINGS.
$1.50 per 100; $14.00 per 1,000, by express. If postpaid, special delivery and insured, at customer's risk, add 15c per 100; 75c per 1,000. Golden Bedder, Verschaffeltii, Queen Victoria, Firebrand, Beckwith Gem, Trailing Queen and others.
American Beauty and Brilliancy, $2.50 per 100; $20.00 per 1,000.
Ask for Price List on All Bedding Plants.
ROMAN J. IRWIN
43 West 18th St., New York

Coleus. Best bedding varieties, $3.00 per 100. Cash. JOSEPH BANCROFT & SON. Cedar Falls, Ia.

CYCLAMEN.

Cyclamen. The kind you have been looking for. Strong, well grown named varieties in separate colors in the following:

From 2½-in. pots	$12.00
From 3- in. pots	20.00
From 4 -in. pots	40.00
From 5 -in. pots	75.00

Write for discounts on large orders.
We pay special attention to boxing and packing and the using of paper pots should insure safe arrival at destination. The stopping of express cars at our plant enables us to make direct shipments without unnecessary rough handling, which will be appreciated by our customers. Plants are moving fast and we advise ordering at once.
J. W. DAVIS COMPANY
Terre Haute, Indiana.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CYCLAMEN.

From Amer. grown seed, and superior in quality.
Cyclamen Giganteum, 3-inch pot plants, now ready for delivery.

Glory of Wandshek.	White—Carmine Eye.
Daybreak.	Rose of Marienthal.
Brilliant Red.	Magnifica.
Christmas Cheer.	Lavender.
Pure White.	Rokoko Improved.

$20.00 per 100; $175.00 per 1,000, net. Strong hardy plants; a superior strain and grown cool.
J. A. PETERSON & SONS
Westwood. Cincinnati, O.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,00. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill

---

Cyclamen, 2½-in., good assortment, leading varieties, $12.00 per 100, May delivery. MATTHEWSON'S, Sheboygan, Wis.

DAHLIAS.

DAHLIAS
The following good cut flower varieties are still available: Jack Rose, Sylvia, Lynhurst, Minnie McCullough, Princess Juliana. White Swan and Golden Gate. Stock of other varieties exhausted.
LYNDHURST FARM, INC.
R. F. D. No. 2, Hammonton, N. J.

DAISIES.

DAISIES, Single White, rooted cuttings, $3.00 per 100, 2½-inch, $6.00 per 100; $50.00 per 1000. Mrs. Sanders, Boston Yellow, 2¼-inch, $8.00 per 100.

Ask for Price List on Ferns, Cyclamen Seedings, Etc.
ROMAN J. IRWIN
43 West 18th St., New York

DELPHINIUMS.

25,000 Delphinium Belladonna. 2¼-in., $6.00 per 100, $50.00 per 1000. WM. SWAYNE, Kennett Square, Pa.

DRACAENAS.

DRACAENA INDIVISA. Extra fine well-rooted, 3½-inch pots, $17.00 per 100; 2¼-inch pots, $5.00 per 100; 4-inch pots, $40.00 per 100; 5-inch pots, $60.00 per 100.
ROMAN J. IRWIN.
43 West 18th St., New York.

Draceana Indivisa. 2-in., ready for 3 or 4-in., $4 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

BOSTON FERNS
Good, Strong, Bushy Stock

5-inch	$ .50	each
7-inch	1.25	each
8-inch	2.00	each
10-inch	2.50	each

Add 5% packing charge.
DAVIS FLORAL CO.
Davenport Iowa

FERN RUNNERS, ready April 5, $15.00 per 1000. FOLLOWING VARIETIES: Boston and Macawii, 2¼-inch of above, also Scottii, $6.00 per 100, $50.00 per 1000. New Macawii, 2¼-inch, $10.00 per 100, $95.00 per 1000. Larger sizes, ask for prices.
Bostons, 3-inch pots, $15.00 per 100; 3½-inch pots, $24.00 per 100; 4-inch pots, $26.00 per 100.
ROMAN J. IRWIN
43 W. 18th St., New York.

Ferns, Boston, Roosevelt and Harrisii. 2¼-in., $7.00 per 100; $65.00 per 1,000. Macawii, 2¼-in., $12.00 per 100; $100.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

STRONG HEALTHY FERNS

Boston,	3-inch	$12.00	per 100
"	4-inch	22.00	" "
"	5-inch	40.00	" "

Give us a trial order.
PETERSON FLORAL CO.
Gibson City Illinois

Ferns. Table and fern dish. For varieties and prices see display advertisement elsewhere in this issue The Storrs & Harrison Co., Painesville, O.

FERNS.

Ferns. Pot grown and in good shape. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns, Ill., descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

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Geraniums, Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8. Lancaster, Pa.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

GLADIOLUS.

Gladioli, strictly first size. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568 Washington St., Buffalo, N. Y.

GRAPE VINES.

20 assorted grape plants, my selection, labeled and prepaid, $1.00; beyond third zone, $1.25. CHARLES NASH NURSERY, Three Ribers, Mich.

HYDRANGEAS.

FRENCH HYDRANGEAS.
For Memorial Day Forcing.
My 20 best named varieties, white, pink, blue, rose, etc.

	Doz.	100
4½-in. pots, 4 to 6 branches	$ 5.50	$40.00
5 and 5½-in., 5 to 9 branches	7.25	55.00
6-inch pots, 6 to 10 branches	7.75	60.00
6½-in. pots, 8 to 12 branches	10.75	85.00
7-inch pots, 9 to 12 branches	$1.25 each	

Packing, 5 per cent on amount of order.
Ask for list of varieties on application.
ROMAN J. IRWIN.
43 West 18th St., New York.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

MYRTLE.

MYRTLE HARDY CREPE VARIETY for covering graves, etc., $7.00 per 100; $60.00 per 1,000.
ROMAN J. IRWIN.
43 West 18th St. New York.

NURSERY STOCK.

Cuttings, shrubs and fruit plant bargains. See classified ad. in week before last issue, under nursery stock. CHARLES NASH NURSERY, Three Rivers, Mich.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

PANSIES.

300,000 PANSY PLANTS.
Steele's Mastodon in bud and bloom. Large, strong, stocky plants. September transplanted. Quality plants. Satisfaction guaranteed. $4.00 per 100; $35.00 per 1000.
JOHN JENSEN & SONS.
9801 S. Western Ave., Chicago.

200,000 large, stocky, September transplanted, field grown, blooming pansy plants, superb strain; all salable stock, $2.00 per 100, $20.00 per 1000. Satisfaction guaranteed. Ready now. Cash with order. BRILL CELERY GARDENS, Kalamazoo, Mich.

PELARGONIUMS.

Pelargonium Easter Greetings. In bud and bloom, extra fine plants, 5-inch, 40c; 4-inch, 25c each. DAVIS FLORAL CO., Davenport, Ia.

POINSETTIAS.

California field-grown Poinsettia stock plants. Early variety, famous for holding its foliage, and True Red Variety plants, $18.00, $25.00 and $30.00 per 100. These stock plants will produce on an average of 25 cuttings in one season. I am now supplying some of the largest growers of potted poinsettias in nearly every state of the United States. Free sample plant sent upon request. PAUL ECKE, 1126 Hayworth Ave., Los Angeles, Calif.

PRIMULAS.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIMULAS. Sim's Hybrid Yellow Polyenthus, strong divisions, $7.00 per 100.
ROMAN J. IRWIN
43 W. 18th St., New York

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Privet. Ibolium privet, hardy hybrid: cross between California and Ibota privet, 2 years, 2-3 ft., $2.50 each; 1 year, 1-2 ft., $1.00 each; summer frame cuttings, 50c each. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

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BENCH PLANTS.
Roses—Choice Stock.

Russell, 3-year old	$15.00	per 100
Columbia, 2-year old	12.00	per 100
White Killarney, 2-year old	10.00	per 100

BASSETT & WASHBURN.
178 North Wabash Ave., Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

ROSES.

ROSE PLANTS.
2¼-in. own root stock.

	1000
Premier	$110.00
Columbia	75.00
Sunburst	75.00
Dunlop	90.00

3-in. own root stock.

	1000
Premier	$125.00
Columbia	90.00
Ophelia	75.00

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Wholesale Florist
30 E. Randolph St. Chicago.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Russell Bench Plants	$16.00	$150.00
Milady Bench Plants	15.00	140.00
Killarney Bench Plants	12.00	115.00
Ophelia Bench Plants	12.00	115.00
Sunburst Bench Plants	12.00	115.00
American Beauty	20.00	190.00

M. C. GUNTERBERG,
Wholesale Florist
8 East Randolph St. Chicago, Ill.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

Roses. Own Root. Dunlop, 2-in., $20.00 per 100, $175.00 per 1000; Columbia, 2-in., $15.00 per 100, $125.00 per 1,000; Ophelia, 2-in., $9.00 per 100, $80.00 per 1,000. THE PARK FLORAL COMPANY, 1643 Broadway, Denver, Colo.

RUSSELL BENCH PLANTS.
Good stock $15.00 per 100. No order for less than 100 shipped.
BASSETT & WASHBURN.
Wholesale Florists
178 North Wabash Ave. Chicago.

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Seeds. Seed stock of the following varieties, hand-picked and ready for planting: Fordhook Bush Lima, Wood's Prolific Bush Lima, Large White Pole Lima, and Lazy Wife Pole. Write for quantities and prices. Henry Berrien Fish, Carpinteria, Calif.

Asparagus Sprengeri seed, 1921 crop, field grown, $2.50 per 1000; 5000 for $10.00. Plumosus nanus, $3.00 per 1000. Cash with order. SAN DIEGO NURSERY, 521 Sixth St., San Diego, Calif.

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Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Son, Langport, Eng.

Asparagus plumosus seed of new crop. Greenhouse grown. True flat sprayed type. Per 1,000, $3.50; 5,000 lots at $3.25. For larger lots write us. VAUGHAN'S SEED STORE, CHICAGO.

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Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

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SEEDS.

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Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

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Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. The largest French cultures of Primulas. Ask for prices 1921 crop. Malacoides, $22.69 per lb. JH. PAQUET, bd., Magnan, Nice, (France).

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Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

SEEDS.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

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SNAPDRAGONS

2¼-inch Pots	100	1000
Nelrose	$6.00	$55.00
Keystone	6.00	55.00
Silver Pink	6.00	55.00
Giant White	6.00	55.00
Giant Yellow	6.00	55.00

Ask for Prices of Roses, Grafted and Own Root.
ROMAN J. IRWIN
43 West 18th St., New York

Snapdragons. Double June Hefko, rooted cuttings, $15 per 100; $125 per 1000; 2½-in., $17 per 100. T. D. Hefko, Marshfield, Wis.

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Best moss at lowest prices. THOUSAND ACRE MARSH, Box 84, Warrens, Wis.

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VINCAS. Variegated. R. C., $2.00 per 100; 2¼-in., $5.00 per 100; 4-in. pots, bushy, $15.00 per 100, $140.00 per 1000; 3½-in. pots, $12.00 per 100.
ROMAN J. IRWIN,
43 West 18th St., New York.

Strong vincas, green or variegated, 4-inch, $12.00 per 100. PETERSON FLORAL CO., Gibson City, Ill.

MISCELLANEOUS.

Seed packets for 1921. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

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Thomson's celebrated manure. Sold by all dealers or from sole makers. Wm. Thomson & Sons., Ltd., Clovenfords, Scotland.

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Greenhouse glass. "Flat Crystal Glass." Even thickness; why not have the best? Get our prices. Cadillac Glass Company, 2556-2586 Hart Ave., Detroit, Mich.

Green cemetery vase. Made of durable earthenware and stained permanent green. Per doz., $4.00; 3 doz., $11.25. Vaughan's Seed Store, Chicago and New York.

Gold letters of best quality. Prices greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A, New York.

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MISCELLANEOUS

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HARDWOOD ASHES. Nature's own fertilizer. Geo. Stevens, Peterboro, Ontario, Can.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

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Glass, large stock and good prices. Sharp, Partridge & Co, Chicago.

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Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

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Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

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Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

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Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

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Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2462 Sheffield Ave., Chicago.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

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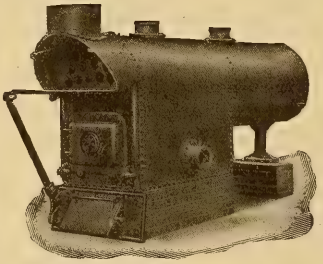

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that to grow good flowers it requires good boilers in the greenhouses, so when installing a boiler be sure and consider

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"Superior Standard" Boiler

Most durable, rapid and Economical Greenhouse Heating Boiler on the Market.

Is unequalled for Greenhouse Heating.

Made for packed hub joints or screwed fittings. Made in 9 sizes.

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Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

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LABELS, for nurserymen, and florists. Benjamin Chase Co., Derry Village, N. H.

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Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. The Townsley Pottery, Idaville, Ind.

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Brenner, Edward, New York.
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Lecakes C. & Bros., New York.
Mackie, William, New York.
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Vol. LVI. **CHICAGO AND NEW YORK, MAY 14, 1921.** **No. 1719**

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

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The thirty seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

Memorial Day Number

Next Week

Send all Special Ads. For This Issue EARLY.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO, ILL.

Dr. Tracy's Retirement.

By R. A. Oakley, in Charge of the Office of Seed Distribution, Department of Agriculture, Washington, D. C.

His Life and Work.

The occasion of Dr. Will W. Tracy's retirement from active service in the United States Department of Agriculture affords an opportunity to his host of friends to congratulate him on his many years of devotion to the study of plants. Some of us who have had the good fortune to know him intimately have a compelling desire to give those who are less fortunate a better view of his useful and interesting life.

William Warner Tracy was born in Hudson, O., May 2, 1845. He is the son of Stephen Tracy, who was fifth in descent from the Stephen Tracy who came to America in 1621, and of Alice Dana, a great grand-daughter of General Israel Putnam. His parents moved to Hartford, Vt., while he was yet a small boy and shortly afterward he took up work in the nurseries of T. C. Maxwell & Son, Geneva, N. Y. But this was by no means Dr. Tracy's first training in plant culture, nor was it the beginning of his insatiable love for plants. His first lessons in horticulture were taken in his infancy at home and his love for plants was a parental legacy. His mother had a local reputation because of her fondness for and exceptional success in the culture of flowers and when she returned from China, where she went as a missionary with his father shortly after their marriage, she brought back many new and interesting plants with her

When scarcely five years old Dr. Tracy possessed a love for plants that was nothing less than intense. He could not bear to see them broken or injured. To him a plant destroyed was an irreparable loss and even yet his enthusiasm has not reached its climax.

As a boy he spent his vacation and most of his spare time planting trees and other perennials along the roadways and public places in the vicinity of Andover, Mass. When he moved to Detroit he carried his tree-planting ideas with him and he was directly responsible for the thousands of fine American elms that are now growing in the center of the city bordering on Woodward avenue. The trees constitute an enduring and useful monument to him.

The civil war found Dr. Tracy with equal devotion to his country. On September 12, 1862, he volunteered in Co. "D" 45th Mass. Inf., and served with that organization until September 2, 1863, when he was invalided home. He had served with his company only three months when he was offered a commission as first lieutenant. This he refused because he thought he could render a greater service as a private in the ranks.

After regaining his health, he entered the Michigan Agricultural College, from which institution he was graduated in 1867 with the degree of bachelor of science. His knowledge of plants soon became known to the college authorities, and shortly after he entered, he was given charge of the college grounds and made instructor in horticulture. While holding this position he laid out and planted the college campus, which is indeed a creditable piece of landscape gardening. Immediately upon graduation he was appointed professor of horticulture. This attests eloquently to his record as a student and to his knowledge of the subject he had chosen for his life work. Ill health made it necessary for him to resign his professorship, and from college he went to Old Mission, Grand Traverse county, Michigan, where he purchased a home and set out a large apple and peach orchard. These orchards were among the first in that part of the state, and the apple orchard is in existence to this day.

While at Old Mission, Dr. Tracy contracted with D. M. Ferry & Company to grow seed peas. This fact, while commonplace in itself, had an important bearing on the future of the company. It was his unusual knowledge of peas and plants generally that attracted the attention of the company to him and convinced them of the desirability of securing his services. This they did in 1879. Dr. Tracy's first work with D. M. Ferry & Company was to organize the trial ground and green house department, and upon this task he entered with great enthusiasm. It is needless to say he accomplished most excellent results, which have remained a permanent asset of the company.

Dr. Tracy was untiring in his work. He knew no other recreation and never grew weary except when it partook of the nature of routine or commonplace. When this condition obtained, the only stimulant he needed was a new line of investigation. It has often been said of him that he paid too little attention to his physical comfort, and even now in his retirement, this characteristic is still much in evidence.

At Ferry's.

During his work with D. M. Ferry & Company, Dr. Tracy became the foremost authority in America on varieties of vegetables. In speaking of him recently a well known member of the present firm of D. M. Ferry & Company said:

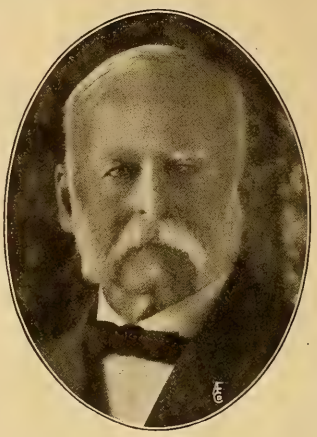
"For many years Dr. Tracy wrote the catalogue for D. M. Ferry & Company, and was responsible for all its descriptions. It was his pride to make the catalogue accurate and less a sales argument than a reliable book of reference. To him a fact of nature was a fact and as such worthy of all reverence. Moreover, he could see beyond the law to the controlling of the beneficent power with which it was his highest aim to be in accord. A yellow primrose was to him never a pink or a green primrose, but it was a million times more than a yellow flower. He called all growing things by their first name, and they answered joyfully to his call. He might forget where he lived, but he could recall instantly all the characteristics of the most unimportant vegetable.

"Perhaps Dr. Tracy's greatest contribution to science, and one which has never been properly recognized, was his insistence early and late on single plant selection as the only way to fix a type. As early as 1882, and long before Nilsson published his book, Dr. Tracy was putting this theory into profitable practice. He was the pioneer in America, and perhaps in the world, in the adoption of the scientific inbreeding of plants. He left a lasting impression, not only upon the methods and framework of the organization, but upon the lives of those with whom he worked. I am only one of the many who revere his character and are profoundly grateful for his help."

It was with mutual regret that Dr. Tracy's connection with D. M. Ferry & Company was severed, but an unusual opportunity for studying plants presented itself in another field, and in 1903 he accepted an appointment in the United States Department of Agriculture to take charge of vegetable variety investigations. How well he succeeded with this work is a matter of very general knowledge, and if there were need for adducing proof of his success, there are two facts that offer proof sufficient: The degree of doctor of science conferred upon him by the Michigan Agricultural College, his alma mater, attests to the regard with which scientific workers have appraised his accomplishments, and his election to honorary membership in the American Seed Trade Association is ample evidence of seedsmen's valuation of them.

Nor are his associates in the Department of Agriculture lacking in their appreciation of Dr. Tracy and what he has done in his chosen field. Prof. L. C. Corbett, in charge of the office of horticultural and pomological investigations in the Bureau of Plant Industry, says:

"I wish to enter my small contribution of satisfaction for having been associated so intimately with Dr. Tracy for a number of years. A great part of the value of such a man to society is in his own personality which cannot be conveyed through the written page. To appreciate such people one must be intimately associated with them. Truly Dr. Tracy is one of nature's noblemen and no one who came intimately in contact with him could escape being the better for the contact. We have the satisfaction, however, that his spirit and example will live long after his service to this generation may be completed, for he has set an example to the seed trade of America which will ever stand as its guiding principle."



William W Tracy.

Having known him intimately for years, Dr. Wm. A. Taylor, chief of the Bureau of Plant Industry, wrote Dr. Tracy:

"In view of your retirement from active service I wish to express my high personal appreciation of the service you have rendered to American horticulture, both during the period of your connection with this department and prior to your entrance to the Bureau of Plant Industry.

"As a student at Michigan Agricultural College, and later as a new and youthful member of the Michigan Horticultural Society, I very distinctly recall the pleasure which your hearers experienced when they had opportunity to hear you discuss various features of vegetable growing, and especially those questions of varietal identity, characteristics and behavior of vegetables regarding which so little exact and useful information was available in the books or obtainable in the college courses.

"I trust that in your perhaps less strenuous experience after retirement you will still find opportunity to carry on your studies and to report for the benefit of others that wealth of information derived from keen and accurate observation which your associates, and others in the field of horticulture, have come to value so highly when available to them for consideration.

"Personally, also, permit me to express my high appreciation of the ethical and scientific standards which you have steadily maintained in your work. They have been and are a most potent influence for the guidance of workers in this interesting but difficult field of research.

"I trust that the new status upon which you are entering will prove congenial and intellectually and spiritually profitable for many years to come."

And Secretary of Agriculture, Henry C. Wallace, adds in his letter to Dr. Tracy on the occasion of his retirement:

"May I also personally express the hope, in which I am sure your former associates join, that you may enjoy to the full the rest you have earned by your long service and devotion to duty. I trust that the coming years will deal kindly with you and yours."

There are literally scores of others in the department who heartily concur in these sentiments and expressions of commendation.

For more than the decade and a half that he has been with the Bureau of Plant Industry, Dr. Tracy's advice and assistance in all matters pertaining to vegetable varieties have been sought for from nearly everyone who was interested in the subject. Whether it was a question involving culture, relative merits or nomenclature, he was asked to answer it, and he always answered so well that more than one has been led to remark on the uncanny prolific writer, Dr. Tracy is the author prolific writer, Dr. Tracy is the author of several valuable treatises on vegetables. These include books and department bulletins and they are accepted as being thoroughly authoritative. It is only to be regretted that the wonderful store of knowledge he carries forward with him from day to day cannot fully be set down for the benefit of present day and future workers.

In looking back over his long and useful career, it is an easy matter to understand upon what his success has been builded: Honesty in his dealings with his fellowmen; implicit faith in humanity; untiring enthusiasm and devotion to his chosen subject; and supreme regard for truth in all things. These have made up for him a way of life.

Dr. Tracy has retired from active service and he well deserves the vacation he now proposes to take, but he is sure to be called upon from time to time for a measure of that help which he has so freely given in the past.

Washington, D. C.,
May 5, 1921.

CALGARY, ALBERTA.—The Kerrison Floral Co., Ltd., is in liquidation in the courts.

BEACON, N. Y.—Benjamin Hammond, well known manufacturer of insecticides and greenhouse paint and putty, is president of the local board of education.

WINDOW BOX IN CHICAGO.

See Issue of May 7.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

How does the front of the store look? It is most important that decoratively, with growing plants and flowers, and at times other decorative material, it should at all times present such an attractive appearance as to at once catch the eye of the passers-by, and even those in the street cars, who frequently turn their heads to take a second look at a window that has attracted their attention.

It is awning time for the sunny side of the streets, and if last year's shade cloth is faded out and forlorn, get a new one. Dress makes the store, just the same as fine clothes make the gentleman, at least in outward appearance, and it is this well-dressed look that makes the store inviting, particularly to strangers. A shabby store front is a great handicap to any business and inexcusable when it is so easily overcome.

Out-door shrubbery is now at its best and can be used to advantage in window and store decoration. A handsome large wreath made of spirea will make a showy window piece, while snowballs can be worked into set pieces, over which can be traced other choice flowers in color schemes that will make very artistic effects. Such pieces are frequently sold for immediate delivery or orders are taken for something similar.

Memorial Day should be featured and given prominence and all the advertising possible, so as to keep it in the minds of the people. A handsome magnolia or oak leaved wreath or two, show pieces, decorated with tricolor ribbons and a flag or two, and the date, May 30, on a small shield worked in, can be found place for on the walls or on easels, and add quite a decorative effect to the store. Cut-flower boxes, particularly those being sent as gifts, should have a decorative touch on the outside with a spray or two which can be slipped under the tying cord or tape. It costs but a trifle, makes a nice finish and is sure to be appreciated and commented on.

A nicely filled plant basket, hamper and wicker fern stand are good stock features, and when neatly trimmed with ribbons they are very attractive and especially suitable as gifts.

Callas have had a great run the past season and appear to be more popular than ever. They are used mostly for decorative and for funeral work. Their thick, fleshy stems make a heavy, clumsy handle when over a dozen are tied together. In a large double spray where four dozen or more are required, a number can be stemmed on long sticks and worked in as the bunching goes on, or placed in afterward, particularly where the stems are fastened at the center. Before this center is finished it is well to put on the ribbon, which can be made to take the place of several flowers.

It is the custom in many stores to fill the flowers of callas with violets, lavender, sweet peas, heliotrope, etc. The pure white flower with its beautiful, graceful curves, is one of the most beautiful of the lily family and stuffing it with any other flower is a sacrilege, entirely spoiling its beauty. When such other flowers are desired it is much better to arrange them in a cluster at the stems where the ribbon is tied, where an even better color contrast is obtained with the white and graceful form of the lilies. Calla leaves are the best foliage to use with them; they do not last long however and should be thoroughly soaked in water before made up.

This is the season of popular prices; flowers are plentiful and it is necessary to keep them moving. Run sales of those that are most plentiful in the market. The little vase baskets, and the small flower box filled with all of a kind, should have a table or two in the store and a good display in the window. Do not forget the price card, for this silent salesman is what makes them go. For those who like to have something different for their customers a stock of such plants as Pandanus veitchii, cocus, kentias, crotons and marantas, together with some of the variegated ferns, all in three inch, or, better, two and a half inch pots, will be found valuable in the making up of choice wreaths. These plants taken out of the pots and roots washed and mossed or the plants cut off and stemmed in beautifully with flowers, gives the pieces quite a distinctive appearance.

A display of made up corsages with their ribbons and pins on a show table in the window are sure to attract attention. Frequent groups of this kind will work up a trade in these arrangements that will more than pay for those not sold, with the prestige for the artistic work as publicity. Peonies are now in the market and while not very satisfactory as a cut flower they are in such demand for Memorial Day that it is well to feature them from now on. They can be arranged very prettily in vases or vase baskets but must be well soaked in deep jars of water before using. All surplus foliage should be removed and flowers kept from direct draft.

Run a window of snapdragon, it is at its height and can be displayed with good decorative effect, in large vase baskets with the handles tied with ribbons. The stock can be sold from these baskets the same as from jars, while short stemmed spikes in small vase baskets will be popular with all flower lovers.

Store Philosophy.

There is nothing more important in store management than to have the orders out on time. Ten A. M. does not mean 10:30 or 11 or possibly later. The angry call over the telephone for the flowers that should have been delivered an hour before, has little of the good will ring that is so necessary to the life of the business. Orders received in such a mood are seldom satisfactory. The time of delivery should stand out boldly on every order sheet and be carried out to the minute.

All boxes of cut flowers, whether for home consumption or sent as gifts, should have some pretense of arrangement. A dozen carnations will look much better if divided, with flowers at each end and stems toward the center, covered with a spray of greens, primroses or other flower; just a touch to dress it up a little. Where the price will warrant there can be more elaboration and an artistic finish with pansies, violets, pussy willow sprays or tasselled ferns will add to the appearance. It is a good plan when long stemmed buds come near the ends of the box, to tie the stems in the center, which holds them in place. A folded piece of wax paper should be used across the stems as a cushion for the tape. This support is not seen until the top fringe of flowers have been removed. It is the first sight of the interior that pleases, and this should be made as artistic as possible. A sheet of white or other colored paper may be tied as a flaring cornucopia around any long stemmed flowers using shades that will contrast as pink with blue, white with yellow or all white. At the stems tied outside with a small tasseled cord or tape the color of the flower, a small bunch of pansies, a few Sweetheart roses, or a little knot of any flowers or greens tied in the cord gives a nice finish. Such a package is artistic and saves a more expensive box. A card stating that these flowers should be immediately placed in water should be pinned to the cover.

Metal clips which cost but a trifle are better package fasteners than pins, not being so apt to slip out; a box of these behind every counter will be found useful every hour in the day.

Pot coverings are most essential in every up-to-date shop, of these there should be a stock made up in various sizes, on hand at all times. Fitted into one another they will take but little room and will be of great assistance on a busy day.

Keep up all standard stocks, it is very annoying to find just when it is needed to fill out an inscription, that this or that letter is missing, the last pair of palms of a size were used up yesterday, or the wheat sheaves are all gone. Possibly there is no box large enough to hold the hurriedly made design that must make a certain train, etc. If there is yet time to get all these from the supply house, there is the extra expense of telephone carfare, time of messenger or extra trip for the car, all of which could have been avoided by a little checking up with store supplies.

PLANNING THE DAY'S WORK.

It is astonishing how much more can be accomplished by planning the day's work ahead. Great progress is possible by laying in the necessary stocks and having them at their best when the time comes. The only available buds the next morning, may be close and tight requiring twice as many for the same effect.

Half hours and hours may be saved by economies in well planned deliveries. With the early morning rush over, the other items in store arrangements, or window decoration, can proceed immediately, and the display is soon ready for early shoppers inspection.

A few choice pots or jardinieres filled with plants add a decorative appearance to the store that is worth far more than they cost. They are also salable the oft repeated phrase, "we have no demand for anything like that in our store" nothwithstanding. Well displayed articles showing their decorative value and the uses to which they may be put sell themselves, and make room for others.

Wm. F. Gude, Washington, D. C.

If during the day anything goes wrong from the customer's standpoint. see that it is righted at once; the longer you hold an error to be corrected, the harder it will be to explain. When vehement complaints are made do not interrupt, wait until you get the whole story, then handle the matter as diplomatically as possible, excuses will not count, but anything you can do to make it right, should send customers away in a good humor.

A full line of delivery boxes and baskets made for the purpose, while expensive, will in the end be found most economical. To grab up new cut flower boxes for the delivery of sprays and designs, renders them unsuitable for their proper use. Large, well made boxes or baskets that will hold several pieces can be packed together in a car without damage and are useful for a long time.

System in deliveries avoids expense. A boy and car fare may take the place of a long trip for the car. If there are definite delivery hours, clerks can state that orders will be sent at these periods, which in the majority of cases will be satisfactory. In the accumulation, the orders can then be routed for much more economical delivery.

There is a great saving in the proper handling of ribbons and chiffons. Standard lengths should be established for sprays and wreaths, handles of baskets and also for corsages. To grab a bolt out of the case on a busy day and guess at the amount required, is very wasteful. A bolt cut at a time, the lengths hung over spindles in the case, where they are ready for instant use is a much better plan and insures that only the proper amount is used.

Gude Honored.

William F. Gude, of Gude Bros. Co., Washington, D. C., was appointed third member of the District of Columbia rent commission by President Harding April 27. It is expected that he will take office immediately following confirmation by the senate.

Mr. Gude was born at Lynchburg, Va., in 1868. When but 21 years of age he engaged in the florist business in Washington, which he has continued so successfully. He is a director in the National Metropolitan bank, and member of the Board of Trade, that city. He holds the honor of being a member of every inaugural committee since President Cleveland's administration. Mr. Gude had charge of the selected service men's parade in 1918, and is at present vice chairman of the citizens' committee entertaining confederate veterans. He recently acted as a delegate for the Society of American Florists a session of the United States Chamber of Commerce in Atlantic City, N. J.

His appointment to this important position is highly approved by the members of the rent commission, tenants and business men, because of his integrity and long business career.

PLANT NOTES.

Gladioli.

The gladioli that are being forced for spring blooming will soon begin to open their flowers, and to have good clean stock they will require attention. The spikes should first of all be kept erect, for if they get bent and crooked half their value is gone, and this will occur very quickly on the bright, sunny days when the plants lean over, so they should be kept tied either to stakes or wires to prevent this. The spike should be cut when the first flower opens and placed in water and the other flowers opened in the office or store-room. These flowers spot very quickly if water is sprinkled upon them in the greenhouse, and at this season of the year syringing on bright days is a necessity or the red spider is sure to obtain a foothold, and if these pests become once well established it is almost impossible to eradicate them. Considerable discussion is often heard as to whether the corms of gladiolus forced are of any value another year. If the plant is not cut too far down on the stem and the corms are given an opportunity to thoroughly ripen, there is no doubt but that the bulbs may be grown another year and good results obtained, but if the plant is cut off clear down to the ground the corm has no chance to make its full growth or to ripen, and the corms will be practically worthless. Corms that are forced this year and the spike cut so as to leave three or more leaves, if properly ripened, can be planted outside another year and the following year first-class corms will be the result. The Gladiolus Colvillei can be forced year after year if grown properly.

Asparagus Plumosus and Sprengeri.

Small stock of Asparagus plumosus and Sprengeri are now a necessity with all plantsmen, for they are freely used in fern dishes and in plant baskets, being very satisfactory plants

WINDOW BOX IN CHICAGO.
See Issue of May 7

for house culture. Fresh seed can now be obtained and the stock grown on through the summer, which will make fine stock for the next winter. The seed will germinate more readily and evenly if soaked in lukewarm water placed in a warm location for 24 hours before planting. Instead of sowing the seed broadcast, it is better to sow them about three-quarters of an inch apart, and they can then be allowed to remain in the flats until they are strong enough to transplant. Do not cover the seed too deeply; an eighth of an inch of soil sifted over the seed is ample. The first potting must be carefully done, for they make a long tap root, with very few small roots, and the soil does not adhere to it, and in the young stage this root is easily broken. A warm house with plenty of moisture and careful watering with a slight shade is all they require after being potted. Over-watering will always cause the fronds to take on a yellowish hue.

Lorraine Begonias.

The plants of the Lorraine Begonia and its varieties, both the young rooted stock and the older plants, will now begin to make active growth. There is still time to propagate much stock; many growers prefer the May-rooted plants to those propagated earlier, for the plants start right off into growth at this time, while those rooted earlier grow very slowly during the late winter and early spring months. The young shoots that break from the old plants make fine cuttings at this time, and if the plants are in good health are just as good as the leaf cuttings made earlier. As soon as rooted they should be potted in a light, fibrous loam in 2¼-inch pots and placed in a light, well ventilated house, but should be protected from all chilling drafts. They cannot be successfully grown in a stuffy, moist temperature, and to have strong, healthy plants, should not be forced in too warm a temperature. They will require a house in which the night temperature does not fall below 60° and should be given all the air possible without chilling during pleasant, bright days, carefully avoiding drafts. They will need to be watered carefully, for the roots are very fine and are growing slowly yet, and over-watering quickly shows in the growth of the plant. It is now a good time to procure young stock if the grower is not supplied, for those making a specialty of this plant will have the best of stock at this time.

Society of American Florists.

CONVENTION TRAVEL ARRANGEMENTS.

That a one and one-half rate of fare for visitors to the convention in Washington, D. C., August 16-18, will be made by the Trunk Line Association is now practically assured. The association covering New York State (east of and including Buffalo, Niagara Falls, Susension Bridge and Salamanca), New Jersey, Pennsylvania (east of and including Erie, Oil City, and Pittsburgh), Delaware, Maryland, District of Columbia, Virginia, and West Virginia (east of and including Wheeling, Parkersburg, Kenova, Orange and Norfolk, has already provided for the selling of tickets on the certificate plan, and the other associations, without doubt, will fall into line.

Identification certificates will be issued to members by our society, through the secretary's office, applicable to members of our organization and dependent members of their families only, and tickets will be good via the same route in both directions only. The tickets will be sold from August 16-19, and will be validated at Washington by agents at the regular ticket offices of the lines over which the tickets read into Washington, August 16-19, and when validated, the tickets will be good for return, leaving Washington only on the date of validation, and passengers must reach original starting point within the transit limit shown on tickets, but in no case later than midnight of August 21. One certificate will suffice for each member, and will include privileges for dependent members of his or her family; in other words, separate certificates will not be necessary.

THE TRADE EXHIBITION.

The list of exhibitors in the trade exhibition was augmented last week by reservations as follows:

United Bulb Growers, New York.
A. L. Randall Co. Chicago.

OFFICIAL PROGRAMME.

The official programme covering the convention proceedings is having the careful attention of those in charge of it, and as present drafted, bids fair to eclipse in interest all previous programmes. If any member has a suggestion to make as to features for it, he is invited to send them in to the secretary, and consideration of them is assured.

LADIES' SOCIETY OF AMERICAN FLORISTS.

Mrs. George Asmus, Chicago, president of the Ladies' Society of American Florists, is sparing no effort to make the assistance to be rendered by her organization at the convention highly valuable to the society. Washington is a city which ladies take delight in visiting, and there is so much to see, that there is opportunity for a great deal of service by the ladies of this organization, and with the help of the Washington local organization of ladies, every lady visitor will be well entertained and taken care of while the masculine element is engaged in convention duties.

MEMBERSHIP DRIVE.

The drive for doubling the society's membership is now on, and the committee in charge of it is very hopeful of success. Letters and printed matter are going out arguing support in this most worthy proceeding, and every member should make a zealous attempt to live up to the slogan of the drive: "Every member get a member."

Members of the society who have mislaid their bills for dues or neglected to make remittances covering them are reminded that the society has need of the funds, especially now that its

expenses are provided for under the budget system, which depends upon this source for the operating expenses in connection with our work.

CLEVELAND NATIONAL FLOWER SHOW.

With a subscription guarantee to this fund of $300 from Max Schling, New York, the fund is closed with a total of $20,232. Other subscription guarantees to be reported are the following:

C. D. Mills, Jacksonville, Fla.	$ 5.00
Aug. C. Reicher, Michigan City, Ind.	10.00
Fred A. Lewis, Lockport, N. Y.	5.00
Chas. P. Mueller, Wichita, Kans.	100.00
Madsen & Christensen, Wood-Ridge, N. J.	100.00

A meeting of the local executive committee will be held in Cleveland, O., May 19. The floor plan of the show, including the plan of the areas available for the trade exhibition to be held in connection with it, is now practically settled, and copies of it will be sent out as soon as possible after the committee meeting in Cleveland.

NATIONAL PUBLICITY CAMPAIGN.

The following subscriptions to the campaign fund have been paid into the secretary's office, and are in addition to the list previously published:

E. W. Judge, Tyler, Tex.	$20.00
Koethes Fls., Roxborough, Phila., Pa.	10.00
Gerlach The Florists, Piqua, Ohio	5.00
Ruby Greenhouse, Rugby, N. D.	10.00
Friedley Co., Cleveland, O.	90.00
Richard Salm, Union Grove, Wis.	10.00
W. H. Culp & Co., Wichita, Kans.	10.00
Miles City, Mont., Greenhouses	1.00
Charles Thienel, Bayside, L. I.	2.00
Koerbel Bros., Jeanette, Pa.	25.00
G. Messeberg, Brooklyn, N. Y.	10.00
A. L. Bauttleman, New York	10.00
Phillip T. Popp, Covington, Ky.	5.00
Winter Floral Co., Charleston, W. Va.	25.00
Otto P. Krueger, Toledo, O.	10.00
James Psenicka, Gross Point, Ill.	35.00
Arnold-Fisher Co., Woburn, Mass.	25.00
Jacob Schulz Co., Louisville, Ky.	25.00
Wilson's Flower Shop, Painesville, O.	5.00
Edw. Van Reuth, Jr., Baltimore, Md.	1.00
Emma B. Maxwell, Wilkensburg, Pa.	25.00
N. Dugan, Winfield, Kans.	5.00
Wm. A. Walton, Oxford, Pa.	20.00
W. H. Mann, Oklahoma City, Okla.	10.00
Abner Miller, Bravo, Mich.	2.00
McRaie-Jeninson Co., New Kensington, Pa.	10.00
T. S. Metcalf, Hopkinsville, Ky.	2.00
Andrew J. Dean, Gladstone, Minn.	10.00
Max Fuerning, E. Paterson, N. J.	5.00
The Pennock Plantation, Jupiter, Fla.	5.00
Rust Craft Publishers, Boston, Mass.	50.00
Frank L. Bates, Boston, Mass.	10.00
Greene's Flo. Shop, Indianapolis, Ind.	5.00
H. V. Sowle, New Bedford, Mass.	5.00
Jos. S. Merritt, Colgate, Md.	20.00
Chas. W. Reep, North Olmstead, O.	5.00
Baker's Seed House, Rutland, Vt.	5.00
Macaw Bros., Norwood, Pa.	25.00
Hall's Greenhouse, Clyde, O.	10.00
W. W. Horlacher, Dayton, O.	25.00
Previously reported	22,580.60
Total	$23,168.60

The publicity committee is very anxious to resume the national advertising at the earliest possible time. Every week lost now diminishes the prestige obtained through the previous work of the campaign. The condition of the florist trade just now would seem to suggest that a strong publicity effort should be put forth, and without delay. With the many problems now calling for consideration among our vast public, flowers are not likely to come to mind as a media for the carriage of sentiment unless reminders of their use are constantly appearing. The committee therefore, urges the necessity of personal subscriptions from the trade to enable them to continue their work. Any florist who has not already subscribed will benefit himself as well as the entire industry by sending in such amount as he feels he can afford to the secretary—the sooner the better.

U. S. CHAMBER OF COMMERCE.

The Society of American Florists has been advised of its election to membership in this important trade body, and we are called upon for the appointment of a national counsellor to represent the florist industry in the United States Chamber of Commerce. A national counsellor is chairman of the delegations from his organization at annual and spring meetings of the chamber, and serves in an advisory capacity to the chamber's board of directors. His duties are important, as he becomes an active agent, inquiring as to the questions vital to his organization that should be brought before the chamber, which operates as a federation of American business and derives its vitality as an initiating body from its constituent members. In the chamber, the society will have a valuable aid whenever vigorous and strong backing is required in any movement of national importance to our industry. The appointment of a counsellor is now under consideration by President Roland.

JOHN YOUNG, Sec'y.

National Flower Growers' Association

ST. LOUIS DISTRICT.

Special Notice—To all members of the St. Louis district branch of the National Flower Growers' Association:

The meeting of the executive committee of the district will be held at Edwardsville, Ill., Tuesday, May 17, at 1 p. m. The session will be held at the establishment of the Woodland Gardens, on invitation of Henry Blixen. Any member of this district who has anything to offer that would benefit it or its members should appear before this meeting or advise the secretary to bring it up for discussion.

The purchasing, the pot plant growers, the retail growers and the auditing committees all will have interesting reports to make. All members of the executive committee and those of other committees are earnestly requested to attend this session and advise the secretary in time.

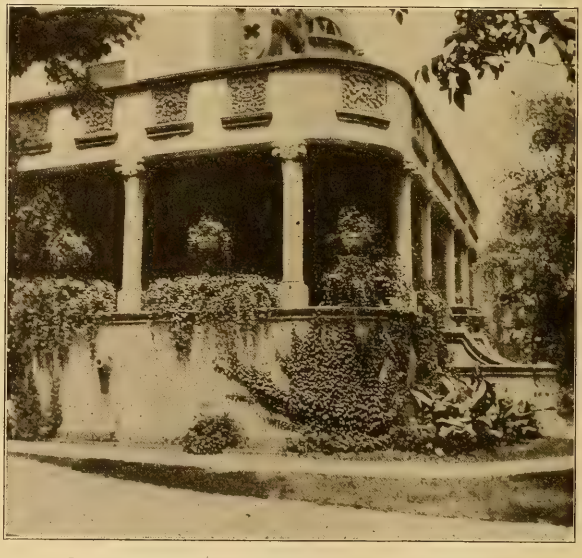
J. J. BENEKE, Sec'y.

New York Florists' Club.

The New York Florists' Club held its monthly meeting in the Engineering building, May 9, President Hendrickson in the chair. There was a good attendancae and in addition to routine business two lectures made the evening enjoyable for the members. On the call for reports of committees, C. Lowther reported for the committee on transportation to the Society of American Florists' Convention at Washington, D. C. Secretary Young also read a letter relating to the matter. A one and one-half fare has been granted for the round trip, tickets good from August 14 to 21. There was a short discussion in which C. H. Totty, Frank Traendly and others participated. Mr. Totty stated that many members would make the trip by automobile. It was finally decided that those going by train would leave the Pennsylvania terminal August 15 at 10 a. m.

C. H. Totty, chairman of the flower show committee, reported progress. He announced that in the near future new quarters must be secured for the annual flower shows. Newton N. Porter, president of the New Jersey Chamber of Commerce, addressed the meeting. He explained the functions of the organization, which are to promote the commerce and industry of the state and to take an interest in public questions affecting the same. Among other good works, it has earnestly supported the movement for a state constabulary. He named various other activities of the chamber. F. F. Rockwell of the Seabrook farm, Bridgeton, N. J., presented a lecture illustrated with stereopticon views of many interesting features on this great vegetable farm of 4,000 acres.

New members were admitted to the club as follows: Paul E. Atkinson, 7 West 45th street, New York; James Hageruk, 15 Putnam avenue, Brooklyn; Frank S. Bosolvage, 15 Putnam avenue, Brooklyn; Henry J. Appel,



PLANT BOXES ON THE PORCH OF A CHICAGO HOME.
Issue of May 7.

Whitestone, N. Y., and Anthony Denis, 314 Lenox avenue, New York.

The following deaths were reported and a committee appointed to prepare suitable resolutions: Alfred Demensey, Flatbush, Brooklyn, a member of the club, Mrs. Percy B. Rigby and B. Hammond Tracy, Jr.

EXHIBITS.

George Schlagel, Brooklyn (S. G. Milosy, gardener), exhibited a collection of orchids and was awarded a silver medal. F. E. Dixon, Elkins Park, Pa., (James Gooder, gardener), displayed orchids and was awarded a silver medal. Joseph A. Manda, West Orange, N. J., exhibited anthuriums, named Sergeant Manda receiving also a silver medal. Roman J. Irwin, New York, showed a vase of blue lace flowers (didiscus Caerulea), and a new pink snapdragon. Awarded a vote of thanks. In his call for the next meetiing, Secretary Young included the following:

In keeping with the recommendation of President Hendrickson, there will be a series of "special nights" to induce, if possible, a larger membership from the nearby territory, especially from locations where it would be an easy matter to attend our meetings. The first of the series will be "New Jersey Night." Philip Cox, Joséph Manda, A. M. Henshaw, Arthur Herrington, William C. Duckham, Julius Roehrs, C. H. Totty, Edw. Fiesser, Edward Sceery, Oscar Boehler, the committee having this matter in charge, will undoubtedly "see to it" that there is a large attendance of "Jerseyites."

It will be noted that New Jersey does nobly.

CITY NOTES.

A Paris dispatch published in the New York Tribune of May 8, indicates that the companion of B. Hammond Tracy, Jr., whose drowning is recorded in our obituary column, was Harris Iselin, age 22, son of Henry Iselin, an American banker residing in Paris, who is a nephew of Adrian Iselin, banker, and C. Oliver Iselin, yachtsman, residents of this city. Henry Iselin has resided in Paris for 35 years. It is stated that the sad event occurred while the two were crossing from the Isle of St. Michael to the mainland of Brittany. They attempted to swim, but the tide was too strong for them.

The annual meeting of the stockholders of the Cut Flower Exchange was held on May 7 and the following officers were elected: John Schneider, president; G. C. C. Schroder, first vice-president; Philip Haas, second vice-president; Victor Darval, secretary, and Chas. Beckman, treasurer. Directors: Philip Haas, Jasper McMullen, G. C. C. Schroder and Victor Darval. Inspectors of elections: A. Golsnor, and Thomas Jackson.

As Madison, N. J., became noted for its carnation growers, and Flatbush, N. Y., for the same reason, so has Hilton, N. J., become famous because of its pansy growers. The pansy gardens of Louis and Carl Becker, the Hausman Bros., John H. Van Ness and S. S. Voorhees & Sons, have this year been well worth a visit on account of the quantity and excellence of the blooms.

At the regular annual meeting of the stockholders of the Wholesale Florists, Inc., May 3, the following officers were elected: H. E. Froment, president; J. K. Allen, vice-president; W. G. Badgley, secretary, and J. J. Coan, treasurer. This corporation conducts the market at Sixth avenue and 18th street.

Curt Thimm, of Roslyn, L. I., shipped a heavy stock of carnations, including many Matchless, to the United Cut Flower Co., for the Mothers' Day trade

Alfred Demeusey, Jr., of Flatbush, will continue the carnation growing business established by Alfred Demeusey, whose death was reported in our issue of May 7. A. F. F.

Co-Operative Advertising.

J. F. Ammann, Edwardsville, Ill., and H. V. Swenson, Chicago, are making a trip to the Pacific coast in the interest of co-operative advertising, the Society of American Florists, the Florists' Telegraph Delivery Association, the growers and other affiliated trade organizations. It is intended to make stops at intervening points and arrange several more meetings on the way going out and returning, covering in all about 20 or 25 cities. One meeting was held in St. Paul and Minneapolis, Minn., May 9.

The cities in which meetings so far are scheduled are as follows:

Spokane, Wash.	May 18
Seattle, Wash.	May 23
Portland, Ore.	May 31
San Francisco, Calif.	June 6
Los Angeles, Calif.	June 13
Salt Lake City, Utah	June 20
Denver, Colo.	June 22
Kansas City, Mo.	June 27
Omaha, Neb.	June 29
Des Moines, Iowa	June 30

TWIN CITIES MEETING.

The meeting at the Twin Cities for the organization to do co-operative advertising was held May 9 at the Midway Commercial club rooms and was a big success. The following were elected members of the executive board: Max Kaiser, chairman; O. J. Olson, F. W. Totel, and A. Lauritzen, St. Paul; Oscar Carlson, Hans Rosaker, R. A. Latham, and Hugh Will, Minneapolis, members. The movement was instituted under the auspices of the Minnesota State Florists' Association, and will be managed by the above named board. Messrs. J. F. Ammann and H. V. Swenson have received enough encouragement from the success obtained in this, their first meeting on the way to the Pacific coast, to convince them that the trip will be a great success.

Cleveland.

The Ohio district of the National Flower Growers' Association had a $600 advertising campaign for Mothers' Day business, using a 10-inch triple column advertisement in each of the three local papers last week with the result that the commission houses were completely sold out.

Geo. Bate, receiver of the Smith-Fetters Co., reports assets $10,000 and liabilities $13,000, approximately.

SIOUX CITY, IA.—H. V. Schillinger has added one new house 32 by 200 feet.

ORLANDO, FLA.—The Knull Floral Co. has increased its under lath orange plantings, 20 per cent.

MONTREAL, QUE.—The Blue Bird Florist on Bleury street, has re-opened under new management.

PORTLAND, ORE.—Saml. Dunlop, formerly of Philadelphia, Pa., has opened a flower shop in this city.

ATLANTA, GA.—The Dahl Co. has increased the acreage on its river ranch to 300 and will grow more field stock.

LOS ANGELES, CAL.—Roy Wilcox will have 10 acres of heather (mostly Erica melanthera), for cutting the coming season.

LOUISVILLE, KY.—Adam Heitz recently added one greenhouse to his establishment, 150x23 feet, and will specialize in sweet peas and calendulas.

OBITUARY.

B. Hammond Tracy, Jr.

A cablegram from Paris, on May 7, brought the sad news that B. Hammond Tracy, Jr., son of Mr. and Mrs. B. Hammond Tracy of "Cedar Acres," Wenham, Mass., had been drowned. Except that it was stated that his companion, a yachtsman, also lost his life, details were lacking.

Young Mr. Tracy was born in Ypsilanti, Mich., 25 years ago. His parents removed to New England when he was quite young and the greater part of his life was spent there. He entered Harvard university in 1916 and in February of the following year he sailed for France with a Harvard contingent and for two years was in the Harvard ambulance unit. He saw service on the Verdun front, Italy and Salonica. He qualified for aviation and was ready to enter the ranks of professional flyers when the armistice was signed. He returned to France last August to study landscape engineering.

The parents of the young man are so well known in the trade that a great wave of sympathy will swell up toward them. Mrs. Tracy has been president of the Ladies' Society of American Florists, and both she and her husband have been regular attendants at the conventions and shows that have been held by the trade. Besides his father and mother the young man is survived by two sisters.

A. F. F.

Mrs. Cora B. Thompson.

Mrs. Cora B. Thompson, president of C. B. Thompson & Co., Louisville, Ky., died at her home on Broadway, that city, May 8. Her death was due to pneumonia which had developed from a severe cold taken while on a business trip to Chicago.

Mrs. Thompson began business in Louisville over 40 years ago when she opened a small store on Jefferson street. By her large acquaintance, genial manners and close attention to business she developed a fine trade, and for many years had flower shops on Fourth avenue. When her husband, Samuel Thompson passed away in 1909, Mrs. Thompson became president of the company. She was at one time president of the Kentucky Society of Florists. During the war she was a familiar figure at Camp Taylor where she visited the hospitals with flowers for the sick. Previous to the war Mrs Thompson had been known for her gifts of flowers to charitable institutions and hospitals.

She is survived by a son Edwin L. Thompson, and a brother L. P. Rammers. H. G. W.

Alfred Hannah.

Alfred Hannah, well known florist of Grand Rapids, Mich., died at his home, 1835 Eastern avenue, that city, April 22, age 70. Mr. Hannah was born in England, coming to this country when 20 years of age. He first resided at Schoolcraft, Mich., moving to Grand Rapids, five years later, where he purchased property and established greenhouses. He was a member of the South Congregational church and of various fraternal orders.

Mr. Hannah is survived by his wife and two sons, George and Wilfred.

VICKSBURG, MISS.—Mrs. Eloise Birdsong, the well known florist, died May 3. Her sister will continue the business.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 48 PAGES WITH COVER

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TINFOIL may be advanced by reason of the increase in the price of lead.

GLADIOLUS growers report stocks well in the ground and in many cases showing in the rows.

NATIONAL HOSPITAL DAY was observed May 12, by the extensive distribution of flowers at many hospitals.

FRANCE will aid the United States in decorating the graves of American heroes in the former country, May 30.

SEVERAL boats carrying the bodies of 960 American soldiers who fell at St. Mihiel passed Namur, Belgium. They were covered with flowers thrown by the people living along the Meuse.

Tulips at New York.

The tulip display at the New York Botanic Garden has been greatly marred by weather conditions. Hot days succeeding cold wet weather caused "fire" in 90 per cent of the flowers, eliminating to a large extent the anticipated opportunity to compare varieties as to color and desirability.

LINSEED oil is now 61 cents per gallon.

COAL demand is still slow notwithstanding the many warnings in circulation against the dangers of delay in purchasing.

Mothers' Day Trade.

The reports received from many centers indicate that the Mothers' Day business this year greatly exceeded that of any previous year. On account of unfavorable weather, the supply of stock in many sections was far short of the demand, especially carnations. There was a greatly increased number of telegraph orders, the value of which appears to have been somewhat higher than usual. Plants sold well.

The general newspapers made their customary claims of profiteering, displaying all the same old ignorance or disregard of conditions. The business of this and other occasions proves that the public now pays little or no attention to the newspapers.

Exchange of Telegrams not Contracts.

An interesting case was recently brought up before a Canadian court, which might establish a precedent in certain business dealings carried on by telegraph or long distance telephone. The main issue of this suit, as brought out in the trial, was "what constitutes a contract."

An American firm was plaintiff in a suit against a firm in Montreal for breach of contract. The contention of the plaintiff was that on December 27, 1918, the defendant made certain quotations on a shipment of tapioca; two days later the plaintiff wired the Canadian firm accepting the price and asking for shipment of "100" or more. The next day the defendant wired the American firm saying that it could not ship "100" but would ship 25 tons of seed and 25 tons of pearl, at a price which was slightly higher than the previous quotations. In the meantime the plaintiff had written a letter to the Canadian firm confirming the previous wire and, as it contended, making the contract binding.

There was some discussion as to whether the figure "100" appearing in the telegram referred to bags or to tons. It seems from the evidence given that the custom has been to quote tapioca on a basis of bag lots. The American firm, however, claimed that it always bought on a basis of tons, since its distribution is on a large scale. A point, however, was brought out by the counsel for the plaintiff that in the answer to the telegraph order the defendant said, "Can not ship 100 but will ship 25 tons of each," referring to seed and pearl tapioca. In the final issue, however, this did not feature, for in the court's finding this point of tons or bags was not mentioned.

After some deliberation the court ruled that by the telegrams which were exchanged between the two companies the contract was not consummated and no definite or legal obligations were laid upon either party; as a result, the action of the plaintiff was dismissed. From this finding it appears that where telegrams such as featured in this case are exchanged between parties doing business no contract is entered into; that letters in writing and signed by the contracting parties are necessary to make the contract binding.

American Rose Society.

DEPARTMENT OF PLANT REGISTRATION.

The registration of the following variety has been approved by the registration committee of the American Rose Society, and unless objections are received by the secretary within three weeks of publication of this notice, the registration will become permanent.

Name—Silver Wedding. Class, hybrid tea, Parentage, sport of Ophelia. Description. This variety is similar to the parent in all respects, except that the foliage is different, it being the only rose on the market having this very distinctive and pretty foliage, and is therefore superior to its parent. Offered for registration by the A. F. Amling Co., Maywood, Ill.

JOHN C. WISTER, Sec'y.

American Peony Society.

The next annual meeting and exhibition of the American Peony Society will be held at Boston this year in conjunction with the Massachusetts Horticultural Society. The dates fixed are June 18-19, but as the season is extraordinarily early, it may be necessary to set the dates earlier. If any change is made, due notice will be given in these columns. A. P. Saunders, Clinton, N. Y., is secretary of the society.

American Iris Society.

The American Iris Society will hold its annual convention and flower show at Columbus, O., May 20-21. Prominent among the members who are expected to attend are John C. Wister, president, Philadelphia, Pa., and Dr. H. A. Gleason, secretary, New York.

Ass'n of American Cemetery Sup'ts.

The next annual convention of the American Association of Cemetery Superintendents will be held at the Hotel Statler, Detroit, Mich., September 13-15.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time and place of meeting.]

Boston, Mass., May 17, 8 p. m.—Gardeners' and Florists' Club at Horticultural hall. Wm. N. Craig, secretary, Faulkner farm, Brookline.

Chicago, May 19, 8 p. m.—Commercial Flower Growers' Association of Chicago at Hotel Randolph. Otto H. Amling, secretary, Maywood, Ill.

Grand Rapids, Mich., May 16, 8 p. m.—Grand Rapids Florists' and Gardeners' Club at office of members. Edw. Freyling, secretary, 1057 Wealthy avenue, Grand Rapids.

Helena, Mont., May 21, 8 p. m.—Florists' and Nurserymen's Association of Montana. E. A. Calmettes, secretary, Helena.

Lake Geneva, Wis., May 21, 8 p. m.—Lake Geneva Gardeners' and Foremen's Association at Horticultural hall. Geo. Bainbridge, secretary, Lake Geneva.

Lancaster, Pa., May 19, 7:30 p. m.—Lancaster County Florists' Association at Chamber of Commerce. A. M. Herr, secretary, Lancaster.

Orange, N. J., May 16, 8 p. m.—New Jersey Floricultural Society at J. O. W. A. M. hall. Geo. M. Strange, secretary, 84 Jackson street, Orange.

Philadelphia, Pa., May 17, 3:30 p. m.—Pennsylvania Horticultural Society at New Century drawing room. David Rust, secretary, 606 Finance building, Philadelphia.

Portland, Ore., May 17, 8 p. m.—Oregon Floral Society at Masonic temple. F. A. Van Kirk, secretary, 64 E. 50th street, Portland.

Tarrytown, N. Y., May 18, 8 p. m.—Tarrytown Horticultural Society at Corporation building. H. W. Neubrand, secretary.

Toronto, Ont., May 17, 8 p. m.—Gardeners' and Florists' Association at St. George's hall, Elm street. Alex Simpson, secretary, 87 Grosvenor, Toronto.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By good grower of roses, carnations and general stock. Address

A. F. F., care American Florist, 134 West 16th St., New York.

Situation Wanted—By gardener and florist; single; having long experience on private estates and institutions. Good Scotch and American references. Capable of taking full charge. Address **Box 3, Hardwick, Ga.**

Situation Wanted—Capable of taking charge; first class grower of roses, carnations and all kinds of forcing stock. State wages and full particulars. Address,

Key 557, Care American Florist.

Wanted—Alfred E. Hachet, or anyone knowing or seeing him, write Rosa Hachet, Chattanooga, Tenn., Highland Park. Very important; estate to settle.

GARDENER WANTED

at Homewood, Ill., suburb of Chicago. Man and wife to live in caretaker's house. Good wages to the right party. Telephone Midway 4709, South Chicago 9270, or address

R. E. DALY, 6723 Ogelsby Ave., Chicago, Ill.

HELP WANTED

FLORAL DECORATOR

Man with broad experience who has the ability and personality to enable him to solicit floral decorations from high class people. Must be able to develop the decorating department of one of the largest establishments in Chicago. This company has a large, beautiful retail store, a landscape gardening department and its own nurseries, but lacks a competent manager for its decoration department. Do not answer unless you are big enough to handle this work and are a business getter. State all particulars in writing. This is no piker proposition.

Address

Key 559, care American Florist.

Help Wanted

The Elm City Nursery Co. has an opening in its Landscape Department for two A-1 experienced Landscape-Planters, men who know stock and can handle a landscape plan, who can organize and handle men. If you do not classify do not waste your time and ours by writing.

Also a thoroughly experienced Nurseryman familiar with growing and handling a full line of ornamental nursery stock.

Positions open June 1st.

The Elm City Nursery Co.
NEW HAVEN, CONN.

INFORMATION WANTED

as to whereabouts of **JOHN H. BUXTON.** Have money for him. Address

GEORGE W. BRIGHT
609 Lyons Building, Seattle, Wash.

GOOD OPPORTUNITY

For Practical Florists

To secure interest in long established western business, with extensive greenhouses and successful flower store. Growers and store men should address

Key 560, care American Florist.

BARGAIN

100 canvas army covers, rubber army boots, oil skin suits, out door night automible covers, army coco door mats and matting, second hand wire rope, second hand fire department hose, old garden hose, it is used around trees; army horse blankets, tents, cots, blankets, large brass cannon suitable for country residence, church bells, large sugar cane knives for cutting down trees, corn, etc.

E. J. KANE, 59 Ann Street, NEW YORK CITY

For Sale

Four 72 in. x 18 ft. used Ames return tubular boilers. Price very reasonable. Immediate delivery.

Advance-Rumely Company
Battle Creek, Mich.

FOR SALE

Glass: 16x24, 16x20, 16x22, per box..	$5 50
16x16, 14x16, per box	4.50
12x16, 10x16, per box	4 00
1¼ in. wrought iron pipe, per foot..	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each	2.50
Rafters or sash bars, per foot	.02
Shafting (heavy), per foot	.10
Shafting (light), per foot	.06
Ventilating arms, each	.25
Ventilating hangers, each	.10
Garland iron gutters, per foot	.40
	Per 1000
6 ft. wire stakes	$13.50
5½ ft. wire stakes	10.00
5 ft. wire stakes	10.00
4 ft. wire stakes	7.50

PETER REINBERG
30 East Randolph Street, CHICAGO

FOR SALE

Good second-hand pipe for water and steam purposes and for culverts in all sizes, from ¾-inch to 14-inch; also for support posts for irrigation systems. Write us for prices.

MAX ZEIGLER & BROS., Muncie, Ind.

Forced Sale

Exceptionally fine greenhouse property in Evanston, Illinois, must be sold by order of court to close litigation. Located on corner, 172x251 feet; greenhouses cover over 30,000 square feet and are equipped with concrete benches. There is also a 7-room heated dwelling on the premises and necessary sheds, etc. Property worth double what you can buy it for now.

Frederick H. Brammer
138 North La Salle Street
CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¾ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Home-Grown Stock

Greatly Increased Demand

If you have any to offer, or are likely to have any soon, **advertise in these columns now.**

AMERICAN FLORIST CO.
440 South Dearborn Street, CHICAGO

San Francisco.

STOCK SELLING READILY.

The past week showed a considerable increase in business over the preceding one. There was a constant demand for funeral work, and social affairs also helped materially. We are still in the midst of a heavy rose supply with prices low on all varieties. The best grades of Premier and Columbia are to be had at $1.50 per dozen. Mrs. Chas. Russell is selling for $2.50 per bunch of two dozen. Hadley is the best red in the market and the best stock sells for $2.50 per bunch. Elegant Ophelia is also going at low figures. The wholesalers find it a difficult matter to move short and medium grades at any price except to the street merchants. Trist Elegance is scarce, but there is an ample cut of Cecil Brunner, chiefly outdoor grown stock. Ulrich Brunner is plentiful and cheap. The carnation is one flower that is bringing the grower good figures in these days of low prices. So many growers discontinued producing this flower last year that those who did replant are being well repaid for their foresight. The prices of sweet peas are being well maintained. Most of the stock, however, lacks the quality of last year, being off color. Tulips are getting scarce. A splendid lot of iris is now coming in. It is of uncommonly good quality, with four-foot stems and splendid foliage. There is still a good cut of Lilium Giganteum, which is sold at $4.00 per dozen stems, with a good call. Lily of the valley is also in strong demand at $8.00 per hundred. Cattleya Mossiae is in good supply these days and finds a ready market. Gardenias are also showing improvement. The supply of good snapdragons continues small. The spring cut of flowering fruit and shrub blossoms is exhausted. Ranunculus are to be had at reasonable prices and continue very popular. The limited supply of peonies sells readily. Outdoor annuals are arriving on a crowded market. Good flowering plants are a short item. A few azaleas and rhododendrons are about all that is available. A brisk demand for foliage plants is reported from all quarters. Nephrolepis, aspidistras and boxwood seem to be the most popular. There are plenty of ferns and asparagus; also green goods of every description.

NOTES.

Richard Lohrmann, San Raphael, has completed his dahlia plantings for the coming season. He has many new seedlings under observation this year from which he expects some good commercial varieties. Mr. Lohrmann is a very successful dahlia hybridizer, having originated several varieties that have been given prominence in eastern catalogues this spring. He is an active member of the Dahlia Society of California.

At the meeting of the Retail Florists' Association, May 4, arrangements were made for the reception of J. Fred Ammann, Edwardsville, Ill., and Hilmer V. Swenson, Chicago, of the national publicity committee, who will arrive here May 30. Great interest is already being manifested in their visit, and the trade here plans to make their stay a pleasant one.

MacRorie-McLaren Co. have made extensive plantings of young ericas at their San Mateo nurseries this spring. They have many new varieties under cultivation which Daniel MacRorie says are to be prominently featured as pot plants, and good commercial varieties. He reports the plant trade as keeping up exceptionally well.

Chairman H. Plath and his associates of the prize committee of the coming autumn show are busy arranging the preliminary schedule. Many classes are being made for the retailers, who will be large exhibitors. Private gardeners will also find many classes in which to enter their stock.

The out of town demand for carnations was very strong, and, coming on a short market, made prices high, he stated. A concerted effort was being made by the wholesalers to divert attention from the carnation to other seasonable flowers, as being suitable for the occasion.

A fine cut of Bride roses, outdoor grown, is being received by Alfred Serveau. It is seldom we see this once most popular white rose, and when well grown is still one of our most beautiful varieties. Mr. Serveau is also receiving a fine cut of Spencer sweet peas.

Ferrari Bros. greenhouses never looked better than they do at the present time. The orchid houses are producing some fine stock, especially Mossiae. They have a continuous cut of lily of the valley. The rose houses are in the midst of a heavy spring cut.

Avansino Bros. have been featuring some finely flowered Mossiae in pots at their Geary street store. J. B. Pagano of this firm says trade this spring has been most satisfactory and is of the opinion that it will continue so for some time to come.

F. C. Jaeger & Son, 152 Powell street, who recently purchased the retail store of the MacRorie-McLaren Co., will shortly open another establishment at the Manx hotel, on Powell street. Fred C. Jaeger, Jr., will be in charge of the new shop.

Domoto Bros. are cutting a fine crop of Premier and Mrs. Chas. Russell roses from their Fruitvale greenhouses. Lilium Giganteum is another flower with which they have largely supplied this market all season.

The street merchants seem to be going into the plant business in this city. At many of the stands baskets of flowering stock, such as pansies, daisies, etc., are now being carried.

F. C. Jaeger & Son announce that they will give up their old store at 152 Powell street June 1. Their headquarters thereafter will be at their new shop, 141 Powell street.

An interesting spring flower show was held in Gilroy last week. Herman Broson was superintendent and James A. Brown, Capitola, acted as one of the judges.

Weddings and funeral work have been keeping the force at the A. O. Stein establishment very busy of late. Foliage and flowering plants are features there.

The Menlo Park Horticultural Society, held its monthly meeting on May 12. There was an exhibition of strawberries by various members.

Superintendent Holmes of E. W. McLellan & Co.'s greenhouses, at Burlingame, has a fine cut of Mrs. Chas. Russell and Ophelia.

An attractive window display for Mothers' Day was seen at the B. M. Joseph store. Trade was very good.

Martin Poss, proprietor of the Floral greenhouses, San Mateo, reports a splendid spring trade.

Shibuya & Ichida say the spring has been most favorable for chrysanthemum planting.

J. A. Axell had more orders than last year, booked for Mothers' Day.

JAMES T. LYNCH.

MILFORD, MASS.—W. D. Howard recently added a greenhouse to his establishment, 219x36 feet.

Pittsburgh.

A FINE MOTHERS' DAY TRADE.

The demand for flowers of all kinds for Mothers' Day far exceeded the supply, with the exception of American Beauty roses. Of course, the principal demand was for carnations, but when these could not be had, anything reasonable in price cleaned up quickly, and when the wholesale houses closed Saturday evening there was nothing in sight but a few American Beauties. With the small carnation supply, it was simply a case of divide them up among the trade, and most of the retail stores were sold out on advance orders and had none left for sale on Saturday. Roses were in heavy supply and were of good quality, but as usual there were too many of the better grades and not enough of the medium and short lengths. However, all were sold. Snapdragons proved a favorite. Easter and calla lilies cleaned up early at good prices. Gladioli was also in demand, and some of the finest ever seen in this section was on sale at all the wholesale houses. The sweet pea supply was small, but the quality good. The call for lily of the valley was greater than the supply. Orchids sold well. Mothers' Day trade was more than satisfactory, showing a volume as good or better than last year, and while with the exception of carnations, prices were not as high as a year ago, still they were high enough to allow the grower to show a profit. There were a few complaints on the high price of carnations, but as a rule those who wanted carnations and nothing else paid the price asked without question.

NOTES.

The monthly meeting of the Retail Florists' Association was held May 3, at the Seventh Avenue hotel. An election of officers for the following year was to have been held, but was postponed till the next meting due to the small attendance.

May 6-7 found more out of town florists in this city than for some time. They were afraid to trust their Mothers' Day flowers to the express company and came in person to obtain them so there would be no possible delay.

The Jos. Horne Co., one of our largest department stores, put in a special Mothers' Day window, and there is no doubt but that it was a good advertisement for the trade. White carnations were used.

Peter Hopman, New Galilee, Pa., has been cutting some fine snapdragons which he is shipping to The McCallum Co. He supplied the trade here with the largest cut of the season.

J. R. Shields, formerly of Boston, Mass., has joined the force of The A. W. Smith Flower Stores Co., and will be connected with the landscape department.

From now on the trade will be getting ready for the last special day of this season, Memorial Day, and from all indications it will be the largest on record.

E. C. T.

Boston.

EXCELLENT DEMAND FOR ALL STOCK

The market opened this week with a good show of strength and kept gaining. Carnations as was expected were leaders and they carried everything else along with them. At the opening of the week they were selling at eight cents and by mid-week they had gone to 15 cents and a few growers came to town Mothers' Day, and received 20 cents for flowers which should not have been cut for at least three days more. Laddie was exceptionally strong and sold well at 20 to 25 cents. Roses cleaned up daily at fair prices and toward the week end

MEMORIAL DAY

Now commemorates not only the heroes of our Civil Struggle but also those of the Great World War. To show that we appreciate their sacrifices, the least we can do is properly adorn their resting places with flowers, silent tokens of affection.

All dealers should advise the trade what specialties they have to offer for this occasion in the

MEMORIAL DAY NUMBER

——of——

THE AMERICAN FLORIST

which will be issued

NEXT WEEK

The early ad gets the most attention from publisher, printer, and reader

Send us yours now.

AMERICAN FLORIST COMPANY

440 So. Dearborn St., Chicago.

Jasmines Grandiflora

The Most Beautiful and Fragrant
The Queen of Flowers

Do not delay placing your order for

MEMORIAL DAY----Order Now

Extra long stems.....	20 to 24 inches,	per 1000,	**$30.00;**	per 100,	**$4.00**
Long stems.....	12 to 18 inches,	"	**25.00**	"	**3.00**
Medium.....	8 to 12 inches,	"	**18.00**	"	**2.00**
Short.....	4 to 8 inches,	"	**12.00**	"	**1.50**

500 at 1000 rate.

These snow white fragrant buds with their evergreen leaves are packed in wet paper and are guaranteed to reach you in perfect condition. They are packed and timed to arrive the day wanted ready to open.

THOS. C. EDWARDS, Alvin, Texas

(The Old Reliable). (Established 1894).

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

they were going as well as carnations. Double the quantity of the latter flower would have sold at the same prices had they been obtainable. Snapdragon was in fine demand, good flowers selling at $2.50 to $4 a dozen. Marguerites were selling at $2 to $4 a hundred. Sweet peas and lilies went at good prices. Short roses sold at 10 and 12 cents and upwards, to as high as 50 cents for excellent roses.

May 9.—Prices are abnormally high, owing to the fact that everything that looked like a flower sold Mothers' Day. Very little stock was available today (Monday.) It is very probable that prices will slump by midweek at least 50 per cent.

NOTES.

Mothers' Day in this city could readily be made as big a flower day as Easter, but there would have to be much more stock produced than at present. The retail stores report a general dissatisfaction on the part of the public for the prices asked. Some of the daily papers ran editorials on Mothers' Day, urging the public to wear something other than carnations. This will eventually hurt the business unless there is more stock grown for this event, which will stabilize prices.

Max Lakin, salesman at the New England Florist Supply Co., is the happy father of an eight-pound boy.

W. D. Howard of Milford is building a new Hitchins house 219x36 feet. He grows some of the finest carnations coming to this market.

Charles E. Boyle, manager of Thos. F. Galvin, Inc., was married on April 30 to Miss M. Collins of Arlington.

E. F. S.

Floral Art Album

GIVEN FREE

Illustrating 50 desirable designs, etc., one to a page on best quality white glazed paper.
Full particulars, also big list of florists' supplies.
Everything at cut prices, sent free, no obligations.

GEO. H. ANGERMUELLER CO.
Wholesale Florists. **1324 Pine St., ST. LOUIS, MO.**

Louisville, Ky.

Mothers' Day business was about the best ever experienced. There was a shortage of carnations and some florists charged $4 per dozen. There was a fine demand for plants, as well as ferns, hanging baskets, etc.

NOTES.

Derby day was one of the best this city has experienced. One of the wealthy horsemen ordered a large quantity of flowers, part of the order consisting of six corsage bouquets at $30 each, purchasing same from the F. Walker Co.

Peonies were held back by the cold weather lately, so that only a few dozen could be cut from H. G. Walker's field of 30,000 plants, for Mothers' Day. However, he sold out on gladioli.

The nursery trade has been exceptionally good. Usually the season here is over by April 15, but although everything is out in full leaf, the planting is still going on.

Adam Heitz, the first florist to build since the war, recently completed a greenhouse 150x23 feet, specializing in sweet peas and calendulas.

The account of the death of Mrs. C. B. Thompson, which occurred May 8, appears in our obituary column.

H. G. W.

FORCING BULBS FOR IMPORT

When you buy imported bulbs from us, you buy them by measure, in centimeters or inches and so accepted by us. This means much, as against those people who sell "firsts," "seconds" or "thirds" and give you no assurance as to what such grades measure.

For 40 years VAUGHAN'S SEED STORE at New York and Chicago has supplied the most critical FLORISTS with forcing bulbs. If you have not placed your ORDER or you have not confirmed your order at stated prices why not send us your list for pricing. Where prices are not fixed we can give you valuable information.

1st. **Long and satisfactory connections with the best foreign houses.**

2nd. **Credit arrangements and closest buying at favorable exchange rates.**

3rd. **First early shipments, followed by one or more later ones covering entire shipping season.**

4th. **Earliest deliveries of early forcing items which cannot rightly be delayed for main supply.**

5th. **Covering by us of all "Special Expenses" excess brokers' fees and port charges at New York, in which nearly every U. S. Florist grower has been persistently robbed for the past five years. We eliminate this.**

6th. **Because of the above, we ask that you submit to us a list as nearly as possible of what you expect to use between now and next November in these imports, part of which we specify below, and let us submit to you approximate prices and certain further details regarding delivery dates which we know will interest you.**

We take this opportune time to list here a few vital reasons why Vaughan's Seed Store at New York and Chicago is especially well prepared to take the responsibility of supplying in season at right prices your whole list of Forcing Bulbs both American grown and imported French, Dutch and Japanese.

SPECIAL MAY IMPORT OFFERS

HYACINTHS

	1000
First size, 19 ctms. and up, named vars..	$68.00
Second size, 17-19 ctms., named vars...	50.00
Third size, 16-17 ctms , named vars...	38.00
Fourth size, 15-17 ctms., in colors.....	34.00

TULIPS

	1000
Darwins, 10 or 15 named varieties....	$22.00
Single Early, 5 or 10 named varieties.	19.00
Double Early, 5 named varieties.....	23.00

All of our selection from best leading sorts catalogued by us.

NEW YORK **VAUGHAN'S SEED STORE,** **CHICAGO**

Bulb Importers and Quantity growers of **Gladiolus, Cannas, Etc.**

Heavy Crop of Roses

IN ALL LENGTHS OF STEM

Buy Direct from the Grower

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST—Subject to Market Changes

RUSSELL	Per 100
Fancy Long	$25.00
Good Length	20.00
Medium	$12.00 to 16.00
Short	6.00 to 10.00

COLUMBIA	
Fancy Long	25.00
Good Length	20.00
Medium	$12.00 to 16.00
Short	6.00 to 10.00

PREMIER	
Fancy Long	$25.00
Good Length	20.00
Medium	$12.00 to 16.00
Short	6.00 to 10.00

HOOSIER BEAUTY	Per 100
Long	$20.00
Medium	$12.00 to 16.00
Short	6.00 to 10.00

OPHELIA	
Long	$16.00
Medium	$10.00 to 12.00
Short	6.00 to 8.00

SUNBURST	
Long	$16.00
Medium	$10.00 to 12.00
Short	6.00 to 8.00

WHITE KILLARNEY	
Long	$12.00 to $16.00
Medium	10.00
Short	6.00 to 8.00

ASSORTED ROSES —OUR SELECTION—

Good short and medium, including some **Russell, Columbia and Premier.** In lots of 200 or more, $8.00 to $10.00 per 100, depending on length of stem.

Fancy Ferns, per 1,000	$6.00
Adiantum, per 100	$1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	.35 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES: CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

RECORD DEMAND FOR MOTHERS' DAY.

The demand for stock for Mothers' Day was the heaviest on record and it was impossible to fill anywhere near the orders that kept pouring in. The shipping trade was exceptionally large and many out-of-town retail florists made special trips to this market to make sure of obtaining their supply. The call was also strong from other trade markets and the city demand was so heavy that everything cleaned up completely. Carnations had a brisk call at prices ranging from $8 to $20 per 100, but $12 to $15 was the average price asked for fancy stock. American Beauty roses sold out early and there was a brisk demand for Mrs. Chas. Russell, Columbia and Premier. Dunlop, Butterfly, Montrose, Ophelia, Killarney Brilliant, White Killarney, Ward, Hoosier Beauty, Milady, Cecile Brunner and all the other varieties cleaned up completely. While roses were entirely disposed of at high prices, the heaviest demand was for short and medium stemmed stock. Sweet peas sold quickly at prices ranging from $2 to $4 per 100 and there was a good demand for orchids, gardenias and lily of the valley. Peonies sold exceptionally fast at $10, $12 and $15 per 100 and came in handy during the scarcity of all other stock. Southern grown gladioli were in fair supply and sold out completely at $10 and $12 per 100. Snapdragons, daisies, pansies, lupines, stocks, candytuft, feverfew, iris, larkspur, statice, lilac, tulips, narcissi, lilies, callas, calendulas and other miscellaneous stock, including several late shipments of Cape Jasmine, were also in the offerings and like everything else were disposed of at good prices. Business the opening of the week was very good and judging from the many out-of-town orders that were received the trade everywhere else must have cleaned up as completely as the local florists. The sales as a whole were considerably ahead of those of 1920, especially for the dealers who had plenty of stock to fill all their orders. Everyone is pleased with the Mothers' Day business and the only complaints heard are in regard to the prices on carnations, which in some instances were a little too high in the estimation of some of the buyers.

Do not take any fake or imitation thread, claimed to be the Meyer silkaline, or smilax threads. Be sure the name Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from and you will notice that our threads run full two ounces of thread to the spool. Be sure and get the Meyer thread.

MOTHERS' DAY IN THE RETAIL STORES.

The demand for stock for Mothers' Day was surprisingly heavy and everything cleaned up completely before the stores closed May 8. There was some complaint on the part of the public in regard to the high prices but the majority of the buyers were satisfied

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

Roses and Carnations

Buy Direct From the Grower — CURRENT PRICE LIST — **Subject to change without notice**

MRS. CHAS. RUSSELL and PREMIER	Per 100
Specials	$30.00
Fancy	25.00
Select	20.00
Medium	$12.00 to 15.00
Short	8.00 to 10.00

OPHELIA and SUNBURST	Per 100
Specials	$20.00
Select	$12.00 to 15.00
Medium	8.00 to 10.00
Short	6.00

COLUMBIA	Per 100
Specials	$30.00
Fancy	25.00
Select	20.00
Medium	$12.00 to 15.00
Short	8.00 to 10.00

Killarney	Special	20.00
	Select	12.00 to 15.00
White Killarney	Medium	8.00 to 10.00
	Short	6.00

ROSES, OUR SELECTION 12.00

CARNATIONS—All Colors ..... $4.00 to $6.00 per 100

Sweet Peas, all colors	$ 1.50 to $ 3.00
Valley, order of us for the best	8.00
Ferns, per 1000	6.00
Adiantum, per 100	2.00

GALAX	Per 1000
Bronze	$2.00
Green	2.00

Asparagus, per bunch ..... .50

Order from us and get the freshest stock and of best keeping quality and have the assurance of supplies such as can only come from 2,000,000 FEET OF MODERN GLASS

HIGH GRADE
CUT FLOWERS

All the Leading Commercial Roses and Carnations Grown for this Market

Sweet Peas, Daisies, Callas, Valley, Gardenias, Peonies, Mignonette, Snapdragons, Narcissus, Orchids, Lilies, Calendulas, Tulips, Stocks, Etc.

☛ **COMPLETE LINE OF ALL GREENS**

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

EXTRA HEAVY SUPPLY

ROSES--CARNATIONS

Place your orders with us and you will get the best stock obtainable for the least money.

WIETOR BROS.

30 East Randolph Street, L. D. Phone: Randolph 2081 CHICAGO

Mention the American Florist when writing

to obtain the stock owing to the scarcity. There was a strong call for carnations and roses and both these items sold out completely at high prices. Peonies were in heavy demand and gladioli found ready buyers. Sweet peas sold well and there was a general cleanup in miscellaneous stock such as lupines, daisies, snapdragons, calendulas, pansies, tulips, stocks, larkspur, for-get-me-nots, candytuft, mignonette, lilacs, iris, statice, narcissi, lilies and callas. Lily of the valley, orchids and gardenias had a good call and some Cape Jasmine arrived in time to help out at the eleventh hour. The weather was ideal for the occasion and the quality of the stock throughout was exceptionally fine and there were no signs of "pickling." The Allied Florists' Association did considerable advertising for this occasion, which helped wonderfully in calling the public's attention to the big day. Several of the leading florists also did some advertising for the occasion, which backed up by the general publicity brought heavy returns. Plants sold out as completely as cut flowers, with begonias, geraniums, hydrangeas, tulips and lily of the valley in pots the principal offerings. To make a long story short the demand for Mothers' Day was the heaviest in years with the best cleanup in the history of the business. The total sales according to all reports were away ahead of those of 1920.

THE FLORISTS' CLUB.

The Florists' Club May party and dance, held at the Hotel Randolph, May 5, was a very enjoyable affair, with some 150 in attendance, reflecting much credit on the members of the arrangements committee, consisting of T. E. Waters, Paul E. Weiss, W. Wienhoeber, Chas. Erne, J. E. Pollworth, Paul R. Klingsporn, Ed. Goldenstein and E. A. Ollinger.

The one-act sketch, entitled "The Florists' Shop," was well presented by students in floriculture at the state university and greatly enjoyed by the keenly critical audience, the cast including Miss Ruth Hopping, Miss Gertrude Shumaker, R. Chatfield Hodgin, Clinton G. Johnson and Geo. N. Morgan. The visitors included Prof. J. C. Blair, Prof. H. B. Dorner and Miss Josephine K. Busey, of the university faculty. The A. L. Randall Co. supplied the handsome appointments.

After the performance, dancing was continued to a late hour.

NOTES.

F. R. Hills, of Los Angeles, Calif., attended the last Florists' Club meeting in company with his son-in-law, George Walther. Mr. Hills is well and favorably known here and his many friends are pleased to renew old acquaintances.

Peonies in this vicinity are ready to disbud. Iris Florentina alba and I. Kochii atropurpurea are in bloom. I. pumila is over. Phlox Canadensis and P. subulata are at their best. Many early shrubs are flowering indifferently.

Henry Wittbold & Son opened their new store at 75 East Adams street to a big business for Mothers' Day. Their announcement in the daily papers and reasonable prices made them many customers.

The A. L. Randall Co.'s cut flower sales established a new record for Mothers' Day. Peonies were in heavy supply and several large shipments of outdoor gladioli came in handy during the rush.

J. C. Nielson, representing Poehlmann Bros. Co., started out this week to call on his customers in the south, making the trip by auto. Mrs. Nielson accompanied him.

J. Wall opened a new store at 2519 North Clark street in time to enjoy a brisk Mothers' Day business.

N. J. Wietor and wife will celebrate their twenty-fourth wedding anniversary June 15.

The American Bulb Co. says the season has been highly satisfactory in all its specialties.

Geranium plants hereabouts are retailing at 30 to 40 cents each.

The loop will have another retail florist in the near future.

FOUNDED BY PETER KENNICOTT 1st

Holiday after Holiday, as they follow each other, bring with them in their various seasons other outdoor Cut Flowers to our market. Decoration Day is Peony Day—just as Lilies are symbolic of the Easter Day. Peonies during their time of marketing line up in importance beside our enormous quantities of Roses and Carnations that we have for the demands of all Holidays.

Cut Peonies are arriving daily, ready to respond to the requirements of the trade.

Growers ship them here.
Retail Dealers buy them here.

KENNICOTT BROS. CO.
174 N. Wabash Ave.,
CHICAGO.

Principal location in the market.

Place Your Memorial Day Order Early

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Excellent Roses

SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red CARNATIONS

Including the finest Mrs. C. W. Ward on this market, bar none

Valley, Snapdragons, Lupines, Calendulas, Larkspur,
White and Blue Daisies, Sweet Peas, Forget-Me-Nots,
Lilies, Stocks and all other seasonable Cut Flowers.
Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri.
PEONIES, Cape Jasmines.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

Leach's Flower Shop is the name of the new retail store that has opened for business at 404 North Austin avenue. Mr. Leach was with the Everette R. Peacock Co. for some time previous to holding his present position with the Allied Florists' Association and has the best wishes of his many friends in the trade for success in his new venture.

Schiller's had a very appropriate advertisement in one of the local dailies May 4 for Mothers' Day, in which fine special offerings were featured. Boston ferns, pans of wax begonias, pans of old-fashioned garden flowering plants, apartment window boxes and hydrangeas were the items included in the assortments.

Schofield, the North State street florist, had a special window for Mothers' Day which attracted much favorable attention. Manager Young was responsible for the arrangement, which made the people stop and look, and in many instances come in and buy.

The John Kruchten Co. received a shipment of Cape Jasmines in time for the late Mothers' Day demand. The stock is unusually fine this season and if the balance of the crop is equal to the sample this firm received no one will have any kick coming.

The Wallace Floral Co., 5744 Kercheval avenue, has been incorporated with a capital of 1,000 shares, no par value, to do a nursery and greenhouse business. The incorporators are William B. Wallace, Geo. Geanakakee and Thos. Jraras.

The Chicago Flower Growers' Association had a banner Mothers' Day business and the demand started off so strong this week that special trips were made to and from the greenhouses to secure enough stock to fill all the orders May 9.

Wietor Bros. speak highly of the rose Butterfly and will grow it on a larger scale next season. This firm's Mothers' Day trade was exceptionally good and everything cleaned up early, including a fine crop of Columbia.

The Bohannon Floral Co. is pleased with its Mothers' Day business, which was the heaviest on record and exceeded all expectations. Norman Stuart was called to Buffalo, N. Y., during the rush by the serious illness of a sister.

Matt Mann gave the regular force a lift at Zech & Mann's store during the Mothers' Day rush. Zech & Mann's demand for the occasion was exceedingly heavy and stock of all kinds cleaned up completely.

The Central Floral Co. did a large business at its North State street store for Mothers' Day. Everything was in strong demand, especially the special offerings in combination boxes.

Vaughan's Seed Store reports good inquiry for advance business in bulbs, both through the mail and travellers. The gladiolus trials on the Vaughan farm will be irrigated this summer.

William T. Willis has leased 260 square feet on the store floor of the new Wrigley building, N. Michigan avenue, for a flower shop.

Ed. Schultz is again in the employ of the Weiland-Risch Co.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Milady Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MISCELLANEOUS

Valley Cattleyas

CARNATIONS

Callas Mignonette

SWEET PEAS

Candytuft

Yellow Daisies White

Snapdragons

Calendulas

GREENS

Plumosus Sprengeri

Bronze and Green Galax

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood

Poehlmann Bros. Co. had a heavy call for stock for Mothers' Day with the total sales showing a wonderful increase over those for the same occasion in 1920 and running considerably ahead of last Easter. This firm has enjoyed a splendid business all season with the total sales in the cut flower, supply and plant departments all showing a great increase over the previous year. The roses that this firm is cutting and known as "Flowers of Superior Quality," have been exceptionally fine all season and everything points to a tremendous cut for Memorial Day. August Poehlmann says that the demand for American Beauty roses has fallen off to such an extent that they will discontinue growing it and give more bench space to Mrs. Chas. Russell. Their new rose Phantom is doing exceptionally fine and will some day be a big factor in the market. Milday, Premier, Columbia and Butterfly are arriving in quantity at the store.

Everyone in the trade was well pleased with the Mothers' Day business, which was the greatest on record and in some instances better than Easter. THE AMERICAN FLORIST was the first to suggest the day notwithstanding all reports to the contrary and began to point out the great possibilities in special articles as early as May 16, 1908. Some always want to claim credit for everything, but in this particular instance all the shouting cannot wipe out the fact that THE AMERICAN FLORIST started the ball rolling.

Tonner's received their first shipment of peonies from Dr. Knapp at Evansville, Ind., May 11, which arrived in splendid shape and consisted of Felix Crousse, Victoria and Festiva Maxima. Their supply for Memorial Day will be large according to the latest reports on crop condition.

A. L. Vaughan & Co. had a heavy Mothers' Day trade with the total sales showing a wonderful increase over the same period of 1920. All their customers were taken care of in splendid shape and many new customers were added to their list.

Kennicott Bros. Co. had a splendid Mothers' Day trade and cleaned up completely in all lines of stock. This firm is devoting its attention to Memorial Day and will as usual have a large quantity of peonies to offer for this occasion.

Bassett & Washburn were pleased with their Mothers' Day trade, which exceeded all expectations, and sold out completely. This firm will be in heavy crop with roses for Memorial Day and are now booking orders for this occasion.

The Alpha Floral Co. never had such a good Mothers' Day trade as this year, when it was impossible to handle anywhere near the customers that kept flocking in. Andrew Chronis gave the regular force a lift during the rush.

The E. C. Amling Co. had its share of the Mothers' Day business and cleaned up as clean as a whistle in all lines. Their shipping trade was exceptionally heavy and the city demand exceeded all expectations.

H. N. Bruns supplied the trade with a large quantity of lily of the valley in pots for Mothers' Day, which were in such strong demand that he could have sold many times more the amount than he had to offer.

A. O'Leary was more than pleased with his Mothers' Day trade and reports a cleanup in all lines. Mr. O'Leary sincerely believes that the extensive advertising is beginning to show results.

The J. A. Budlong Co. sold out completely for Mothers' Day and could have sold much more stock if it was available. The sales were exceptionally heavy at this house and entirely satisfactory.

Ronsley has moved into his new store at 322 South Wabash avenue, which will be one of the largest and finest equipped retail establishments in the city when the new fixtures are all installed.

Mangel had a brisk Mothers' Day trade and was more than pleased with the total sales. The demand started in early at this establishment and continued until late in the afternoon on May 8.

The Joseph Foerster Co. had a big Mothers' Day business and moved a large supply of stock for this occasion, including a splendid supply of sweet peas and gladioli.

Herbert Hansen says that Peter Reinberg's demand for Mothers' Day was exceptionally strong and no trouble was experienced in disposing of all the stock cut.

A. Lange had a heavy Mothers' Day trade and cleaned up everything he had to offer. Cut flowers sold fast and everything in the plant line was disposed of.

Erne & Co. were pleased with their Mothers' Day business, which was the best ever. This house enjoys both a splendid city and out-of-town demand.

R. H. Wells, of the McCallum Co., Detroit, Mich., was in the city last week buying stock for his Mothers' Day trade.

A. T. Pyfer & Co. sold out early in all lines and are more than pleased with the total sales for Mothers' Day.

Wolf's Flower Shop on East Monroe street reports a record Mothers' Day trade with a complete cleanup.

W. F. Klus, of Anderson, Ind., spent several days here last week buying stock for Mothers' Day.

A. Henderson & Co. report improved retail business with the warmer weather this week.

Edgar Winterson says the E. F. Winterson Co.'s sales for Mothers' Day were the best ever.

George Reinberg had a good cut of roses for Mothers' Day which cleaned up quickly.

M. Cohen, of Cohen & Hiller, New York, called on the trade here this week.

Satisfied Customers

Buyers at our establishment appreciate the treatment they receive at this house. **There's a reason.**

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 CHICAGO

Supreme Quality Roses

Positively the finest stock in the Chicago market—bar none. The quality of our stock throughout is head and shoulders above the average in Chicago.

The general committee meeting held in regard to the Pageant of Progress at the Randolph hotel, Thursday, May 5, was well attended and all branches of the trade were represented. J. E. Pollworth was appointed to act as secretary and it is expected that some definite information will be ready for publication in the near future.

George Wienhoeber had all the business he could handle for Mothers' Day and disposed of everything he had to offer. He sold an exceptionally large number of lily of the valley in pots.

Visitors: F. P. Durggins, Lincoln, Neb.; B. E. Blake, Springfield, O.; F. H. Hills, Los Angeles, Cal.; J. J. Karins, representing Henry A. Dreer, Inc., Philadelphia, Pa.; J. F. Ammann and wife, Edwardsville.

Columbus, O.

EXCELLENT MOTHERS' DAY TRADE.

The worst feature of the Mothers' Day trade was lack of flowers of all kinds. The demand was strong and with short stocks of roses, carnations, sweet peas and other flowers, there was considerable difficulty in filling orders. The continued cold and dark weather was responsible for the curtailment of the supplies. Urgent messages sent to distant points for stock failed to produce any great amount of flowers. The event was better celebrated than ever before from the trade standpoint. Roses and carnations were especially in demand but when these stocks grew scarce, sweet peas, tulips, pansies and other flowers were offered. Pot plants took the place of loose flowers and sales of all kinds of plants were especially large. Carnations sold for from $3 to $4 per dozen while roses were priced at $6 to $12 per dozen. Sweet peas sold at $2 to $2.50 per bunch. Funeral work and social events have been rather active during the past week, causing a better demand for stock.

The Flower Growers' and Dealers' Association placed its advertising cooperatively for Mothers' Day. Large space was taken in the newspapers just prior to the occasion calling attention to the utility of flowers as gifts, and this publicity was responsible for a large amount of the trade enjoyed.

FLOWER GROWERS' ASSOCIATION.

At a meeting of the Flower Growers' and Dealers' Association held May 3 steps were taken to call a conference of officials of the state association for the discussion of a number of important matters. As a result, a conference of the Columbus district and Carl Hagenberger, W. Mentor, president; George Bates, Cleveland, secretary, and F. C. W. Brown, Cleveland, vice-president, was held in this city May 10. Questions discussed were the standardization of flower grading, and the method of listing growing stock for tax purposes. Another matter considered was that of credits. The city association will soon establish a local bureau and it is proposed to make this a state-wide proposition.

AMERICAN IRIS SOCIETY.

Members of the Columbus Iris Society have arranged for their annual display which will be held in conjunction with the display of the American Iris Society in this city May 20-21. The two displays will be held in the sales rooms of the Oldsmobile Automobile Co., East Broad street and Cleveland avenue. Flower growers of national prominence will attend the meeting of the national society. Prominent will be John C. Wister, Philadelphia, Pa., president, and Dr. H. A. Gleason, New York, who is connected with the Bronx Botanic gardens. A schedule of cash prizes has been arranged for the display. Admission will be free and all flower lovers will be welcome. Officers

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

HUCKLEBERRY
$7.50 Per Case, F. O. B. Chicago
THE E. F. WINTERSON CO., Central 6004 L. D. Phone: 166 No. Wabash Ave., Chicago, Ill.

of the Columbus Iris Society are Mrs. J. C. Arbuckle, president; Prof. A. C. Hottes, vice president; Mrs. D. A. Miller, secretary, and Mrs. E. W. Spencer, treasurer.

J. W. L.

Indianapolis, Ind.

Business for Mothers' Day was all that had been forecasted. During the last four days of the week, an almost continuous sun aided much in bringing out the blooms for the cut flowers. Every grower and wholesale establishment sold out its stock, and especially in roses and carnations, the demand far exceeded the supply. Prices held firm. A quantity of pot plants were sold. Telegraph orders were good.

NOTES.

"I can think of nothing finer than an avenue of trees from here to Centerville," was the comment of E. G. Hill, Richmond, Ind., when approached on the subject of planting trees as a living memorial in honor of Wayne county's soldiers, sailors and marines who served in the world war. It is the plan to place one tree for every service man, along the national highway. "Elm, or hardwood maple would be desirable trees because of their lasting qualities," said Mr. Hill.

This city has begun the distribution of more than 500,000 plants of nearly every known species and character used in city beautifying, to the various parks and playgrounds. If favorable weather continues and nothing interferes, the work will be completed within a month. Backward weather conditions have delayed the distribution from the Garfield park greenhouses.

The Western Union Telegraph Co., helped business considerably by enclosing a neat little folder with its monthly bills to patrons, telling them of the sentiment connected with Mother's Day, and suggesting that the mother in another city be remembered with a "flowergram."

At Lemon's Flower Shop, Richmond, Ind., a specialty is being made of hardy flowers for yard planting. Such varieties as acquilegia, hardy asters, delphiniums, Japanese iris, phlox, gypsophila, golden glow and helianthus have been going good it was stated.

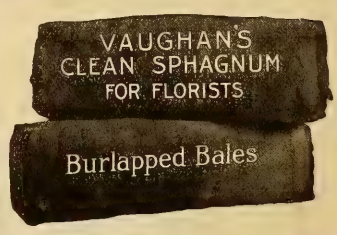
The Bertermann Bros. Co. has altered its Massachusetts avenue store and it now has an entrance on Delaware street, just as good as the one on Massachusetts avenue.

Clarence R. Greene, head of Greene's Flower Shop, has been honored by the officials of the Chamber of Commerce by being elected a member of its membership committee.

Nick Zweisel, Milwaukee, Wis., visited Baur & Steinkamp, this city, recently, to note the progress they are making on his new carnation seedling, Edna.

E. B.

CAR LOADS ARRIVING



SPHAGNUM MOSS AND GREEN SHEET MOSS
For Florists For Nurserymen
Wired Bales Cheaper
For SPOT SHIPMENTS or contract. Write us.
CHICAGO, 10-12 W. Randolph St. NEW YORK, 43 Barclay St.
VAUGHAN'S SEED STORE

Nashville, Tenn.

MOTHERS' DAY TRADE EXCELLENT.

Never before has Mothers' Day created such an interest and met with such sales. Even the florists themselves are surprised with the success of it. An unexpected and unforeseen cool spell has put a crimp in all outdoor activities and those people who put out their bedding plants and grew early vegetables, have had their stock nipped by the frost. Flowers are plentiful. Roses of excellent quality retail at $4 to $8 per dozen. Carnations are sufficiently abundant to meet every demand. Pot plants are in large supply. There will be no advance in price. Several dealers stimulated the Mothers' Day trade by attractive display advertisements.

NOTES.

The Joy Floral Co. had an attractive advertisement in the display columns of a local paper, for Mothers' Day. This firm has an abundant stock of roses, ample enough to supply its Chattanooga, Tenn., and Atlanta, Ga., establishments. Business was excellent at these points. Carnations came in just in time to supply the call at its retail stores.

McIntyre Bros. were well prepared to meet all demands for Mothers' Day and had plenty of roses and carnations of high quality. Their baskets and birch boxes were beautiful and met with ready sale.

A choice supply of cut flowers and plants supplied all demands at Louis Haury & Sons' store for Mothers' Day. This firm carried a display advertisment in one of the city papers.

A fine supply of all kinds of flowers, especially roses and carnations, are seen at the Geny Bros. establishment. Trade has been good there since Easter.

M. C. D.

FERNS
Fancy Dagger
If quality counts with you, it will pay to give us a trial order.
Wire
Duncan Jackson, Kinston, Ala.

Mention the American Florist when writing

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

Mention the American Florist when writing

SAM SELIGMAN
FLORISTS' SPECIALTIES
116 W. 28th St., New York
IMPORTER—MANUFACTURER

Mention the American Florist when writing

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

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IN CHICAGO

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L. D. Phones CENTRAL 1977 and 1978

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue

CHICAGO, ILL.

Long Distance Telephone, Central 3373.

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Providence, R. I.

Mothers' Day trade was unusual this year, it started early, and by 7 p. m. Saturday, all dealers had disposed of their offerings. Stock, although it brought good prices, was plentiful. Carnations sold out very early and about the only thing left was roses. There were a few short roses sold, but most of the stock disposed of was long stemmed. Pansies, marguerites, snapdragons, and lily of the valley had a heavy call.

NOTES.

Joseph Koppleman has had a fine cut of roses at his place in Riverside. His Premier and Columbia varieties cannot be surpassed by any one in this section.

John W. Miller, Narragansett Pier, R. I., died recently at the age of 68. Mr. Miller was a gardener and had charge of several large estates.

Frederick C. Green, superintendent of parks for the past 12 years in this city, died April 21, age 56.

H. A. T.

Wire Hanging Baskets

The well made kind. Painted, bound with galvanized wire 6 at dozen rate, 50 at huudred rate.

10 inch.....$2.25 per doz.; $16.00 per 100 14-inch.....$3.25 per doz.; $25.00 per 100
12-inch..... 2.50 per doz.; 20.00 per 100 16-inch..... 4.25 per doz.; 35 00 per 100

GREEN SHEET MOSS Long Green Sheets for Hanging Baskets Per bag....$2.00 10 bags...$17.50

Michigan Cut Flower Exchange, 1452 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST

		Dozen
Roses,	Beauty	$ 4.00 to $12.00
		Per 100
"	Mrs. Chas. Russell	8.00 to 40.00
"	Butterfly	8.00 to 35.00
"	Columbia	8.00 to 35.00
"	Dunlop	8.00 to 35.00
"	Premier	8.00 to 35.00
"	Hoosier Beauty	8.00 to 35.00
"	Killarney Brilliant	6.00 to 30.00
"	White Killarney	6.00 to 30.00
"	Mrs. Geo. Shawyer	6.00 to 30.00
"	Milady	6.00 to 35.00
"	Mrs. Aaron Ward	6.00 to 25.00
"	Sunburst	6.00 to 25.00
"	Ophelia	6.00 to 30.00
"	Dble. W. Killarney	6.00 to 30.00
"	Cecile Brunner	4.00 to 6.00
"	Our Selection	8.00
Calendulas		3.00 to 6.00
Peonies		10.00 to 15.00
Snapdragon, per bunch		1.50 to 2.00
Daisies		3.00 to 4.00
Violets		1.00 to 1.50
Mignonette		6.00 to 8.00
Sweet Peas		1.50 to 3.00
Cattleyas, per doz.		7.50 to 9.00
Valley		8.00
Carnations		6.00 to 8.00
Lilies, per 100		15.00 to 20.00
Adiantum		1.50 to 2.00
Ferns	per 1,000	6.00
Galax	per 1,000	2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays		35c to 50c per bunch
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry		7.50
Cape Jasmine		$ 3.00 to $ 4.00

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

Tonner

CUT FLOWERS Supplies 30 E. Randolph St. Telephone Central 6284 Chicago

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Write for prices

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CHICAGO, - - ILLINOIS

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Bailey's New Standard Cyclopedia of Horticulture

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RUSSELL ROSES

This variety is one of our principal Roses. We handle a quantity of them.

RUSSELL is particularly at this time of the year the most satisfactory rose to handle. In fact there is no other rose that will give the same amount of satisfaction in the hands of our customers.

You can increase your rose sales, if you carry some of these good roses in stock.

$8.00 to $20.00 per 100; some extra long at $25.00 and $30.00 per 100.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

EDWARD REID

CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, MAY 11.	Per 100
Roses, American Beauty	12.00@150.00
" Russell	12.00@ 40.00
" Dunlop	12.00@ 35.00
" Pilgrim	12.00@ 40.00
" Crusader	12.00@ 50.00
" White Killarney	12.00@ 35.00
" Ward	12.00@ 35.00
" Maryland	10.00@ 30.00
" Hoosier Beauty	12.00@ 40.00
" Columbia	12.00@ 40.00
" Hadley	12.00@ 50.00
" Ophelia	12.00@ 35.00
" Premier	12.00@ 40.00
Adiantum	2.00
Asparagus bchs, per bch	.50@ 1.00
Asparagus Strings, doz	12.00
B. Buttons	4.00@ 6.00
Calendulas	3.00@ 4.00
Carnations	8.00@ 15.00
Carnation, Laddie	20.00@ 25.00
Cattleyas, per doz	12.00@ 15.00
Lily of the Valley	10.00@ 12.00
Longiflorum Lilies	20.00@ 40.00
Pansies	2.00
Smilax, per doz	6.00
Snapdragons, doz	2.00@ 3.00
Sweet Peas	3.00@ 5.00
Callas	2.50@ 4.00
English Daisies	1.00
Cypripediums	4.00
Marguerites	2.50@ 4.00
Tulips	8.00
Myosotis, per bunch	.50

BUFFALO, MAY 11.	Per 100
Rose, White Killarney	5.00@ 10.00
" Dbl. Wht. Killarney	6.00@ 10.00
" Richmond	6.00@ 12.00
" Maryland	8.00@ 12.00
" Sunburst	6.00@ 12.00
" Columbia	6.00@ 25.00
" Ophelia	5.00@ 15.00
" Russell	6.00@ 15.00
" Premier	5.00@ 20.00
" Cecile Brunner	4.00@ 6.00
Calendulas	3.00@ 6.00
Calla Lilies	8.00@ 20.00
Carnations	2.00@ 5.00
Easter Lilies	12.00@ 20.00
Freesias	4.00@ 6.00
Mignonette	6.00@ 10.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	4.00@ 15.00
Golden Spur Narcissi	4.00@ 5.00
Sweet Peas	1.00@ 2.00
Violets	.75@ 1.00
Tulips	4.00@ 6.00
Forget-me-nots, per bch	.25
Delphinium	8.00@ 15.00

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Berger Bros.

The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, MAY 11.	Per 100
Roses, Premier	4.00@ 15.00
" Russell	4.00@ 15.00
" Columbia	4.00@ 15.00
" Butterfly	4.00@ 15.00
" White Killarney	4.00@ 15.00
" Pink Killarney	4.00@ 15.00
" Sunburst	4.00@ 15.00
" Mrs. Aaron Ward	4.00@ 15.00
" Ophelia	4.00@ 15.00
" Baby Doll	3.00@ 4.00
Carnations	2.00@ 4.00
Easter Lilies and Callas	10.00@ 12.50
Ferns, per 1,000	4.00
Forget-Me-Not, bunch	.25
Freesia	3.00@ 4.00
Galax, per 1,000	1.50
Jonquils	3.00@ 4.00
Leucothoe, per 1,000	5.00@ 6.00
Plumosus (south) per bch	.25
Smilax, per string	.15@ .25
Snapdragons	6.00@ 8.00
Primulas, bunch	.25@ .35
Stocks, per bunch	.50@ .75
Calendulas	3.00@ 4.00
Sweet Peas	.50@ 1.00

Philadelphia.

WEATHER CONDITIONS SHORTEN SUPPLY.

The past week was one of the most remarkable of the season. As far as possible, growers had timed their crops to have an extra supply for Mothers' Day and there was every indication that the market would be well supplied, as the week previous there were overstocks of carnations and roses and quantities of other items. Everything was set for a busy and properous week, and then the weather man spoiled matters and it was all off. Commencing with Saturday one rainy day, followed another and with the temperature down into the forties, shipments became lighter and lighter as the important event drew nearer. In answer to calls over the telephone for more stock the answer was that all had been sent, the weather having kept everything at a standstill. Finally climatic conditions changed. Saturday was a bright sunny day; customers filled the store but there were no flowers to offer them. It was the greatest shortage of supply the trade has ever experienced. The wholesalers took care of their customers the best they could, only regular buyers being given attention. All markets must have been much the same as telegrams and long distance calls kept pouring in for all kinds of stock at any price. Prices were not much higher than last year. All good carnations, white and pink, sold readily at 15 cents, culls 10 to 12 cents. As high as 20 to 25 cents was paid for select white by desperate buyers. White roses were in great demand and very scarce, the shortest roses in all colors bringing from 10 to 15 cents, longer grades 20 to 35 cents. The best American Beauties brought 50 cents as did long stemmed Hadley. Cattleyas were not equal to the demand at $1.25 to $1.50 each. Gardenias were very scarce and sold at $5 per dozen. There was a considerable quantity of southern peonies that sold well at $12 to $15 per hundred. Easter lilies, callas and snapdragons were divided up at about last week's prices. Sweet peas were very short of the demand. Spanish iris in limited quantities brought $6 to $8. Calendulas, daisies and all other flowers, including outside blossoms, were quickly disposed of, and the market was entirely cleaned up of everything by noon Saturday. One of the large dealers said it was much the best Mothers' Day business his firm had ever experienced and if they could have filled all the orders presented, it would easily have equaled or exceeded Easter. Most of the demand came from out of town points, although the local stores appeared to show more interest than for several years, the great scarcity of flowers making them more eager to have stock on hand.

FLORISTS' CLUB MEETING.

The May meeting of the Florists' Club was most interesting. There was a large attendance, including many of the fair sex. The feature of the evening was the splendidly illustrated lecture by J. Otto Thilow on his recent visit to the island of Porto Rico. Pictures of the tropical nursery of the Robert Craig Co., including Mr. Craig and some of his American visitors, made a great impression. Mr. Pennock's place was also shown, together with handsome specimens of palms, dracaenas, etc. Mr. Thilow's lecture and anecdotes were very entertaining. Mr. Craig also made a short address, describing the climate and some facts about his nursery in Porto Rico. Both speakers were given hearty applause and a standing vote of thanks. After adjournment light refreshments were served. The feature of the June meeting will be a lecture by Prof. Wilde of the State College of Pennsylvania.

NOTES.

The Western Union Telegraph Co. issued a large and well written Mothers' Day card, one of which was placed in all its important offices throughout the country, urging the sending of messages and also flowers through the local florist of their home town. These cards must have been a wonderful help to the business, particularly in their reference to flowers. If this had been backed up by a Mothers' Day

HOLTON & HUNKEL CO.
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Choice Cut Flowers and Greens

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CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
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THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
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Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers.
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444-446 Milwaukee Street
MILWAUKEE, WIS.

card in every florist's shop window, what a great influence it would have had in the business of the day.

The experience of the past week has again demonstrated how much the trade depends for success on favorable weather. The demand is certainly increasing and there must be some way to supply it. One plan is to feature plants which can be cropped and held much better than cut flowers. The day is fixed, not changeable like Easter, and growers should be better able to crop their plants and flowers at this time.

In speaking of Mothers' Day, Leo Niessen says there is no question but this floral holiday is now firmly established and all branches of the trade should be prepared to meet its requirements and give their best service to increase its popularity. The week had been most trying on account of the comparative scarcity of flowers and the greatly increased call.

A prominent retailer said this was the greatest Mothers' Day on record for this city. No special stock had been accumulated, as there had never been any very strong demand on this day, but the people came flocking in at the last, and when they woke up to it and tried to get more flowers, they found the market cleaned up. A good trade was thus lost.

Carl Corts, manager of the Jos. Heacock store, said he never saw flowers so scarce at this season. Roses were the most plentiful flower, but of these there was not nearly enough to go around. It was even worse than at the time of the influenza epidemic.

Berger Bros. declared that last week was one of the hardest of the season, as there was business offered for 10 times the flowers they had to sell. They took care of their regular customers as best they could and turned down all other orders.

The street merchants who managed to get a few carnations sold them as high as 35 cents. A number stocked up with paper and linen flowers of the florists' supply variety, with which they did a good business at 10 cents each.

Nearly all newspapers made some editorial mention favorable to the observance of the day, together with news notices earlier in the week, all of which helped to bring it to public notice.

J. G. Whilldin of the Whilldin Pottery Co. says pots are pots these days, but the growers must have confidence in the future, as they take them as fast as we can turn them out.

K.

Wholesale Flower Markets

PITTSBURGH, MAY 11.

	Per 100
Roses, Beauty, spl., per doz.	7.50
" " fcy., per doz..	6.00
" " ex., per doz..	5.00
" " No. 1, per doz	3.00
" Killarney	6.00@ 15.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	8.00@ 30.00
" Columbia	4.00@ 15.00
" Ophelia	6.00@ 20.00
" Hilda	6.00@ 15.00
" Premier	8.00@ 25.00
" Madam Butterfly	6.00@ 20.00
Carnations	6.00@ 8.00
Cattleyas, each	1.00
Easter Lilies	20.00@ 25.00
Ferns, per 1,000	5.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.50
Calendulas	3.00@ 4.00
Sweet Peas	1.00@ 3.00
Smilax, per doz. strings	4.00
Jonquils	4.00@ 6.00
Tulips, Darwin	8.00@ 10.00
Valley	6.00@ 8.00
Lilies, Calla	15.00@ 20.00
Snapdragons, per doz.	1.50@ 3.00

PHILADELPHIA, MAY 11.

	Per 100
Roses, Beauty, special	30.00@ 50.00
" " fancy	10.00@ 20.00
" Mrs. Chas. Russell	6.00@ 35.00
" Killarney	2.00@ 6.00
" Hadley	10.00@ 40.00
" Sunburst	4.00@ 10.00
" Wards	3.00@ 6.00
" Ophelia	2.00@ 10.00
" Columbia	3.00@ 20.00
" Premier	6.00@ 20.00
Adiantum	1.50@ 2.00
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Calendulas	1.50@ 3.00
Carnations	2.00@ 6.00
Cattleyas	1.00@ 1.50
Easter Lilies	20.00@ 25.00
Lily of the Valley	6.00@ 8.00
Smilax	.35
Snapdragons, per doz.	.75@ 1.50
Mignonette	3.00@ 4.00
Callas	10.00@ 20.00
Sweet Peas	.25@ 1.50
Freesia	2.00@ 4.00
Tulips	2.00@ 4.00
Larkspur, per doz.	3.00@ 5.00

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.

Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

Mention the American Florist when writing

ST. LOUIS, MAY 11.

	Per 100
Roses, Premier	8.00@ 40.00
" Columbia	6.00@ 25.00
" Ophelia	6.00@ 25.00
" Killarney	4.00@ 8.00
" White Killarney	6.00@ 25.00
" Russell	8.00@ 40.00
" Ward	4.00@ 8.00
" Sunburst	6.00@ 20.00
Calendulas	3.00@ 6.00
Carnations, Laddies	15.00@ 25.00
Ferns, per 1,000	5.50
Valley	6.00
Mignonette	8.00..
Sweet Peas	.50@ 1.50
Smilax, per string	.20
Leucothoe	.75
Galax, green, per 1,000	1.50
" bronze, per 1,000	1.50
Carnations, fancy	10.00@ 18.00
Violets	.50
Callas	15.00@ 25.00

MILWAUKEE, MAY 11.

	Per 100
Roses, Kill'n'y, W. Kill'n'y	6.00@ 15.00
" Premier	8.00@ 30.00
" Ophelia	6.00@ 20.00
" Columbia	8.00@ 25.00
" Hoosier Beauty	6.00@ 15.00
Callas, per doz.	1.50@ 2.00
Calendulas	4.00@ 6.00
Carnations	4.00@ 6.00
Daffodils	4.00@ 6.00
Lilies, per doz.	1.50@ 2.00
Orchids, per doz.	15.00@ 18.00
Sweet Peas	1.00@ 3.00
Tulips	6.00@ 8.00
Fancy Ferns, per 1,000	5.00
Asparagus, per bunch	.50@ .75
Daisies, yellow	3.00@ 5.00
" white	1.00@ 2.00
Gypsophila, per bch.	.75
Snapdagons, per doz.	1.00@ 2.00
Forget-me-not, per bch.	.35

New York.

RECORD MOTHERS' DAY TRADE.

The weather was springlike on Mothers' Day and the retailers had good business in the forenoon, the buyers as a whole taking a variety of stock. Efforts were made by some speculators to secure $35 per 100 for carnations, but met with poor success. Business was good in the wholesale district during the past week, particularly the latter part. There had been a long spell of cool and cloudy weather that reduced the supply of stock. The approach of Mothers' Day caused carnation prices to take a sudden upward trend, and from May 5, to 7, they wholesaled at $15 to $20 per 100. There was also a considerable advance on tea roses. American Beauties did not move well. The carnation growers were more fortunate than if the weather had been warm, for they managed to send in enough to supply the demand and they cannot complain of the prices. At this writing there is a possibility that the results may be better for the growers and wholesalers, than for the retailers. Throughout Saturday, May 7, there was little evidence of activity in carnations in some of the leading retail stores. The retail prices asked for this flower, were 30 and 35 cents, single flower and $3.50 to $4 per dozen. In many instances the customers either bought something else or went away empty handed. Taking a broad view, it will be better for future trade at this anniversary if there is variety in the orders, and there now seems to be a disposition on the part of the public to pursue such a course. There is a good supply of cattleyas, the market wholesale prices ranging from $35 to $75 per 100. But few gardenias came in during the past week. On May 7, prices on tea roses ranged from $6 to $8 per 100, and for No. 2's to $25 and $30 for the best. A considerable stock of sweet peas continues to arrive, and although many of them are short stemmed, others are quite creditable offerings. The supply of gladiolus is on the increase, but there are not enough peonies to rate them as factors on the market. There is a heavy supply of stocks, many of them single and they move slowly. A large stock of lilac is arriving and with other minor offerings meets a fair demand. Many of the retailers looked forward to good business on the forenoon of Mothers' Day. So far as we can learn, telegraph orders have not been of great significance.

May 9.—There was a very light supply of stock this morning and Mothers' Day prices are being asked in some quarters. The weather is fair and warm and in a few days there is likely to be plenty of stock.

MOTHERS' DAY NEWS FEATURES.

Mothers' Day advertising and literature was quite extensive. On May 5-6 the Allied Florist Trades' Association published four and six-inch advertisements in the leading morning and evening newspapers. Previously to this, one newspaper had published the following:

"WAR ON GOUGING FLORISTS."

"Mount Vernon has declared a boycott on profiteering florists and a general movement has been inaugurated by the Rev. Otto F. Bartholow, pastor of the First Methodist church, substituting dandelions for carnations for Mothers' Day next Sunday.

"'Some florists have boosted the price of carnations beyond all conception of their worth and as a result many residents of this city have declared their intention of wearing dandelions instead of carnations next Sunday,' said the minister yesterday."

A. M. Henshaw, president of the Allied Florists' Association, countered with the statement:

"'Remember mother with flowers, not in your own buttonhole but in a bouquet for her. Buy her favorite flower and thus beat the profiteer, if there be any in the trade.

"'Wilson, pastor or florist—the public is left its choice.'"

Mount Vernon is a suburban city of some importance. It is assumed that the mention of "Wilson" refers to the white carnation being recommended in the proclamation Mr. Wilson issued when president. The Evening Telegram, this city, published the following letter on May 7:

"MOTHERS' DAY AND HUMAN NATURE."

"Editor of The Evening Telegram:—

"Relating to the observance of Mothers' Day, several newspapers have published criticisms of the florists on account of the high prices asked for carnations. Human nature in florists is about the same as in men engaged in other lines of business, and when there is a strong demand and a limited supply it is inevitable that prices will be higher. As the observance of Mothers' Day by sending flowers or wearing a flower is a laudable custom, I believe it should be encouraged. But there is no more reason in wearing or sending carnations than any other flower. If everybody asks for carnations they are playing into the hands of the speculators.

"Any flowers are appropriate, although a white flower seems most appropriate in memory of a departed mother. As for living mothers, if possible, wear or send their favorite flowers. FLORAL."

NOTES.

Peter Duff, who for a number of years has been well and favorably known in the trade as the head gardener at Brighthurst, the estate of Mrs. John Crosby Brown, Orange, N. J., has bought the range of McQuaid Brothers, Englewood, N. J., and has taken possession. Mr. Duff is an active member of the New York Florists' Club, treasurer of the National Association of Gardeners and a member of the Society of American Florists. On account of his extensive knowledge of horticulture he has been much in demand as a judge at flower shows. In entering the commercial field he will have the good wishes of many friends.

Sam Seligman has acquired the interests of Irving Stein in the firm of Seligman & Stein, the style of the business to be Sam Seligman hereafter.

The carnation growers have about finished planting in the field and the stock looks promising.

Frank Traendly says that, compared with carnation prices, roses were cheap. A. F. F.

Gold Letters

BEST QUALITY——LOWEST PRICES

Gold, Silver and Purple Letters.
Gold and Purple Scripts.

Write today for samples and greatly reduced prices; it will be worth your while.

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Wholesale Florist

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55-57 W. 26th St., New York

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Doyle & Booth

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CARNATIONS LILIES VIOLETS
For prompt and satisfactory results consign your cut to
SULLIVAN BROS. & CO.
WHOLESALE FLORISTS
112 W. 28th St., Phone Chelsea 5713 NEW YORK
NOVELTIES ROSES ALL SEASONABLE FLOWERS

William Mackie
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Carnations and Sweet Peas of Fine Quality.
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WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
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" Hadley	6.00@	30.00
" Dunlop	8.00@	30.00
" Dbl. Wht. Killarney	8.00@	20.00
" Columbia	8.00@	25.00
" White Killarney	6.00@	15.00
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" Scott Key	8.00@	40.00
" Sunburst	8.00@	20.00
" Ulrich Brunner	6.00@	20.00
Adiantum Croweanum and Hybrid	1.50@	2.00
Asp. Plumosus, per bunch	.25@	1.00
Carnation Laddie	10.00@	15.00
Carnations	4.00@	8.00
Cattleyas	35.00@	100.00
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Snapdragons, per dozen	1.00@	2.00
Stocks, per bunch	1.00@	1.25
Daisies, yellow	1.50@	4.00
Mignonette, per doz.	.25@	.50
Larkspurs, per doz.	2.00@	4.00
Peonies, per doz.	2.00@	3.00
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May 17.

Carmania, I. M. M. Lines (Liverpool).

May 18

Parima, Quebec Steamship Co. (West Indies).

May 19.

Duca Abruzzi, Italian Lines (Naples).
FROM BALTIMORE, Schiedyk, Holland-America Line (Rotterdam).

May 20.

Cabo Ortegal, Ybarra Line (Barcelona-Marseilles).
FROM MONTREAL, Georgie, Francanda Line (Bordeaux).

May 21.

Rotterdam, Holland-America Line (Rotterdam).
La Savoie, French Line (Havre).
Chicago, French Line (Havre).
Irishman, I. M. M. Lines (Liverpool).
Minnekahda, I. M. M. Lines (Hamburg).
Columbia, I. M. M. Lines (Glasgow).
FROM BOSTON, Nitonian, I. M. M. Lines (Liverpool).
FROM MONTREAL, Megantic, I. M. M. Lines (Liverpool).
FROM NEW ORLEANS, Antillion, I. M. M. Lines (Liverpool).
FROM PHILADELPHIA, Mackinaw, I. M. M. Lines (Liverpool).

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Night and day service in all Central Pennsylvania.

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Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—American Beauty Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
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Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
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Liverpool, Eng.—Bee's, Ltd.
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Louisville, Ky.—The F. Walker Co.
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Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
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New Orleans, La.—Chas. Eble.
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New York—Dard's, 44th and Madison Ave.
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New York—Henry Hart, Inc.
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New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—J. G. Papadem Co.
New York—Max Schling.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
New York—The Boulevard Florist.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
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Paterson, N. J.—Edward Sceery.
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Philadelphia, Pa.—J. J. Harbermehl's Sons.
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—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East
Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Mention the American Florist when writing

Kansas City, Mo.
A. Newell
FLORIST
Established over 30 years.
Southwest corner of 11th and McGee Sts.
Mention the American Florist when writing

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AUGUST R. BAUMER,
MASONIC TEMPLE
Members of Florists' Telegraph Delivery.
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Potter Floral Co.
Members of Florists' Telegraph Delivery.

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Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.

CHICAGO OPPOSITE FIELD'S — DETROIT
Central Floral Co.
132 N. State, CHICAGO
1331 Broadway, DETROIT
Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.
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ROANOKE, VA.
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Seattle-Rosaia Bros.
Finest floral studio in Northwest.
Member F.T.D.
Mention the American Florist when writing

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.
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Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORIST
930 PROSPECT AVE., Erie Building. CLEVELAND
Mention the American Florist when writing

LOUISVILLE, KY.
THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.
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New York
A. ECKRICH
(Successor to Charles E. Grunewald)
FLORIST
924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled
Mention the American Florist when writing

Salt Lake City
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho
Members of Florists' Telegraph Delivery.
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WICHITA, Kansas
Shipments for Kansas and Oklahoma.
W. H. CULP & COMPANY
Quality Flowers Personal Service
Members F. T. D.
Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.
167 Market St., at Broad St.
EVERYTHING IN FLOWERS
Prompt Deliveries to any town or city within 150 miles of Newark.
Telephone Market 494
Mention the American Florist when writing

Brooklyn, N. Y.
HUGO H. JAHN
—FLORIST—
710 Nostrand Ave., cor. Prospect Place
Phone: 1952 Lafayette.
Flowers Delivered Anywhere. Personal Attention.
Mention the American Florist when writing

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Philadelphia, Pa.
Chas. H. Grakelow
Broad St., at Cumberland
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Tacoma, Wash.
California Florists
will take care of all telegraph orders.
Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel. Next annual meeting, will be held at St. Louis, June 20-21, 1921.

LET those who have onion sets to dump, prepare to dump them now.

CHARLES DICKINSON, Chicago, has returned from New York by the air route.

THE Chicago bank interest rate has declined about one half of one per cent.

DEALERS in field seeds have done very little the past year in the way of construction betterments.

MONTANA bean growers are offering surplus garden beans at about half recent wholesale prices.

THE winter wheat production is estimated at eight and nine-tenths more than in 1920 at this date.

JAPAN growers are quoting Lilium Formosum at reduced price. The crop is said to be larger than in 1920.

THE United States potash production in 1920 was 48,625 tons as against 30,845 tons in 1919, and 54,803 tons in 1918.

THE Pieters-Wheeler Seed Co.'s warehouses at Gilroy, Calif., will be equipped with A. T. Ferrell & Co.'s seed cleaning machinery.

PRICE of bags at Chicago, May 11, American, 16 oz., $30.00 per bale, in bale lots or over; Railroads, 16-oz., $30.00; crown, 12-oz., $23.00.

J. M. BRIDGEFORD, managing director of Watkins & Simpson, London, Eng., will sail on May 14, on the S.S. Aquitania for a tour of the United States.

DAVENPORT, IA.—The Bruns Seed Co., Washington, Ia., is closing arrangements for the purchase of the Webster Seed Co., Second and Ripley streets.

COUNTER trade in the retail seed stores has improved the past week, but it is not expected the record breaking business of early April will again be reached in May.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, May 11, were as follows: Timothy, $4.25 to $6.00 per 100 pounds, Red Clover, $10.00 to $16.00.

LONG ISLAND growers report, April 25, that cabbage stocks for seed, wintered well the past season, and are now starting in good shape. The total average, however, is below normal.

VISITED CHICAGO: Roy Wheeler, of the Pieters-Wheeler Seed Co., Gilroy, Calif., and wife; Fred Hunter, of the Hunter Seed Co., San Francisco, Cal., returning from the east; A. T. Ferrell, Saginaw, Mich., returning from Oklahoma.

DUTCH travellers who booked orders for French Paper White narcissus in the south and southwest last fall at firm prices, are reported to be welshing now on these contracts and suggesting that purchasers release them from responsibility for deliveries.

CARDS are out announcing the marriage of Miss Jessie Goodwin Cuthbertson, sister of Frank G. Cuthbertson, of C. C. Morse & Co., San Francisco, Calif., to R. B. McLachlan April 8. At home, 43 Cranley Gardens, Palmer's Green, London A 13, Eng.

JACKSONVILLE, FLA.—Morgan F. Jones, referee in bankruptcy, has issued notices to the effect that on April 21, the E. A. Martin Seed Co. was adjudged bankrupt and that the first meeting of creditors would be held May 9.

R. & M. GODINEAU, seed growers, Angers, France, is offering a three-page list of vegetable seeds, and calls attention to the present low exchange rate of French francs. Their price on Edmund's beets, for instance, figures on the present basis of exchange, about $5.40 per hundred pounds.

ONION SETS in the Chicago district are practically out of the ground. A few resowings have been made, but in general the outlook is 100 per cent good, few maggots. The acreage on the south side is equal to the boom year of 1920. On the north side, there appears to be a 25 per cent reduction in acreage.

W. F. VANDERSCHOOT, representing R. A. Vanderschoot, of Hillegom, Holland, now calling on the trade here, is a grandson of J. B. Vanderschoot, who in 1840 was probably the first grower to send the American trade Dutch bulbs in quantity. W. F. sails for Holland on the S. S. New Amsterdam, May 21.

DR. WILL W. TRACY'S life work is the subject of an appreciative article by R. A. Oakley, who is well known to seedsmen in connection with the Department of Agriculture seed work. The article will be found on page 801 of this issue. It will be recalled that Dr. Tracy retired from service in the department April 23.

COLUMBUS, O.—The Wilson Seed & Floral Co., has been incorporated with a capital of 500 shares, no par value designated. The incorporators are H. K. Wilson, Maude E. Wilson, A. B. McKnight, O. Ozard and Carl Tresemer. This concern, which has been operated by H. K. Wilson as an individual on S. High street, has leased a four-story building for 99 years at 25 E. Town street, discontinuing the High street establishment.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

California Seed Crops.

The Pieters-Wheeler Seed Co., Gilroy, Calif., writes April 26 as follows: "The California seed crops are showing the effects of recent droughts, frosts and high winds. The top soil is very dry and, as the winter was quite cold, the appearance of the crops is not at all favorable. Radish will be quite short. Onion cannot make a normal crop, having been injured by mildew. Lettuce is showing the effects of unfavorable conditions. We think all California crops will be away below normal in yield."

The Late D. I. Bushnell.

J. Chas. McCullough, of Cincinnati, O., writes, of the late D. I. Bushnell, from Palm Beach, Fla.: "I probably knew him as long, or longer, than any seedsman now living, our acquaintance and friendship dating from the time Mr. Bushnell started in business with his 'old pal Bob Niggeman.' I have always had the greatest respect for 'Bush,' as he was known the world over among seedsmen."

A. E. Reynolds, of the Crabbs, Reynolds, Taylor Co., Crawfordsville, Ind., says that in the death of D. I. Bushnell, the trade has lost a pioneer and staunch friend.

California Celery Seed Suits.

N. M. Barnes, Chula Vista, rancher, has brought suit against the Germain Seed & Plant Co., Los Angeles, Cal., for $4,300 damages alleged to have been sustained last year when the seed company failed to send the kind of celery seed ordered. This action is similar to that of a few days previous, when the Los Angeles seed firm was ordered to pay $4,000 to another Chula Vista rancher because $38 worth of celery seed failed to produce Golden Yellow celery. Barnes says that in February, 1920, he jointly ordered one pound of Golden Yellow celery seed with J. L. Barnes, from the Germain Seed & Plant Co., at $6 a pound. It is said the order was filled through George E. Miller, the latter also purchasing the same kind of seed. It is claimed that when the plants were ready to be transplanted from three-fourth of an acre to the remainder of a four-acre ranch, it was found the celery was not the kind ordered and that it failed to bleach under all kinds of treatment. The suit was filled April 28.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

MR. FLORIST! Plant BODGER'S Seeds and They Will "Say It With Flowers"

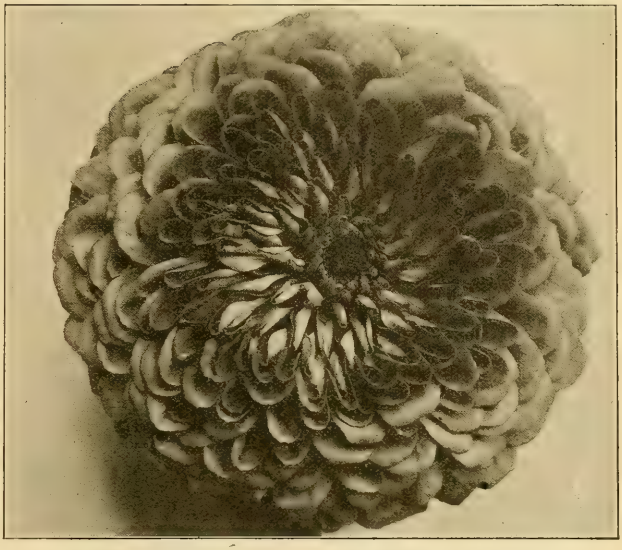
We have been working for several years perfecting stocks and are now able to assist you in giving the flower buying public what they are calling for; the beautiful pastel shades of delicate pinks, tyrian rose, fiery cerise and an endless list of pleasing shades in a New Type of immense size and unusual petalage the **DAHLIA FLOWERED ZINNIA.** This type is popularizing the Zinnia.

We have also introduced the **Picotee,** the **Victory Quilled** and a rich Golden Yellow called **"Buttercup."** These are distinctive and attractive as cut flowers.

We have also on the market the long stemmed **Beauty Type of Aster** and next year will have an **Early Flowering Aster** in this type for you.

We also recommend our Selected Strains of **Cregos** and **American Branching,** our Fancy Strains of **Half Dwarf Cineraria, Calendula, Candytuft,** the New Double **Cosmos,** White, Pink and Crimson; **Giant Zinnia** in fifteen distinct shades and many other reselected strains for florists.

We are growers and sell only in bulk but all reliable seedsmen carry—



BODGER'S FLORIST STOCKS

Buy Today From Your Nearest Seedsman

Mention the American Florist when writing

New York Seed Trade.

Business seemed to be fairly active in the seed trade district during the past week, plants being featured at all the stores. A noteworthy exhibit at Vaughan's Seed Store was a collection of flowering cannas, in large tubs, including King Humbert, Eureka and Rosea gigantea. They had, of course, been flowered under glass. A great stock of hardy plants was also noted at this store.

The Barclay Nursery, M. Aronowitz proprietor, which has been established for a number of years at the corner of Barclay street and West Broadway, has taken another store at 62 Vesey street. Mr. Aronowitz will conduct the new store and his wife will manage the Barclay street establishment.

The MacNiff Horticultural Co. is disposing of large quantities of roses and bulbs for garden planting, both at auction and private sale.

At the store of J. M. Thorburn & Co., in addition to many vegetable plants, we noted a fine stock of seed potatoes.

The Stumpp & Walter Co. features a large assortment of hardy plants.

Many friends regret the serious illness of David Don, formerly connected with Weeber & Son.

Field Seeds.

Cold, wet weather seemed to slacken the demand for seeds in many sections during the week ending April 30, according to the government report. Although the spring selling season is practically over, some more small fill in orders for grass and clover seed are

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations Throughout America. Office: **Cambridge, New York**

Mention the American Florist when writing

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS

SPECIALTIES:

Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

Henry Berrien Fish

Carpinteria, Calif.

I have for immediate delivery seed stock of these varieties, hand-picked and ready for planting:

Fordhook Bush Lima

Wood's Prolific Bush Lima

Large White Pole Lima

Lazy Wife Pole

Write for Quantities and Prices.

Mention the American Florist when writing

VALLEY for JUNE WEDDINGS

NEW STOCK READY FROM COLD STORAGE.

Bruns' Celebrated Chicago Market Brand

$35.00..... per 1000 $10.00.....per 250
20.00.....per 500 5.00.....per 100

Florists' Money Maker Brand

$30.00.....per 1000 $8.00.....per 250
16.00 .....per 500 4.00.....per 100

I carry over 2,500,000 of the finest **Valley Pips** in storage and my facilities enable me to make shipments the same day or not later than the day following receipt of order.
If it's **VALLEY,** I can supply it. Tell me what you want.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

—THE—
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

expected as soon as the soil dries and the temperature rises. Prices were not to have done considerable damage to the first crop of hay in Kansas.

Italian seedsmen have been vainly trying to sell alfalfa seed and on April 7 were offering first quality dodder-free seed at about $16 per 100 pounds and second quality at $14, f. o. b., Italian port. These prices have proved to be too high for that seed, hence little business has resulted between American and Italian seedsmen.

On the same date first quality red clover seed was being offered at as low as $13 and second quality at $11, but even at these prices the Italians could not compete successfully with French and German exporters. A decline in prices of crimson clover seed took place in Italy about April 7, and seedsmen there were offering it at about $5 per 100 pounds, f. o. b., Italian port. Common vetch was being offered at $3.

During the week ending April 30, approximately 760,000 pounds of red clover were received at New York, mostly from France. In view of the fact that this seed was bought at a low price, the carryover probably will not be burdensome to the owners.

Timothy lost some of the strength it evinced two weeks ago and was quoted 15 cents to 25 cents per 100 pounds lower in some markets. Approximately 90,000 pounds of the quantity recently reported sold by New York seedsmen to Denmark was exported during the week. Kentucky bluegrass prices continued firm but stocks still seem to be ample to take care of the rest of the limited requirements for this season. Red top and orchard grass prices have not changed for several weeks and the demand for each at present is small.

The demand for millet and sorgo seed has been considerably below normal, but is beginning to pick up slowly. The local demand in the Missouri valley is fair. Carload buyers at distant points from the valley continue to withhold their purchases until they see an outlet for the seed. Millet prices are a trifle weaker than last week and sorgo prices are at the same low level.

Yokohama Nursery Co.
LTD.
Woolworth Building
NEW YORK CITY
Importers
Japanese Bulbs, Plants and Seeds

L. D. Waller Seed Co.
GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds
GUADALUPE, CALIFORNIA

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

Return Envelopes
Catalogue Envelopes
Seed Packets
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

LAWN SEED MIXTURES
FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

Cowpeas were quoted higher in several important markets and difficulty to obtain the Whippoorwill variety was experienced at St. Louis, Mo., and Chicago, where stocks are said to be insufficient to meet present urgent requirements. In contrast with last year there seem to be ample supplies of early varieties of soy beans at declining prices.

MICHELL'S
Primula Obconica Gigantea Seed

	Trade Pkt.
ALBA, white	$0.50
KERMESINA, crimson	.50
LILACINA, pale lilac	.50
ROSEA, pink	.50
HYBRIDA, mixed (1-32 oz., $1.25)	.50

Primula Obconica Grandiflora Seed

FIMBRIATA, mixed	$0.50
VESUVIUS, deep crimson	.50

Also all other SEASONABLE SEEDS BULBS and SUPPLIES
Wholesale Price List Free
Henry F. Michell Co.
518-516 Market St.,
PHILADELPHIA, PA.

Lily of the Valley Pips
EXTRA FINE STRAIN EXHIBITION Size GERMAN "LUBECK" PIPS
Just Arrived.
Price in cases, 1000, 500 or 250 each, on application.
J. M. THORBURN & CO.
53 Barclay St., NEW YORK CITY

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

Biennials and Hardy Perennials

Many of the biennials and perennials are now as important to florists as Asters, Sweet Peas, Verbenas, etc., are among the annuals. Some can be forced, such as Delphinium, Canterbury Bells, etc.; while many others sell as readily as Geraniums if grown in pots, not to speak of the cut-flower sorts, such as Coreopsis, Gypsophila, Chrysanthemum, Shasta Daisy, Physostegia, etc. They are really needed in every florist's establishment that caters to the better-class of trade. The demand for them is increasing.

Now is the Time to Sow the Seed

Our "Book for Florists" offers a complete list of both the standard varieties and newer ones. Send for a copy if you mislaid yours. These require little care and are **Money Makers.**

CHICAGO **Vaughan's Seed Store** NEW YORK

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

GET QUOTATIONS FROM

LANDRETH

Seeds Which Succeed

Bloomsdale Farm **BRISTOL, PA.**

Mention the American Florist when writing

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

Mention the American Florist when writing

SEEDS

Flower, Vegetable and Farm

Send your inquiries to

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

We Do Not DISSIPATE

our energies on all classes of Seeds. We **CONCENTRATE** on

Garden Seeds and Farm Root Seeds

Thus we personally **KNOW** what we grow and we select and improve our stock. Place your order with Specialists. 1921-22 prices now ready. Write direct to

KELWAY & SON, Wholesale Seed Growers, **Langport, England**

Cables: "Kelway, Langport."

Mention the American Florist when writing

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and Market Gardeners.

W. Atlee Burpee Co.
Seed Growers Philadelphia

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

DUTCH BULBS

Standard Bulb Company

BENTON HARBOR, MICH.

Ask prices.

Mention the American Florist when writing

R. & M. GODINEAU

Seed Growers

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.

Growing Crops Given Personal Attention.

Mention the American Florist when writing

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

Mention the American Florist when writing

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June 22-24, 1921.

LOS ANGELES, CALIF.—The California Association of Nurserymen will hold its eleventh annual convention and exhibition at Eposition park, October 20-23.

Chicago International Fruit Show.

Plans are being made to have an international fruit exhibition in Chicago, during October. Samuel Adams, that city, is chairman of a committee appointed at the recent conference of fruit men to make arrangements for the show. Features other than the display of fruit, will include demonstrations of the methods of packing, canning, preserving, and the extracting and handling of fruit juice. It is expected that experts from the United States Department of Agriculture will be in attendance to advise on all phases of fruit growing. The railroads have been asked to co-operate by demonstrating loading methods.

Orchard Pruning and Spraying.

How many Ohio orchards are valued at $2,300 per acre? This is what the orchard of L. E. Davy, Wayland, Portage county, was worth to him during the season of 1920.

Mr. Davy placed his orchard under the care of the specialists of the Ohio State university extension service, and the Portage county agricultural agent. He pruned, sprayed and fertilized the trees according to the latest scientific methods, and secured a yield of 670 bushels of apples from 51 trees. This orchard had yielded in 1917 a total of 19 bushels; 1918, 65 bushels, and 1919, 150 bushels.

The 1920 crop of apples was sold on the trees for 75 cents a bushel, giving him a gross income of $502. The cost of producing the crop was $157, leaving a net profit of $345. This is a 10 per cent income on $2,300 per acre. This, of course, represents but one year's figures during a favorable season, but with low prices.

This orchard was one of several on which demonstrations were made by the extension service of the state agricultural college during the season of 1920, and represents what can be done with some of the home orchards that are not now paying for the ground they occupy.

Mr. Davy is a firm believer that pruning and spraying pay.

Box Leaf Miner.

Ornamental box in the vicinity of New York City, especially on Long Island, is occasionally seriously injured by box leaf miner. Its presence is indicated by more or less irregular, oval swellings on the leaves, each marking an oval, clear space mined beneath by one or more pale yellowish white maggots about one-sixteenth of an inch long. There may be a slight elevation of the leaf with an irregular yellowish or brownish discoloration, the margin of the affected area being indicated by a darker green. An infested leaf may contain only one or two miners and show comparatively little injury or there may be six or more and a destruction of the larger part of the leaf. The attack weakens the plant and results in badly infested leaves dropping in the spring, leaving unsightly bare stems with new leaves developing at the top.

This unhealthy condition is produced by a slender yellowish midge about one-twelfth of an inch long. The insect winters in the galls and the latter part of May or early in June escapes directly from the leaf, leaving a delicate whitish pellicle or skin protruding from the gall. Experiments have shown that large numbers of these midges may be trapped and destroyed by spraying the box with a solution of four pounds of molasses to 50 gallons of water, making the first application as soon as flies begin to appear, or the white pellicles are seen protruding from the leaves and keeping the foliage sticky for a period of about two weeks.

E. P. FELT,
New York State Entomologist.

Some Early-Flowering Viburnums.

The first viburnum to bloom in the Arboretum this year is Viburnum alnifolium, the hobble bush or moosewood of cold, wet, northern woods. It is a large shrub, spreading by shoots from the roots, with broad, flat clusters of small flowers surrounded by a ring of large, pure white neutral flowers, dark green leaves with prominent veins, which turn orange and scarlet in the autumn, and fruit in drooping clusters, bright red at first when fully grown, and dark blue or nearly black at maturity. This is one of the handsomest of the American viburnums, but it has proved a difficult plant to establish here, although in other Massachusetts gardens it has grown better than it has in the Arboretum where, however, it at last appears to have become accustomed to its surroundings. In Japan, there is a viburnum (V. furcatum) closely related to, and very much like, the hobble bush, from which it chiefly differs in the shorter stamens, which are hardly more than half the length of the corolla, and in the deep groove on the ventral side of the stone of the fruit. Viburnum furcatum, in Japan, where it grows from the mountains of central Hondo to Saghalin, is a shrub sometimes 10 or 12 feet high, with smooth, red-brown branches and branchlets. Like its American relative, this Japanese viburnum has proved difficult to establish, but a plant is now opening its flowers here two or three days later than those of V. alnifolium, and for the first time in the Arboretum. In a few days, the flowers of another early-flowering species, V. Carlesii, will open. This shrub has been found only among seashore rocks in two localities in Korea, and has already become a popular garden plant in this country and Europe. Its real value is found in the white, extremely fragrant flowers, which are arranged in small, compact clusters and open from rose-colored buds. As the buds in the cluster do not all open at once, the pink buds among the white flowers add to the beauty of this shrub in early spring. Late in the autumn, the small, dull, olive-green leaves turn dark rich wine color.—Arnold Arboretum Bulletin, May 14, 1920.

MONTREAL, QUE.—Chas. J. Hill, well known florist of this city, died April 29, age 45 years.

COLORADO SPRINGS, COL.—The Colorado Springs Florists' and Gardeners' Association was recently organized with a membership of 35. The following officers were elected: John W. Hagermeyer, president; Geo. McMamera, vice-president; Miss Bernhardine Johnson, secretary; and Mrs. Florence E. Yeomans, treasurer.

— THE —
Storrs & Harrison Co.
PAINESVILLE NURSERIES
Catalogues and Price Lists Free on Application.
PAINESVILLE, - OHIO

VIBURNUM PLICATUM
Also Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.
Ask for complete list of Oak Brand Shrubs.
The LONARD & JONES CO — WEST GROVE PENN'A.
Robert Pyle, Pres. — Ant. Wintzer, Vice-Pres.

HILL'S EVERGREENS
Best for over half a century. Firs, Spruce, Pines, Junipers, Arbor Vitaes, Yews, in small and large sizes. Send for price list.
The D. Hill Nursery Co., Inc.
Evergreen Specialists—
Largest Growers in America.
Box 404, - - DUNDEE, ILLINOIS

We have on hand the largest stock of
Boxwood in New England; all shapes.
RHODODENDRONS
Parson's Hardy American Seedlings.
FANCY EVERGREENS, for tubs.
300 BAY TREES
All sizes, standard shapes.
MONTROSE NURSERIES
Wakefield Center, Mass.
(Office and Salesroom) 31 Otis St., Boston, Mass.
N. F. McCarthy & Co., Props. Send for catalog.

Mention the American Florist when writing

The Elm City Nursery Co.

IBOLIUM PRIVET
THE NEW HARDY HEDGE
To be introduced to the public this fall for the first time.
BOX-BARBERRY
Now too well known to need further description
2-Year Old IBOLIUM PRIVET
We are now ready to quote trade prices to houses who wish to catalog these novelties in their forthcoming issues.
INTRODUCERS
THE ELM CITY NURSERY COMPANY
Woodmont Nurseries, Inc.
NEW HAVEN, CONN.

Abundance of Stock

Size	100	1000
2¼-in. Ageratums, light or dark	$ 2.75	$25.00
2 -in. Coleus, red or yellow.	2.75	25.00
3 -in. Cyclamens, 8 varieties	15.00	....
2¼-in. Fuchias, 12 varieties..	3.00	27.50
2¼-in. Heliotropes, light or dark	3.00	27.50
2½-in. Marguerites, fine plants	3.50	30.00
2½-in. Stocks, Alice or Nice.	2.75	25.00
2¼-in. Vincas, variegata	5.00	45.00
3½-in. Vincas, variegata	13.00	125.00

Liberal Extras. Correspondence Solicited.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

50,000 Dracaena Indivisa

From 2-inch pots, ready for 3 or 4-inch pots, at $4.00 per 100. From 2-inch pots, good strong average sized plants at $3.00 per 100.

GERANIUMS (Our Specialty)
Nutt. Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France

NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

Kokomo, Ind.

W. W. Coles, the well known florist of this city, has leased his greenhouses to C. F. Coffey and wife, proprietors of the Coles Flower Shop. Mr. Coffey's wife is the daughter of Mr. Coles and has conducted the flower shop the past eight years. The two families will exchange dwellings, the young couple taking the old Coles homestead to be in close proximity to the greenhouse plant. The nurseries will be continued by Mr. Coles, who has worked up quite a nice business in this department.

Mr. Coles came here from Philadelphia, Pa., 30 years ago.

Kansas City.

An unprecedented demand for stock showed that Mothers' Day had been observed more widely than ever before. Many of the retail florists exhausted their supplies before noon Saturday, with many orders coming in after that hour. The offerings were considerably more than a year ago. Although carnations were the leaders, more roses were sold than during 1920 on this occasion. Pot plants went well.

R. F.

GRAND ISLAND, NEB.—The greenhouses owned by Edw. Williams were badly damaged by hail recently.

BELVIDERE, ILL.—The J. P. Herzog flower shop recently moved from its quarters at State and Locust streets to a new location at 515 S. State street.

DOVER, DEL.—The Dover Floral Co. was recently incorporated with a capital of $100,000 to deal in flowers, plants, etc. The incorporators are Edgar A. Baugher, Anna M. Baugher, and Alice Von Reider.

CENTRALIA, ILL.—Preparations are being made for holding a flower show in connection with the meeting of the St. Louis district of the National Flower Growers' Association to be held in this city, June 19. J. W. Ross is in charge of arrangements.

Vanderschoot's Dutch Bulbs

If you are interested in Top Quality of

Hyacinths, Tulips, Narcissus, Crocus, Etc.

for delivery in August next, please ask for our quotations.

WHOLESALE TRADE GROWERS. Established in 1830.

R. A. VANDERSCHOOT, Hillegom, Holland

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

Mention the American Florist when writing

McHutchinson & Co.

OFFERS FROM STORAGE

VALLEY PIPS, Dutch or German type, in case lots of 2,500 pips. LILY BULBS, Giganteum, 6-8, 8-10, 9-10; Magnificum and Rubrum, 9-11. BAMBOO CANES, Japanese and domestic, natural and dyed green, all sizes. RAFFIA, natural and colored, 25 lbs. up.

SUMMER SHIPMENT.

FERNS IN FLATS, July-August shipment. DRACAENA CANES, May shipment. PALM SEEDS. Kentia Belmoreana and Forsteriana, Cocos Weddeliana, Etc

FALL SHIPMENT.

DUTCH BULBS, MANETTI STOCKS, CHINESE SACRED LILIES, VALLEY PIPS, JAPAN LILY BULBS, DRACAENA CANES, FRENCH BULBS, FREESIAS and CALLAS, BEGONIAS and GLOXINIAS, Etc., Etc.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

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THE HORTICULTURAL PRINTING COMPANY
BURNLEY, ENGLAND.

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

FERNS

Cyrtomium Rockfordianum, Holly Ferns. 3-inch, $1.50 per doz., $8 00 per 100; 4-inch, $3.00 per doz., $25.00 per 100.

Be sure to get Our Monthly Bulletin.

R. Vincent, Jr. & Sons Co.
WHITE MARSH, MD.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Dooley, Cook County, Ill., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

TEXAS shipped 2,100 cars of onions in April.

EARLY strawberry movement has been the largest in several seasons.

A SENATE bill just introduced calls for $100,000,000 annually for two years, to be used for interstate and intrastate highway building and repair, the several states to supply the same sum as is furnished them by the government.

THE cantaloupe growers of Imperial Valley, Calif., protest to the western members of congress that the $11,000,000 crop is threatened with loss because of the high freight rates. The cost of growing cantaloupes this year is one dollar a crate, while the average freight charge would amount to $1.77.

THE contracts with farmers for sugar beets in the Rocky Mountain states have been revised, and the basis of payment is now about six dollars a ton, compared with $12 a ton last year. The contracts with farmers in California are on a sliding scale, according to sucrose content of beets and the price of refined sugar.

Prices of Indoor Fruits and Vegetables.

Chicago, May 10.—Cucumbers, 2-dozen box, $3.75 to $3.50; leaf lettuce, per box, 35 to 40 cents.

New York, May 6.—Cauliflower per dozen, $4 to $7; cucumbers, 50 to $1.50 per dozen; mushrooms, per basket, 50 cents to $1.75; radishes, 100 bunches, $3.00 to $6.00; tomatoes per pound 10 to 25 cents.

The Use of Nitrates.

Following a very mild winter we now have an exceedingly cold and wet spring. The excesive rains have for weeks washed and beaten the fields to such an extent that it stands to reason that plant fertility has suffered. An agricultural authority once stated that in some parts of the country each and every acre of plowed land loses enough plant food each year by washing and leaching to produce a heavy crop. If this is true in general, it especially applies this year in our section.

We have for many years applied nitrates in the early spring on our early crops and have made money thereby. In a season like the present, one application is not a safe one. It is better to use smaller amounts and repeat the operations. We use nitrates in two ways: Application broadcast by hand or encircling the plants by hand or with a fertilizer drill. The method depends upon crop conditions. For instance on young seedlings like spinach, onion, beet, radish, etc., we prefer broadcasting by hand. A dry day is required and the work should preferably be done during the noon hour. The operator should throw the fertilizer with force, in which case none of it will lodge in the foliage, for it bounces off. If sprinkled unevenly, or if moisture is present on the plant, great damage is done at times, the result being similar to a hard frost. In the case of such plants as cabbage and tomatoes, we prefer, owing to their great distance apart, to treat them individually by hand, encircling them with a small handful of fertilizer about a week after the plants have been set out. Later when growth is active we use a drilling machine between the rows. Care is taken to screen all material through a one-fourth inch mesh screen, and to mix all nitrate materials with either one-half acid phosphate, bone meal or raw limestone. These carriers keep it dry and in good condition to apply and also reduce the danger of over-application.

For materials we use either nitrate of soda, sulphate of ammonia or nitrate of potash, and have our preferences of each of these for certain work, as experience dictates. For instance we prefer sulphate of ammonia for tomatoes and nitrate of potash for spinach. These combinations, however, may produce different results in other localities.

MARKETMAN.

Milwaukee, Wis.

A COMPLETE DISPOSAL OF STOCK.

General business conditions certainly did not affect Mothers' Day trade in a way which many thought, in spite of the uneasiness in other lines. This year business was far ahead in volume of any previous occasion. While weather conditions to produce indoor stock were not favorable up to about May 4, still the tide changed and with plenty of sun and warm weather, the cut was increased considerably, especially carnations. But in spite of all this the supply was away behind the demand. The rose cut was about 25 per cent short of last year's, but this was partially balanced by an extra heavy supply of fine assorted snapdragons. A few out-door tulips came in at the week end. Orders for both roses and carnations showed a reduction over last year. While cut flowers had a heavy call, pot plants were a larger factor this year. As this day is also observed by a good many children, small and inexpensive plants in ornamented pots, pans and baskets were quickly sold. Geraniums, begonias, calceolarias, daisies, roses and some bulbous stock about constituted the list. The cut of sweet peas was exceptionally large, but the brisk demand cleaned them up with everything else.

NOTES.

The local papers last week contained the wedding announcement of Miss Hilda C. Kellner to Oscar Golin. Mr. Golin has charge of the decorating department of the A. F. Kellner Co., while his bride is a niece of Aug. F. Kellner. Both are well known to the trade and are extended our best wishes for a happy future.

Friday, May 6, was the best day in the history of the Holton and Hunkel Co. Shipping and local business in both cut flowers and pot plants was very satisfactory, even if orders had to be reduced, in order to give all customers an equal chance.

Gust Rusch & Co. report an excellent week. Although their receipts in roses was about 25 per cent less than last year, the supply in other lines helped to practically satisfy the great demand.

The Florists' Club meeting on May 5 was very well attended in spite of the near proximity to Mothers' Day. Only routine business was transacted.

Rieb Bros., North Milwaukee, who completed a large house late last fall and planted it to sweet peas, cut over 40,000 blooms last week.

With unfavorable weather conditions up to last week, local carnation growers have begun to plant their young stock in the field.

The Florists' Publicity Association held a meeting on May 2, and formulated plans for the months of May and June.

The Schroeder Floral Co. had a good supply of carnations and snapdragons for the Mothers' Day business.

A satisfactory trade in all lines was reported by the C. C. Pollworth Co.

E. O.

Robert Craig Co.
HIGH CLASS PALMS
and Novelties in Decorative Plants
NORWOOD, Delaware County, PA.

Elmer D. Smith & Co.
ADRIAN, MICH.
Chrysanthemum Specialists
Catalogue Free.
Mention the American Florist when writing

CYCLAMEN
We must have room and offer for one week.
2,500 2¼-in. **Cyclamen**, at $10.00 per 100; $90.00 per 1000.
3,000 3-in. **Cyclamen**, at $20 and $25 per 100.
1,000 4-in. **Cyclamen**, at $40.00 per 100.
Ask for our prices of **Easter Greeting Pelargoniums and Ferns.**
GEO. A. KUHL, Wholesale Grower PEKIN, ILL.
Mention the American Florist when writing

"Market Gardening"
An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.
Cloth Bound, $1.00
American Florist Co.
440 S. Dearborn St., Chicago
Mention the American Florist when writing

Ageratum Fraseri
We feel confident in offering **Ageratum "Fraseri"** to our customers that we are offering what will be one of the most valuable acquisitions to the bedding plant line in recent years, that it is a blue, a decided blue, that would be continually in bloom. In our trial grounds last summer **"Fraseri"** attracted more attention than any other bedding plant. It only grew about 8 to 10 inches high and was covered the entire season with what can easily be classed as immense trusses of flowers, as many of them were over 2½ inches across, while the individual flower would be ⅞ of an inch in diameter. The plant spreads about 12 to 15 inches across. It can easily be used with Alternantheras as a border plant.
Being an early bloomer and dwarf, compact grower, it makes an excellent pot plant.
2-inch, $1.00 per doz; $ 6.00 per 100.
3-inch, 1.50 per doz.; 10 00 per 100.
Be sure to get Our Monthly Bulletin.
R. Vincent, Jr. & Sons Co.
White Marsh, Md.
Mention the American Florist when writing

Ready Reference Section

15 CENTS, NET, PER LINE

ALTERNANTHERAS.

Alternantheras. Yellow and Brilliantissima, fine bushy, 2-inch stock, $4.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

AMPELOPIS VEITCHI.

Ampelopsis Veitchii. A large stock of one and two year in all grades. Two year transplanted are heavy for grades. Some three year with heavy tops and roots. Light stocks for lining out very cheap. CHAS. BLACK, Hightstown, N. J.

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $10.00 per 1000; 2¼-in. pots, $5.00 per 100; 3-in. pots, $10.00 per 100.

ROMAN J. IRWIN,
43 West 18th St. New York.

Asparagus Sprengerii, 4-inch, 20c; 3½-inch, 15c each. Asparagus plumosus, 4-inch, 20c; 3½-inch, 15c each. DAVIS FLORAL CO., Davenport, Ia.

Asparagus plumosus, 2-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

ASPLENIUM.

Asplenium Nidus Avis (Birdnest Ferns), good strong, healthy stock, ready for delivery June 1, 1921, 1¾-in., 20c; 2¼-in., 25c; 3-in., 35c each. WM. K HARRIS, 55th and Springfield Ave., W. Philadelphia, Pa.

ASTERS

Aster plants, 2¼-inch pots, the best varieties for cut flowers, $4.00 per 100; $35.00 per 1000. H. G. WALKER, 312 W. Chestnut St., Louisville, Ky.

BARBERRY.

Box-Barberry, well-rooted summer cuttings $25.00 per 1,000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BEGONIAS.

20,000 BEGONIA MELIOR 2¼-IN. POTS.
From leaf cuttings, ready now, $35.00 per 100, $300.00 per 1000. Peterson, Cincinnati, Lorraine, ask for prices. Begonias 2¼-in., Chatelaine $7.00 per 100; Patten $8.00 per 100; the new Pride of Newcastle, $12.00 per 100.

ROMAN J. IRWIN,
43 West 18th St., New York.

Begonias, Metallica, Otto Hacker and Pres. Carnot, $10 per 100. The Storrs & Harrison Co., Painesville, O.

Begonia Chatelaine, 4-inch, $25.00; 3½-inch, $20.00 per 100. DAVIS FLORAL CO., Davenport, Ia.

BUDDLEIA.

Buddleia Varibilis. Strong 4-in. pot plants, that will soon bloom, $8.00 per 100. The most popular hardy shrub, blooming nearly all summer—also konwn as Butterfly bush and summer lilac. H. G. WALKER, 312 W. Chestnut St., Louisville, Ky.

BULBS.

Bulbs, Gladiolus. All bulbs are first-class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

R. A. VAN DER SCHOOT
Hillegom, Holland
Extensive own culture of bulbs and plants. Prices on application.

CANNAS.

CANNA BARGAINS.
Guaranteed true to name, 2 to 3 eyes, strong plants.

	Per 100	Per 1000
Yellow King Humbert	$4.50	$25.00
City of Portland	7.00	50.00
J. F. Howell	3.50	30.00
Allemania	3.50	20.00
Shenandoah	3.50	30.00
David Harum	3 50	30.00
Charles Henderson	3.50	30.00
Indiana	3.50	20.00

NORTH STAR NURSERY
H. B. Schroeder, Mgr. Onarga, Ill.

CARNATIONS.

CARNATIONS
Choice Rooted Cuttings
MATCHLESS
$5.00 per 100; $40.00 per 1,000.
BELLE WASHBURN
$7.00 per 100; $60.00 per 1,000.
Our cuttings are all made from flowering side shoots.
BASSETT & WASHBURN.
178 N. Wasbash Ave., Chicago.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS. ROOTED CUTTINGS.
Clean, healthy stock free from midge.
Standard Varieties.
Golden Glow, Early Frost, Charles Razer. Seidewitz and all other standard varieties. $3.50 per 100; $30.00 per 1,000.
Pompons—Hardy Early Flowering, Single varieties. Anemones, $3.50 per 100; $30.00 per 1,000.
Choice Commercial Varieties.

Sun Glow	White Mistletoe
Glen View	Golden Mistletoe
Wells' Lake Pink	December Gem
Yellow Turner	Odessa
Yellow Chadwick (ready May 25)	

Price on all above, $5.00 per 100; $45.00 per 1,000.
White Seidewitz, $6.00 per 100.
Hamburg Late White, $5.00 per 100; $25.00 per 1000. Pink Turner, $2.25 per dozen, $15.00 per 100.
Ask for Price List of Carnation Cuttings.
ROMAN J. IRWIN
43 West 18th St., New York

FOR SALE

1000	Uvalda	$4.00 per 100
600	Christmas Gold	4.00 per 100
200	Western Beauty	4.00 per 100
500	Carrie	4.00 per 100

BASSETT & WASHBURN
178 North Wabash Ave., Chicago.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrain, Mich.

CINNAMON VINES.

Most beautiful and fragrant of all climbers. Easily handled, quickly sold. Good "money-makers" every day, for florists. Now is your time. Particulars and colored plate free. Address largest grower in the world. A. T. COOK, Seedsman, Hyde Park, N. Y.

COLEUS.

COLEUS ROOTED CUTTINGS.
$1.50 per 100; $14.00 per 1,000, by express. If postpaid, special delivery and insured, at customer's risk, add 15c per 100; 75c per 1,000. Golden Bedder, Verschaffeltii, Queen Victoria, Firebrand, Beckwith Gem, Trailing Queen and others.
American Beauty and Brilliancy, $2.50 per 100; $20.00 per 1,000.
Ask for Price List on All Bedding Plants.
ROMAN J. IRWIN
43 West 18th St., New York

Coleus. Best bedding varieties, $3.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CYCLAMEN.

Cyclamen. The kind you have been looking for. Strong, well grown named varieties in separate colors in the following:

From 2½-in. pots	$12.00
From 3- in. pots	20.00
From 4 -in. pots	40.00
From 5 -in. pots	75.00

Write for discounts on large orders.
We pay special attention to boxing and packing and the using of paper pots should insure safe arrival at destination. The stopping of express cars at our plant enables us to make direct shipments without unnecessary rough handling, which will be appreciated by our customers. Plants are moving fast and we advise ordering at once.
J. W. DAVIS COMPANY
Terre Haute, Indiana.

From Amer. grown seed and superior in quality. Cyclamen Giganteum, 3-inch pot plants, nor ready for delivery.

Glory of Wandsbek	White-Carmine Eye
Daybreak	Rose of Marienthal
Brilliant Red	Magnifica
Christmas Cheer	Lavender
Pure White	Rokoko Improved

$20.00 per 100; $175.00 per 1,000, net. Strong, hardy plants, a superior strain and grown cool.
J. A. PETERSON & SONS,
Westwood Cincinnati, O.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1.00. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill

Cyclamen, 2½-in., good assortment, leading varieties, $12.00 per 100, May delivery. MATTHEWSON'S, Sheboygan, Wis.

DAHLIAS.

DAHLIAS
The following good cut flower varieties are still available: Jack Rose, Sylvia, Lynhurst, Minnie McCullough, Princess Juliana, White Swan and Golden Gate. Stock of other varieties exhausted.
LYNDHURST FARM, INC.
R. F. D. No. 2, Hammonton, N. J.

Sylvia Dahlia, White, edged with delicate pink, a wonderfully prolific bloomer and desirable for cut flowers for the retail florist, strong divisions, $5.00 per 100. H. G. WALKER, 312 W. Chestnut St., Louisville, Ky.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

DAISIES.

DAISIES, Single White, rooted cuttings, $3.00 per 100, 2½-inch, $6.00 per 100; $50.00 per 1000. Mrs. Sanders, Boston Yellow, 2¼-inch, $8.00 per 100.

Ask for Price List on Ferns, Cyclamen Seedings, Etc.
ROMAN J. IRWIN
43 West 18th St., New York

Shasta Daisy. Strong plants, $5.00 per 100, from field. H. G. WALKER, 312 W. Chestnut St., Louisville, Ky.

DELPHINIUMS.

25,000 Delphinium Belladonna. 2¼-in., $6.00 per 100, $50.00 per 1000. WM. SWAYNE, Kennett Square, Pa.

DRACAENAS.

DRACAENA INDIVISA. Extra fine well-rooted, 3½-inch pots, $17.00 per 100; 2¼-inch pots, $5.00 per 100; 4-inch pots, $40.00 per 100; 5-inch pots, $60.00 per 100.
ROMAN J. IRWIN.
43 West 18th St., New York.

Draceana Indivisa. 2-in., ready for 3 or 4-in., $4 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

BOSTON FERNS
Good, Strong, Bushy Stock

5-inch	$ .50 each
7-inch	1.25 each
8-inch	2.00 each
10-inch	2.50 each

Add 5% packing charge.
DAVIS FLORAL CO.
Davenport Iowa

FERN RUNNERS, ready April 5, $15.00 per 1000. FOLLOWING VARIETIES: Boston and Macawii, 2¼-inch of above, also Scottii, $6.00 per 100, $50.00 per 1000. New Macawii, 2¼-inch, $10.00 per 100, $95.00 per 1000. Larger sizes, ask for prices.

Bostons, 3-inch pots, $15.00 per 100; 3½-inch pots, $24.00 per 100; 4-inch pots, $26.00 per 100.
ROMAN J. IRWIN
43 W. 18th St., New York.

Ferns, Boston, Roosevelt and Harrisii. 2¼-in., $7.00 per 100; $65.00 per 1,000. Macawii, 2¼-in., $12.00 per 100; $100.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

STRONG HEALTHY FERNS

Boston, 3-inch	$12.00	per 100
" 4-inch	22.00	" "
" 5-inch	40.00	" "

Give us a trial order.
PETERSON FLORAL CO.
Gibson City Illinois

Ferns. Table and fern dish. For varieties and prices see display advertisement elsewhere in this issue The Storrs & Harrison Co., Painesville, O.

Ferns. Pot grown and in good shape. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Table ferns, standard varieties. 2¼-in., $5.00 per 100.
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Hardy Ferns, Ill., descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

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Geraniums, Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8. Lancaster, Pa.

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Gladioli, strictly first size. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568 Washington St., Buffalo, N. Y.

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FRENCH HYDRANGEAS.
For Memorial Day Forcing.
My 20 best named varieties, white, pink, blue, rose, etc.

	Doz.	100
4½-in. pots, 4 to 6 branches	$ 5.50	$40.00
5 and 5½-in., 5 to 9 branches	7.25	55.00
6-inch pots, 6 to 10 branches	7.75	60.00
6½-in. pots, 8 to 12 branches	10.75	85.00
7-inch pots, 9 to 12 branches		$1.25 each

Packing, 5 per cent on amount of order. Ask for list of varieties on application.
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Greatly Increased Demand

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Big Demand!
Fine Stock!

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BASSETT & WASHBURN.
Wholesale Florists
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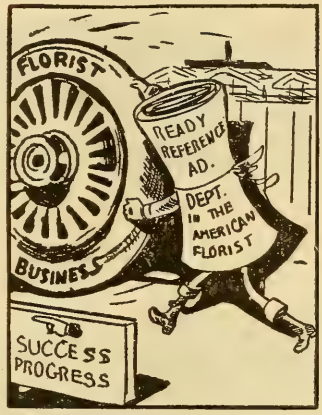

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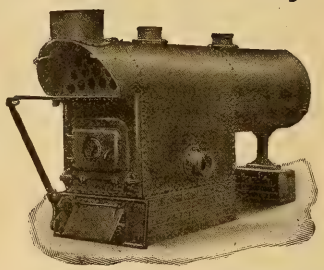

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Sample Free. For Sale by Dealers.

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FLOWER POTS

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Successors to

SEO. KELLER & SON,

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Red Pots

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Now is the time to plant Gladiolus bulbs for summer and early fall blooming. We offer you the following strictly first quality bulbs, properly kept and all in good dormant condition.

We still have a nice stock of Mrs. Frank Pendleton, which is the American Florists' favorite and flowers of which sell for $1.00 and $2.00 per dozen stalks more than any other variety. When introduced these sold for $5.00 per bulb. All florists should have this variety, as it is the leader of all Gladioli now in commercial use.

GLADIOLUS BULBS

	Per 1,000
America, large, soft pink, 1½-inch and up	$18.75
America, large, soft, pink, 1¼-inch and up	15.00
Halley, best and earliest salmon, 1¼-inch and up	25.00
Mrs. Francis King, beautiful orange scarlet, 1½-inch and up	18.75
Mrs. Francis King, beautiful orange scarlet, 1¼-inch and up	15.00
Meadowvale, pure white, penciled crimson, 1½-inch and up	22.50
Panama, large, pink, 1¼-inch and up	30.00
Geo. Paul (Harvard), large, maroon, 1½-inch and up	22.50
Geo. Paul (Harvard), large maroon, 1¼-inch and up	15.00
Peace, large, white, tall stem, 1½-inch and up	30.00
Peace, large, white, tall stem, 1¼-inch and up	22.50
Mrs. Frank Pendleton, large, lovely flowers, flushed salmon pink, with brilliant carmine blotches in throat, the florists' favorite, 1¼-inch and up	40.00
Pink Beauty, earliest rose, pink, 1¼-inch and up	35.00
Primulinus Hybrids, best colors and strain in this mixture, 1¼-inch and up	15.00
Schwaben, best and largest yellow, tall grower and good keeper, 1¼-inch and up	35.00
Ida Van, beautiful deep salmon red, 1¼-inch and up	30.00
War, deep blood red, shaded crimson black, wide open flowers, 1¼-inch and up	22.50

TUBEROSES

	Per 1,000
Dwarf Pearl Double, 3 to 4-inch	$20.00
Dwarf Pearl Double, 4 to 6-inch	32.50
Mexican Single, large	21.00

High Grade "Berlin" Valley Pips

June is a big flower month and Lily of the Valley will be the most popular flower used, for the Brides' bouquet and graduation exercises.

Your customers will ask you for Valley. Plant some now and you will not disappoint them.

250 Valley Pips	$10.00	**1000 Valley Pips**	$37.00
500 Valley Pips	19.50	**Original Cases of 2,000 and 2,500, per 1000**	35.00

Rubrum Lilies

Plant some Rubrums now and have Lilies at a time of year fine flowers always are scarce and in demand. No florist who grows for his own retail trade should be without them—a sure money-maker—and every wholesale grower who has empty space can make it pay its way with these.

7 to 9-inch, 250 bulbs to case	$27.50 per case
8 to 10-inch, 160 bulbs to case	27.50 per case
9 to 10-inch, 130 bulbs to case	27.50 per case
10 to 11-inch, 110 bulbs to case	27.50 per case

5 cases or more at $25.00 per case

LILIUM ALBUM, 9 to 10-in., 130 to case, $30.00 per case

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

AMERICAN ROSE SOCIETY.

Next annual meeting at Washington, D. C., June 2, 1921. OFFICERS—ROBERT PYLE, West Grove, Pa., President; F. L. ATKINS, Rutherford, N. J., Vice-President; JOHN C. WISTER, 606 Finance Bldg., Philadelphia, Pa., Secretary; CHAS. H. TOTTY, Madison, N. J., Treasurer.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Boston, Mass., June 18-19, 1921. OFFICERS—LEE R. BONNEWITZ, Van Wert, O., President; A. P. SAUNDERS, Clinton, N. Y., Secretary

Losses.

"Speakin' o' losses," a feller said,
Talkin' serious like,
"You never know the heart of a man
Till the losses start t' strike."
I have t' laff at the squeals I hear,
As the values tumble down,
An' the groans of the precious profiteer
When his missus wants a gown.
Ain't it tough that the world must pay
For the debts that fightin' makes,
An' all the dreams of a dizzy day
Are a myth when the mornin' breaks?
Can't help thinkin' o' sartin men
That took losses game—
Who felt some pride in the way they died
In a cloak of gas an' flame.
—W. V. Stephens, in New York Times.

MEMORIAL DAY SUGGESTIONS.

Memorial Day.

Flowers are the first choice as carriers of love, sympathy, and congratulations, and are by common consent the medium through which to pay last tribute to the dead and place on their graves in annual memorial. When the government selected and set aside May 30 of each year as a day of memorial to those who gave their lives for their country in the civil war, it was also decreed as a part of the martial ceremony that flowers were to be strewn on the graves of the fallen heroes. For a number of years this was a great patriotic event, but as time rolled by and the ranks of the veterans grew thinner there was not the same interest displayed, and this has continued to diminish until now its observance with flowers in many localities has almost ceased. Although this latter condition is generally prevalent, yet in some communities, notably the New England states, the custom has grown to such an extent that all graves, civilians as well as soldiers, are strewn with flowers, in consequence of which the trade in these centers finds the last week in May their busiest and most profitable of the year. No one appears to know just how this universal custom of decorating all graves has been brought about, but in its observance and demand for flowers it appears to be as firmly established as Christmas or Easter.

If Memorial Day is such a factor in the sale of flowers throughout New England, why cannot its celebration along the same lines be carried out the country over? The new order of veterans of the recent great war, the American Legion, should and will no doubt revive the old and create a new interest in this patriotic event. President Harding, in his admirable Memorial Day preclamation, does not mention flowers, but invites his fellow citizens "fittingly to pay homage on this day to a noble dead who sleep in homeland, beneath the sea or on foreign fields." There is no more fitting way in which to pay homage to the dead than, where possible, visit their final resting place and lovingly strew it with flowers, as was decreed when the day was founded.

A campaign along educational lines to arouse a patriotic interest in the event and the use of flowers in its observance should be backed by the trade in every community. Reminiscences of both wars, with exploits of local heroes, would make interesting historical news matter that would find space in the columns of the local papers. The history of the day and the use of flowers in its observance could be worked into a readable story that would have educational value. Similar articles of a more general character prepared by a practical newspaper writer could be sent to papers all over the country, many of which would give them free space in their columns.

Arousing Local Interest.

Much can be done by each retail florist through his own organization, and in his own shop, to create an interest in the event and thereby help the sale of flowers. The most popular design, and which has become associated with the day, is the wreath prepared of magnolia or oak leaves, which can be decorated with artificial flowers of many kinds and prepared months in advance. Plain, well-made wreaths of the same materials should also be on hand in quantity for decoration with fresh flowers the last day or two. Samples of these, decorated with tri-color ribbon or small flags, should be shown well to the front of the store. A shield with the date May 30 will bring to mind the day and the reason for display. "Lest

Memorial Day Spray.
Cycas, Ruscus and Waxed Pink Roses.

We Forget" will make another good card. At most art stores there can be found a good-sized copy of President Lincoln's memorable address at Gettysburg. This, placed in a flag-draped frame, is a capital and patriotic attraction for either store or window.

A folder giving a short history of the day and the patriotic spirit it arouses at each occurrence of the event, the beauty of the custom of decorating the graves of soldiers who fought, both in the rebellion and the great European war, and in fact all relatives, and describing at some length the various flowers and designs in stock that are appropriate, should be mailed to the store's list of customers and prospects, well in advance. The splendid invitation of President Harding, in his Memorial Day proclamation, will make an excellent selection for the front cover page. In fact, it could at small cost be made into an effective window card, which, if displayed in all flower shops, would call especial attention to the occasion. The proclamation as it appeared in the papers could be pasted to the glass in the show window, and would be read by many who probably had not seen or paid attention to it before.

Window Display.

The event should be featured for at least two weeks before May 30, the final setting to be elaborate, giving a publicity to the day that will show its importance to all who are at all interested. Such a decoration should be given considerable thought and preparation. Prominent features are handsome flags, a show wreath or two, busts of General Grant and President Lincoln, several muskets, a drum, a framed copy of Lincoln's speech at Gettysburg, etc. Busts of men of such prominence can be rented or purchased from makers or dealers in plaster ornaments at a comparatively small cost, and also fluted pedestals of various heights. With these and stock materials of the store, several very showy and effective decorations can be easily worked up by the window artist.

For those who do not care to go to this trouble, the window can be effectively featured by a well placed arrangement of made-up wreaths, sprays and other designs, as well as low pans of blooming geraniums, candytuft, daisies, etc. Sufficiently large but not too conspicuous price marks on the various articles will induce many to purchase or leave orders, who without this knowledge would pass them by as probably too expensive.

Decorated Wreaths.

The prepared magnolia or oak wreath is good ground work for all kinds of embellishment. Red, white and blue immortelles with a small flag or two and a bow of tricolor ribbon presents a patriotic appearance. A cluster at the full part of a crescent wreath, of red, white and blue ruscus with the same ribbon and flag adornment is quite showy. The prepared cycas

Memorial Day Spray.
Cycas, Flags, Immortelles and Tricolor Ribbon

are most useful at this time, as they work in so well with all wreaths and as a background for sprays. A pair of palms across the center of a wreath, secured underneath at one side adds considerably to its size and importance. Two or three palms alone decorated with tri-colored ruscus, immortelles, etc., and tied with tricolor ribbon makes a very effective display.

On the final delivery days when fresh flowers are available, clusters of two or three palm leaves are a splendid background for peonies, which can also be made into double sprays of sufficient length to cover a grave. Everything in a preparatory way should be done in advance to facilitate the handling of cut flowers the last two days. Peonies can be tied in bunches of 12 and 25, being much more quickly handled in this way. Other kinds of outside flowers such as snowballs deutzias and spireas can be made into bunches of several sizes at fixed prices for quick handling. Peonies and other outside flowers make very fine decorative effects on the prepared wreaths, which work takes but a little time for the practiced hand. Roses, carnations and other inside flowers will be in demand, sold loose or made up in combinations with the outside shrubbery to add bulk, as most customers expect a good deal for their money at this time.

There is always a demand for flowering stock, roses, geraniums, hydrangeas, and for bedding plants to be taken to the cemetery. A favorite with many are the low bulb pans filled with geraniums and the same with candytuft which with its cloud of white blossoms is always much admired.

The Cemetery Florist.

Memorial week is the busiest of the year for the cemetery florist, the grower-retailer, who makes a specialty of cemetery work, care of lots, planting vases and hanging baskets and placing flowers on graves on memorial dates. For weeks ahead vases have been filled as well as the baskets, in order that they shall be at their very best for the last week in May. These occupy the space on the tables made clear by the sale of bedding stock, much of which has been planted out in the larger lots. In some of these the designing is quite elaborate. All this planting must be finished, the grass and shrubbery at its best, and all vases and baskets in place and the lot looking its finest Memorial Day.

To be on time with every item means considerable planning and weeks of hard work, so that all is finished and ready by May 28, so time can be given to the cut flower work of the last two days. There is always a list of regular orders, designs, baskets and sprays that are the same year after year, for which the frames are mossed and as far as possible made up with prepared leaves and flowers, all of which greatly relieves the rush of the last two days.

The transient trade must be taken care of as there are numbers of people who are seldom seen except at this time and for which there must be a good

Spray of Russel Roses and Gypsophila.

variety of stock. The wholesale supply houses cater to this cemetery demand with a variety of made-up wreaths, crosses, sprays, etc., including the metal designs, of which latter great quantities are sold. Crosses of birch bark are also popular, as with a spray of natural flowers tied in the center they present a finished appearance. There is also a good demand for plants, low pans filled with geraniums and other flowering stock, as well as roses and hardy shrubbery that will last year after year.

Next Week in the Flower Shop.

Success in the flower shop depends on punctuality, quality in stock, artistic arrangement and all round good service. This may seem a large programme, but it only contains the rudiments of the methods that if not practiced are sure to cause trouble and delay in the advancement of the business.

The most effective method of carrying out this programme is planning ahead. Each week's business, in fact that of each day, should be so arranged and laid out that it would be possible to crowd two days' work into one should necessity arise to do so, as is sometimes the case. Systematizing and dividing amongst the store force keeps things running smoothly, as each has then to think of nothing but attending to his own job. Business frequently develops in one day that doubles the work of the next, and then only by careful planning are the orders gotten out successfully and in good time. "Drive the business but don't let the business drive you" is a good motto, but only the man who has the reins in his hand and everything under perfect control is able to realize this.

The June weddings are almost here and as they form an important part of the business every preparation should be made to take advantage of the opportunities they offer. In a noted recipe for hare soup the initial item was, "First catch the Hare." So it is with June weddings, they have to be caught first before there is anything to be made out of them. There can be much done to bring them your way, which even if the efforts do not succeed, is better than not to have tried at all.

Newspaper advertising is a plan that many make use of to advantage. Well written booklets or circulars, presenting the subject in an up to date way sent to the store's list of customers and prospects, is also effective. Watching the newspaper announcements and writing, soliciting the privilege of submitting an estimate, is direct and not infrequently leads to the order. Another plan is to get in line with the sextons of the various churches, who are pretty sure to have advance information, particularly if it is to be a church wedding. The bouquets are at times the best part of the job and as it is the groom's place to order these, it is good policy to try and get into his good graces and secure this business as well. If as is often the case, he resides in another city, he will very likely be glad to have estimates submitted and close up the matter in advance.

PORCH PLANTS GOOD STOCK TO SELL.

Porch plants, window boxes and hanging baskets are still good stock to feature, as many do not make up their mind until they see that others have made such an effective use of these summer plants.

Are you a member of the Florists' Telegraph Delivery Association? If not join at once and feature its service at every opportunity. It will increase your profits and business to a greater extent than any other agency or plan you can adopt. Your greatest gain will come from the business you create in your own store, as it will make many customers that otherwise would not find you out.

Growers of bedding plants frequently have an overstock of plants in several lines that if put up in small, cheap baskets, a dozen assorted together—out of pots, with a little sphagnum over the bottom, and on the top to hold the moisture when offered for sale, can run off a lot of these through the retail shops, particularly in those that make a specialty of handling plants. A hundred baskets a day and over have been sold by stores in busy retail districts. As many as the law allows are arranged attractively on the pavement in front of the shop with a showy price card, when the sale at once commences.

Take a look about the shop and see if it could be improved or made to appear a little different, by a rearranging or addition of a few decorative plants and some few changes in the positions of the display tables. These latter should always contain their quota of decorated plants, made up plant baskets, or vase baskets in which long stemmed stock is displayed the same as in jars. The decorative effect in the basket is much better than in the plain fibre vase, and the flowers are as easily removed when necessary. A little table of quick selling, arranged small baskets and boxes of cut flowers, is certainly to be appreciated by customers in a hurry, or to others their attractiveness suggests or brings to mind a friend who would enjoy them.

MEMORIAL DAY WREATH.

Lavender Lilac and Ruscus (Standard Wreath of New England for This Occasion).

It is commencement time in many of the schools and colleges, a lucrative field for the florist who is on the job. The orders are waiting for somebody, and the men who feature and go after the business are mostly likely to bring home the trade.

Number or Volume of Sales.

Every business has to have a beginning, men who are leaders today in their various branches, for the most part, started in a very humble way with scarcely any capital. Money was so scarce and their needs so urgent that every dollar was made to do its utmost and turned as often as possible and used over and over again. It was necessary to invest in stock for which there was a ready sale, something that could be moved quickly, so that the money with its little bit of profit could at once be put in motion again.

It is the number of sales and not their volume that counts most, for the reason that few are so poor but they have a dime to offer and the utilization of this fact has made many millionaires. It is the principle on which the five and ten cent stores carry on their business, enabling them to go into the congested retail districts and pay enormous rents for such locations. They get it all back and a profit because of their multiplicity of small sales. When a business is being established it should seek the good will of every one, nothing is found to be too much trouble, the smallest purchase is welcome and as long as this spirit is dominant there is certain to be a vigorous growth. It is only when the volume has so increased that the proprietor has to divide his energies that the seeker after little things is neglected, and not catered to as in the beginning.

In many stores the customer who asks for 50 cents worth is almost snubbed; this is a great mistake, for they have selected this store in which to make their small purchase and they should be made most welcome and receive courteous and careful attention. The shop that will make a specialty of catering to those who have both a quarter to a half-dollar to spend, or just want a flower for a dime, will find its number of sales steadily increasing. There are many times during the season when special sales of various stocks may be featured, with the idea of giving this class of buyers a bargain; all of which helps to make a busy looking shop and is a great help to the general business.

Those who are purchasers of small lots frequently from force of circumstances have larger orders to be filled and their trade is brought to the store where they have been well treated in small things, and in this way the business grows. One cannot have too large a clientelle; the more customers the greater opportunity, so that in every way in which the number of sales can be increased there is an opportunity for advancement.

The window and store front display in which are featured the many little "bargains" that are to interest the passers by, is a great factor in getting the eye of the general public. There must be a punch to the window that compells attention, and which almost says. "See here what we have to offer; are these not pretty and for so little?" It is the multiplicity of small sales from such featured displays as these that bring people into the store the first time and when the ice is broken they come in again and again, when formerly they passed by without interest.

The flower for the buttonhole for a dime, or even five cents, has wonderful possibilities as a creator of better business. The man who stops in occassionally for such a purchase will constantly have the store in mind, at least to such an extent that when he wants something more important he will call there to make his purchase.

Nothing could be better from a publicity standpoint than an organized "Wear a Flower Campaign." It might take sometime to make it the custom to wear a flower, but if this can be brought about, and it is easily possible, it will be a wonderful factor, in increasing the sale of plants and cut flowers as they will then be brought before so many more possible customers.

SALISBURY, N. C.—The range of J. Evan Hanford was badly damaged by hail recently.

WASHINGTON, PA.—Carter F. Woods sustained a loss of $2,000 recently when fire started in the engine room of his greenhouse.

BLUEFIELD, W. VA.—J. W. Thornton and wife recently purchased the Alexander Cut Flower & Plant Co., 16 Bland street, the style of the business to be known hereafter as the Flower Shop.

ROCKFORD, ILL.—Mothers' Day business was excellent here, the volume being greater than for Easter. Complaints in the newspapers and a proposed boycott had no effect on the buying for the occasion.

PLANT NOTES.

Ficus Elastica.

While the rubber plants do not enjoy the popularity that they did 10 or more years ago, yet there is always more or less demand for good small plants every fall, and cuttings rooted now and given good culture can be grown to fine stock at that time. Every plantsman will have plants of Ficus elastica that have outgrown the salable size or have lost many of the lower leaves, and the tops of these can be propagated during the warm weather. The best way to root the young plants is on the plant by mossing the cut. Make an incision in the stem about half way through, in which insert a small stick about the size of a matchstick to keep the cut open. Bind around the cut wet moss, which should be firmly tied on with raffia and kept wet constantly. The plant should then be placed in a warm, moist house, kept fairly close, and in two or four weeks the roots will be seen protruding from the moss. The top should then be cut off and potted in a 4-inch or 5-inch pot and grown in a warm, close house until the roots have become established in the soil. If a number of these plants are being grown, a mild hotbed can be made up outside, built up with boards so as to allow 18 inches of room between the soil and glass, and covered with a shaded sash. Plunge the pots in the soil and if the frame is kept close, allowing air only on the warmest days, the plants will grow rapidly. As fall approaches more air can be admitted, the plants gradually hardened off and splendid stock will be the resut.

Peonies.

The peony is one of the most important flowers to the florist during the early part of summer, and they are used in large quantities for decorations and other floral work. In cutting peonies for market, especially those that are to be shipped, it is best to cut them when the first petals unfold, and allow them to open in water. They ship much better in this condition and also last much longer. Where they are allowed to remain on the plant until open, the flowers not only bruse more or less in transportation, but the petals drop more easily when the flowers are unpacked if they are open when cut and made ready for shipment. In cutting the flowers from the plant, many growers make the mistake of cutting too low. The demand of the customers is, of course, for long stems, but for the good of the plant there should be left two well-formed leaves upon the stem when the flower is cut off. This will allow enough foliage for the plant to continue its growth and thoroughly ripen off. Where the plant is cut back too

MARGUERITE CRAIGII FOR MEMORIAL DAY.

severely the root action is injured and a diminished number of flowers will be the result in the succeeding year. Keep the plants tied up by stakes and strings outside of the row; a heavy rain when the plants are heavy with buds will often knock them down and ruin many of the flowers.

Callas.

As the summer weather approaches the callas will cease producing flowers and will require a rest to prepare them for another year. They should be dried off gradually until they become "dust dry," when the roots will be thoroughly ripened, shaken out and stored will grow all the year around, but plants grown in this way will not produce as many flowers as those that are rested. Those grown in pots can be laid on their sides in the greenhouse until all danger from freezing weather is passed, when they can be removed outdoors, still placing the pots on the side in full sunlight. Those grown on the bench can be lifted with as much soil as possible and placed under the bench, where they will dry out gradually, and later planted in the full sun outside in a dry location, and as soon as thoroughly ripened, shaken out and stored until wanted to start for another season. The yellow calla, Ricardia Elliottiana, is being grown more largely and the blooms have been used the last winter in many elaborate decorations. The culture of these is in pots and similar to the older varieties.

Marguerites for Winter.

To have good marguerites for winter flowers the plants must have a good start in the spring. For large plants the stock should now be in 2½ or 3-inch pots and growing vigorously, but if the cuttings have not been made they can now be propagated in a cool bench and good-sized plants grown, or stock should be secured at once. Do not allow these plants to become pot-bound, but shift them into 4-inch pots as soon as they require it and pot very firmly. Keep the plants pinched back, that they may branch more freely, and keep all flowers and buds picked off. For many years these plants were grown in the open ground but in some localities they have been attacked with a club root in field culture, and inside culture has become necessary for success. A cold frame in which the pots are plunged is the culture successfully practiced by many growers. In late summer they should be potted in large pots, 8-inch or 9-inch, or planted in the bench in good, rich soil, so that they will be well established for fall and winter flowering. The plants grown in pots are more prolific in flowering, and the size of the flowers can be maintained with liquid manure. Aphis should be kept down by fumigation, while the leaf miner is a very destructive insect if once firmly established, but persistent spraying with a strong nicotine solution will eradicate this pest.

Dahlias.

Although the dahlia is of very robust growth and comparatively easy of culture, yet it is one of the most tender plants and will not stand any cold treatment, for the slightest frost will check the growth and almost invariably kill the plant back. It is then, too early yet to plant the clumps except where all danger of late frosts has passed, but the eyes may start into growth during the warm days of May, so they should be kept in safe and warm quarters. Where the grower has a good, tight frame that is from storage and placed in the frame frost-proof the clumps can be taken and the tubers will grow plump and the eyes break ready for planting as soon as the weather grows warm enough. The place selected for growing them the coming season should, however, be prepared, the ground spaded deeply and, if not manured last fall, some well rotted manure spaded in. Many growers do not advise heavy manuring when the clumps are planted, and especially no fresh manure, much preferring to get a fair supply in the ground the previous fall, so that the rankness will be dissipated in the soil, for too strong manure causes a rank growth and the plants do not bloom as early. With enough manure incorporated in the soil to produce a good hard growth, and not too soft, then mulch with manure when the buds begin to set, is the manner of some of the most successful growers. The young stock that was propagated from clumps started in March should now be good stocky little plants, and the last of the propagating should be done early in May to have good stock for June planting. Keep the young plants under safe cover and plunge the pots in soil to keep them moist and not require too frequent or too heavy watering.

MARGUERITES AT THEIR BEST.

New Early Asters.

W. J. Kramer, Rocky River, O., in the suburbs of Cleveland, has, by careful selection, developed an extra early strain of asters, comprising the best double compact flowers as well as the tasseled varieties. His Queen of the Market strain, as well as most of the others, in all the best shades, are for the most part cut out before the ordinary field crops that flood the market are in.

Mr. Kramer has made a specialty of asters, and by constant and careful selection for the past 10 years, has been able to develop this early blooming feature which enables him to have the market to himself for almost his entire crop. He has, so far, refused to part with any of the seed, as in saving only from his best plants, he does not have more than he needs for his own planting. K.

THE S. A. F.

National Publicity Campaign.

Each week of late the trade papers have been kind enough to publish for us the names of those in the trade who have paid their 1921 subscriptions to the campaign fund. Our committee has made urgent appeals for the speedy payment of the subscriptions for the current year, and, so far, the response has been most satisfactory. There are still however, numbers of guarantors who have not yet made remittances. If the reader of this article should happen to be one of them, he can materially assist the committee in their earnest effort to resume national advertising now when the trade needs it, by sending a check at once to the secretary, who will publish the subscription in accordance with the new custom. If the reader has not yet subscribed to the fund, he is reminded that his assistance would be thankfully acknowledged in the same way.

The benefit received through the campaign has been so large that it is far from the committee's intentions to cease effort, indeed the campaign is to be prosecuted with greater vigor than ever, and indefinitely, but they look for the support of the trade in this work, and all who contribute are most assuredly helping themselves and the whole trade in the direction of bigger and better business. None should wait to receive a subscription blank, a subscription can be sent in just as well without.

Subscriptions.

The following subscriptions were paid in last week:

Previously reported	$23,168.60
A. Alenino, Amarillo, Tex.	5.00
Joy Floral Co., Nashville, Tenn.	50.00
W. A. Harkett, Dubuque, Ia.	5.00
G. H. Angermueller Co., St. Louis, Mo.	10.00
George A. Kuhl, Pekin, Ill.	10.00
W. C. Campbell, Lawrence, Mass.	10.00
Schmid's Greenhouses, Winfield, Kans.	5.00
G. M. Thost, De Soto, Mo.	10.00
John Plodzien, Chicago	10.00
A. C. Reicher, Michigan City, Ind.	10.00
Helmar Flower Shop, Toledo, O.	20.00
Redondo Floral Co., Los Nageles, Cal.	50.00
Augusta Flower Shop, Augusta, Me.	5.00
Herman Mamitsch, Rockville Center, L. I.	10.00
John M. Mitchell, Pittsburgh, Pa.	10.00
Jas. D. Hooper, Richmond, Va.	10.00
Robt. L. Dunn, St. Catherines, Ont.	10.00
D. A. Pugh, Mishawka, Ind.	10.00
Bromley & Son, Cleveland, O.	10.00
Truett Fl. Nurs'y Co., Franklin, Tenn.	15.00
Detroit Grhs. Co., Redford, Mich.	5.00
C. P. Dieterich, Maysville, Ky.	10.00
Jos. P. Brooks, Morton Grove, Ill.	10.00
Geo. M. Conklin, Allegan, Mich.	5.00
Selah Van Riper, E. Paterson, N. J.	10.00
Mrs. R. O. Henderson, Pana, Ill.	5.00
George F. Forber, Davenport, Ia.	5.00
Geo. J. Jergens, Northport, N. Y.	10.00
Fifth Ave. Florists, Wilmington, N. C.	5.00
The Miles Co., Oshkosh, Wis.	10.00
Stephenson & McGrail, Uniontown, Pa.	10.00
McIntyre Floral Co., Nashville, Tenn.	25.00
Adgate & Son, Warren, O.	10.00
Acme Floral Co., Tacoma, Wash.	5.00
Asman & Dunn, Detroit, Mich.	25.00
John H. Klang, Detroit, Mich.	25.00
John Wolf, Savannah, Ga.	10.00
DeWitt Hause, Florence, S. C.	5.00
Carl Hagenburger, W. Mentor, O.	25.00
R. T. Broderick, Yonkers, N. Y.	10.00
Helen P. Patten, Toledo, O.	25.00
Wm. Schray & Sons, St. Louis, Mo.	25.00
Swan & Berndtson, Lawrence, Mass.	10.00
H. Johann & Son, Collinsville, Ill.	10.00
H. C. Vansant, Newport News, Va.	10.00
W. J. Newton, Norfolk, Va.	25.00
East Side Floral Co., Milwaukee, Wis.	5.00
Boldt-Lundy House of Fl., Denver, Col.	10.00
The John Kiel Co., E. Liverpool, O.	10.00
J. E. Jackson, Gainesville, Ga.	5.00
Hornaday Greenhouses, Lawton, Okla.	5.00
John A. Nelson, Framingham, Mass.	10.00
Silviens & Silviens Floral Co., Ashtabula, O.	10.00
Fetters Flowers, Detroit, Mich.	75.00
Princes Flower Shop, Iowa City, Ia.	5.00
Young & Lester, Walla Walla, Wash.	10.00
Total	$23,923.60

National Flower Show.

Prints of the floor plan showing the areas available in the large Municipal building in Cleveland, Ohio., for trade exhibits at the forthcoming National Flower Show will be ready for mailing very shortly. Prospective exhibitors are advised to give early consideration to the matter of making their exhibits, so as to be in readiness to make reservations on receipt of plans, for only by acting promptly can the best locations be assured.

Full details concerning the grand capital prize of $5,000, offered for the best development of a garden, will be forthcoming in a short time. Even with an indefinite knowledge of conditions, great interest is already being taken in this feature of the show, which will be the most important and grandest ever attempted at an exhibition in this country, or, indeed, anywhere. Never before was so large a prize offered. Several other large prizes to be given should be equally attractive to those able to compete for them. George Bate, 227 High avenue Cleveland, is chairman of the committee appointed to secure out-of-town exhibits, and is particularly anxious to get into communication with any grower who can show either in the private or commercial classes. It is not at all too early to commence preparations for exhibits in many of the classes, in fact, they should be commenced now. As President Roland stated at a recent meeting in Cleveland, no private estate or growing establishment is too small to undertake some kind of exhibit, and small as well as large exhibits are cordially welcomed. If a large number of these small exhibits are forthcoming, there can be no question as to the success of the show. Bear this in mind, Mr. Grower, and do what you can to swell the list of exhibits.

The Washington Convention.

Additional exhibitors in the trade exhibition are the following:

Ever Ready Pot Cover Co., Buffalo.

L. C. Stroh & Sons, Batavia, N. Y.

Macaw Bros., Norwood, Pa.

The president and secretary of the society will be in Washington on June 2, and will have a meeting with Adolph Gude, Z. D. Blackistone and David Grillbortzer, the local advisory committee, at which will be discussed the arrangements now being made for the trade exhibition, which at this time bids fair to break all previous exhibition records in point of size and comprehensiveness. If any prospective exhibitor desires any further or special information in regard to the exhibition he should communicate with the Secretary at once, so that, if necessary, the matter may be taken up at the meeting mentioned.

Membership Statistics.

President Roland is of the opinion that the society should be in possession of statistics covering the business of each and all of our members for publication in its annual report. Such information would be of great value when the society is called upon to make

MEMORIAL DAY WREATH.
Oak Leaves, Callas, Tulips, Daisies and Peonies.

MEN WHO GUIDE THE DESTINIES OF THE FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Meeting of Board of Directors and Executives at Headquarters, Detroit, Mich., April 11-12, 1921. From Left to Right, Seated: Wm. J. Smyth, Chicago; Chas. H. Grakelow, Philadelphia, Pa.; Edw. Sceery, Paterson, N. J.; Philip Breitmeyer, Detroit, Mich.; W. W. Gammage, London, Ont.; W. J. Palmer, Buffalo, N. Y.; Karl P. Baum, Knoxville, Tenn.; Max Schling, New York; H. G. Dillemuth, Toronto, Ont.; Irwin Bertermann, Indianapolis, Ind.; Wm. F. Gude, Washington, D. C.; A. F. Borden, Los Angeles, Calif.; H. P. Knoble, Cleveland, O. From Left to Right, Standing: M. Bloy, Business Manager F. T. D. News; Albert Pochelon, Sec'y F. T. D.; Geo. M. Geraghty, Representing Toronto Retail Florists' Ass'n.; Hilmer V. Swenson, Advertising Manager F. T. D. News, Chicago; Miss Helen Wick, Ass't Sec'y F. T. D.; Wm. L. Rock, Treas. F. T. D., Kansas City, Mo.; A. J. Monro, Official Stenographer, Buffalo, N. Y.

trade representations before legislative bodies. In addition to stating our membership, figures could be given covering what our membership represented in the way of glass operated, invested interests, etc. With the idea of collecting this information, the secretary will prepare and shortly mail to each member a questionnaire, which should be completed and returned for the compilation process. It will be interesting to our members to know how many retail florists, growers, private growers and gardeners, and others representing branches of allied trades are comprised in our membership, and how many grow the whole or part of the products which they sell. It is not thought that even a guess could be hazarded as to the number of square feet of glass operated by Society American Florists' members.

It would also, in the opinion of our president, be desirable to publish in the annual report all statistical information it is possible to secure in the direction of horticultural industry and practice in this country. Much data of this kind is obtainable through the departmental research of the government bureaus at Washington and the secretary will endeavor to assemble all the information available at the proper time. JOHN YOUNG, Secy.

Membership Drive.

The big spring holidays are about over, and the trade will soon have a little breathing spell. So for a little recreation for ourselves and for the good of the Society of American Florists, let's jump into our automobiles and go on a little hunt, filling our bags with Society of American Florists' application blanks and scour the cities, woods and fields around about us for new members, and on the way greet old ones. The goal is to double the membership in 90 days, and the slogan is "Every member get a member." But let us beat that, and kill the old saying, "The workers are few."

Every member of the society has had blanks mailed him. If you were overlooked, write any of the following members of the membership committee, who will supply them immediately:

J. Fred Ammann, chairman, Edwardsville, Ill.; Jos. H. Hill, Richmond, Ind.; Paul R. Klingsporn, 182 N. Wabash avenue, Chicago; A. L. Miller, Jamaica, N. Y.; and S. S. Pennock, 1620 Ludlow street, Philadelphia, Pa.

Lawn Pennywort.

TROUBLESOME NEW WEED.

A few years ago lawn pennywort occurred as a greenhouse weed. It was set in the open for use as a border plant, where it became so aggressive and spread so rapidly that it is now regarded as a troublesome weed. Unless it is eradicated when it first appears in new localities it bids fair to become one of the worst lawn weeds in the east, say specialists of the United States Department of Agriculture. To familiarize people with this pest the department has recently published department circular No. 165, "Lawn Pennywort: A new Weed," which describes it and discusses methods of eradication.

The plant was introduced from southern Asia, and about 1890 florists found it useful as a border plant and for flat bedding purposes. The species is particularly undesirable on golf greens, where the seeds are readily spread when they adhere to the shoes of the players.

The weed not only damages the turf, but is also obnoxious because it sometimes becomes infested with a fungus which causes the diseased areas to become affected. Lawn pennywort is a creeping perennial which grows in dense patches. The slender stems not only creep along the surface of the soil, but also grow a short distance below the soil surface. The mass of closely interwoven stems enables the plant to live over winter. The plant starts from seeds, which are numerous, and also from the underground stems. It is not widely distributed as yet, the specialists say, but its range seems to be increasing rapidly.

When the weed first appears the patches should be dug out with a spade and the plants burned or otherwise destroyed, says the circular. If the removed plants are simply cast aside they are likely to mature seed in a short time, and these seeds may cause a new infestation of the weed. Experiments to eradicate this weed by spraying with solutions of common salt, arsenic, iron sulphate, and gasoline, have proven unsucessful. So closely does the plant trail to the ground that its leaves are not harmed when the grass is being cut with a lawn mower.

Florists' Telegraph Delivery Association.

The meeting of the Florists' Telegraph Delivery Association held at Detroit, Mich., April 11-12, was one of the best in the history of the association. Many important matters pertaining to this progressive organization were thoroughly discussed. The attendance was 99 per cent, which is phenomenal when it is considered that the directors are distributed all over the United States and Canada. W. L. Rock, treasurer, was the only absentee, being unable to attend owing to personal matters at home. Night and day sessions were held to complete the programme arranged by the secretary.

San Francisco.

RECORD DEMAND FOR STOCK.

Mothers' Day business was the best that has ever been experienced by the trade here. The demand was expected to be good, but the trade was hardly prepared for such a large volume of business as was handled. For several days previous to Sunday, business was splendid and by Saturday, it had surpassed all expectations. The publicity given Mothers' Day by the advertising of the Retail Florists' Association was no doubt a great factor in this increase of trade. For several days prior to Sunday space was taken in all the daily newspapers advising the public that any flower would be appropriate for the occasion, and this had a fine effect on the demand, as nearly every class of flowers cleaned up in good shape. Carnations, as was expected, were held at prohibitive prices by the Japanese growers and jumped from 50 cents to $2 a bunch and over, especially for whites. The chief demand, however, was for carnations, but because of the high prices asked the public turned its attention to other flowers, with the result that every seasonable flower shared in the heavy demand. There was a fine supply of roses to draw upon and nearly every variety sold well. The supply of American Beauty roses was excellent and sold at fancy prices. Premier, Mrs. Chas. Russell, Columbia and Hadley were the leaders in their color. Ophelia was plentiful and extra good. A good cut of Ulrich Brunner came in just right for the holiday and was very popular. Cecil Brunner was plentiful but was somewhat off color, due to the warm weather in the early part of the week. Irish Elegance was in fine supply and was largely sold for basket work. A few white roses from out-doors were eagerly bought up. Lily of the valley was another prime favorite and more could have been sold if it was possible to secure the stock. Sweet peas came into the market in large quantities and sold well, notwithstanding the fact that many of the lavender and pink varieties were very much off color. Iris also entered largely into the demand, due in a great measure to the excellency of the offerings. There was only a limited amount of snapdragons to be had and it cleaned out early each day. Peonies were in short supply but of excellent quality. The white varieties brought fancy prices. Lilium Giganteum was in ample supply and prices remained steady. There was a good call for gardenias. Cattleyas were about equal to the demand with no change in prices. Outdoor perennials were in the market in many varieties and shared in the demand also. There was a great call for made up baskets of assorted flowers, selling at $5 to $7.50 each. Plants also came in for considerable attention and a great many were disposed of. As there were very few flowering plants to be had the public turned their attention to foliage plants and palms. Greens of all descriptions were in good supply and cleaned up well. The shipping demand is reported by the wholesalers as being much stronger than anticipated, great quantities of roses being shipped to various plants. Much difficulty was experienced by the shippers in securing enough white carnations to fill all orders.

RETAIL FLORISTS' ASSOCIATION.

A largely attended meeting of the Retail Florists' association was held May 4. Owing to the unavoidable absence of President A. O. Stein, Vice-President Chas. W. Brown occupied the chair. A communication from the Hollywood Gardens, Seattle, Wash., was read, requesting the association to meet George Beban, the famous moving picture actor, on his arrival here for an engagement at a local theatre and co-operate with him to make his sketch "The Sign of the Rose," a success by donating flowers every evening during his stay. It was also asked that the association tender Mr. Beban a luncheon during his stay, as a testimonial for giving so much valuable publicity to flowers in his stage work. P. Vincent Matraia, chairman of the exhibition committee, reported that the fall show would be held October 26-28 in the Exposition auditorium. He said the preliminary schedule was now in the hands of the printer and would be mailed shortly. The coming visit to this city of J. F. Ammann and Hilmer V. Swenson of the national publicity committee of the Society of American Florists was gone into thoroughly and it was decided that the large meeting of growers, wholesalers and retailers be held June 7, where they would be addressed by this committee. The following committees from the various branches of the trade were appointed for the meeting: Growers, Victor Ferrari, H. Plath and Eric James; Wholesalers, J. A. Axell and Mrs. R. E. Darbee; retailers, Albert O. Stein, Angelo J. Rossi and Charles W. Brown. It was also decided to entertain the committee at a luncheon, the date to be decided later. Much enthusiasm was manifested by the members present over the forthcoming visit of Messrs. Ammann and Swenson, and they will be assured of a hearty welcome upon their arrival.

NOTES.

The Dahlia Society of California feels very much elated over the fact of having secured a trial garden at the University of California, which will be under the supervision of Prof. J. W. Gregg and a committee of this society. Very favorable preparations have been made to make these gardens a great success. They are to be fenced in and the best possible attention given. A charge of $1 per tuber will be made. This is to be sent with the tubers to Prof. J. W. Gregg, Division of Landscape Gardening, 304 Agricultural hall, University of California, Berkeley, Calif. The same rules will govern this garden exhibit and competition as were in effect at the San Rafael trial gardens.

Many prominent members of the Retail Florists' association met George Beban, the moving picture actor, at the Ferry Building on his arrival here May 8. He was presented with a huge basket of roses by Fred Bertrand of the Bertrand Flower Shop on behalf of the association. Among those who greeted Mr. Beban were Angelo J. Rossi, V. L. Podesta, Albert O. Stein and B. M. Joseph.

Angelo J. Rossi says that Mothers' Day will soon be a better flower holiday that Decoration Day if it continues to increase as it has during the past two years. Many other of the downtown stores share his views, stating that for many years past Memorial Day business is not what it used to be in years gone by.

J. A. Axell is handling a splendid lot of Mrs. Chas. Russell roses from the Ferrari Bros. greenhouses. He says the extreme heat of two weeks ago had a bad effect on much of the rose stock, making the flowers smaller and of not so good color as is usual at this season of the year.

On May 7 the daily papers published reading notices calling attention to the high prices asked by the Japanese growers for their carnations and asked

MEMORIAL DAY WREATH.
Oak Leaves, Sweet Peas, Flags and Ribbon.

the public to buy other flowers instead. The Mayor issued a proclamation asking all citizens to wear a white flower on that day.

F. Schlotzhauer, manager of the Francis Floral Co. on Powell street, reports a great demand for his new flower basket. His firm enjoyed an excellent Mothers' Day business and cleaned up well on all stock.

A large supply of Lilium giganteum and roses is being shipped to this market by Domoto Bros. Plant trade this spring has been quite satisfactory, the sale of ornamentals being ahead of previous years.

The Pacific Coast Horticultural Society held its regular monthly meeting last week. A large number of growers were present.

San Leandro bulb growers are now cutting some very handsome varieties of iris, which are finding much favor in this market.

The Art Floral Co. enjoyed a fine telegraph trade for Mothers' Day.

JAMES T. LYNCH.

Washington, D. C.

Peonies are in full swing now, and sales are good; roses in general are plentiful; carnations and sweet peas scarce owing to the great amount of cloudy weather.

AMERICAN ROSE SOCIETY.

The executive committee of the American Rose Society will meet here June 1-2. The programme will be as follows: Meet at Gude Bros. Co.'s offices at 10 a. m., visit Arlington farms until 12 noon, where the Secretary of Agriculture or other prominent officials will address the gathering. Then a drive through Rock Creek park to Twin Oaks, the home of the former Mrs. Garden Hubbart, who donated a gold medal to be awarded every five years for new roses. This is now the home of Mrs. Charles J. Bell. Here refreshments will be served and the rose garden inspected. After that another drive through Executive avenue and the Soldiers' Home to the New Ebbitt house where luncheon will be served. On the morning of June 2 there will be a visit to the Shaw water lily gardens at Kenniworth, Md., and in the afternoon a visit to Dr. Van Fleet's rose garden at Bell's station, Md.

NOTES.

At a parade held May 13 by the Humane Society, Gude Bros. Co. decorated a float that was drawn by six horses. The float was 30 feet long, eight feet wide and had a pergola erected on top, covered with climbing roses, American Beauties and palms. On this float the President's dog, Laddie Boy, lead the animal parade. Needless to say this float created much favorable comment throughout the entire parade.

Adolph Gude, vice president of the Society American Florists, was unanimously elected as grand commander of the Grand Commandery Knights Templar of the District of Columbia. He is already past commander, past high priest, past grand high priest, past patron of the Eastern Star, and past grand patron of the Eastern Star and past potentate of Almas Temple.

The Florists' Club met on Monday in special session, the committees appointed and general plans made for the entertainment of the visitors for the forthcoming convention in August of the Society of American Florists. It is now expected that the Secretary of Agriculture will be present to address the members at the opening session.

William F. Gude, the representative of the Society American Florists for this city, has been appointed by President Harding as a member of the rent commission for the District.

Boston.

DECIDED DECLINE IN PRICES.

The market, as was expected, weakened after the opening on May 9. The prices were fully as good and in some cases better than at the closing the previous week. Every store in the city and all near-by retailers cleaned up their stock completely for Mothers' Day and consequently were all stocking up for business again. This acted as a prop to the market for two days and then stock slumped. Toward the end of the week values had decreased 50 to 70 per cent and stock moved only with great urging. Carnations which have been leaders for the past few weeks were also the best sellers on the downward trend. Fancy ones which would have brought at least 20 cents a week ago sold as low as four to six cents. Roses also had to follow quickly and even at the ridiculous prices asked, would not move readily. All other stock followed, and all things combined, caused a very poor market. The only bright spot to be seen was the demand for red carnations and Calla lilies, which rose above the decline, owing to the rather sharp demand on them for church work on Pentecost Sunday. Snapdragons, sweet peas, marguerites, and pansies are now drugs on the market. Some very fine lily of the valley is arriving with little call. Gladioli have made their appearance, Halley and baby gladioli being the chief items. Halley sold at $2.50 per dozen and the smaller eight cents each. At present the outlook is very discouraging for any immediate increase in business. There will likely be another week such as this one. It is not probable that prices will go as high for Memorial Day as they did for Mothers' Day, owing to the great amount of artificial flowers that have been shipped in.

NOTES.

B. Hammond Tracy, Jr., Wenham, Mass., an account of whose death appeared in our issue of May 14, page 807, was well known here. He was the son of B. Hammond Tracy, of the Cedar Acres Gladioli Farm.

The Waban Rose Conservatories at Natick, consisting of 60 acres of land and 15,000 square feet of glass were sold at auction May 9, price $30,000, to the Park Trust Co., Worcester, purchaser.

The daily press had editorials after Mothers' Day criticising the prices charged for carnations.

E. F. S.

Nassau County Horticultural Society.

The monthly meeting of the Nassau County Horticultural Society was held at Glen Cove, N. Y., May 11, President Wm. Noonan in the chair. In the display held in connection with the session, the following exhibits were shown:

Twelve pink Darwin tulips, collection of lilacs, brasso cattleyas and a vase of outdoor flowering shrubs. Frank O. Johnson won first prize in all these items. Wm. Allen carried off the honors for three head of lettuce. Exhibits for the meeting June 8 will consist of 12 mixed hybrid tea roses, 25 mixed sweet peas, and 12 mixed hardy perennial roses.

Wm. Popp gave a very interesting talk on gladioli and the different methods of growing them. C. Wallace was present and spoke about the lawn and garden contest being conducted in Glen Cove. The chairman of the executive committee read the schedule of the rose show to be held early in June.

C. Zanderberger was elected to active membership, and one membership petition was received.

ARTHUR COOK, Cor.-Sec'y.

OBITUARY.

The Late Mrs. Cora B. Thompson.

The late Mrs. Cora Belle Thompson, an account of whose death appeared in our issue of May 14, page 807, was a worthy example of a business woman, being one of the best known florists of Louisville, Ky., and well known to the the trade at large. She had been president of C. B. Thompson & Co., since its incorporation. Mrs. Thompson was connected with the industry for nearly 40 years, beginning with the firm of Geo. Thompson & Sons, that city. She married Samuel J. Thompson, a member of this concern, and for many years assisted him in the management of its retail store. When the firm dissolved partnership, her husband purchased the retail end of the business and under the name of S. J. Thompson, they continued in business until the death of Mr. Thompson in 1909. She then incorporated under the name of C. B. Thompson & Co.

Mrs. Thompson took a deep interest in the various trade organizations of which she was a member, and attended many of the conventions. She was a great believer in co-operation. She was also a member of numerous civic and fraternal organizations.

The funeral services were held at the church of the Advent (Episcopal). The popularity of Mrs. Thompson was shown at the cemetery, where the gathering of relatives and friends around the grave was the largest in several years. Louis Kirch represented the professional and Geo. W. Plinke the amateur florists among the pallbearers. The honorary pall bearers were Wm. Walker, Anders Rasmussen, Henry Fuchs, Emil Walther, August R. Baumer and Wm. Mann.

She is survived by a son, Edward, who is connected with the firm, a brother and a grand-daughter, and a number of nieces and nephews. Those best known to the trade are Jos. L. Able, secretary and treasurer of C. B. Thompson & Co., Miss Nellie Able, one of the designers for the firm and Miss Mary Schleeter.

In the death of Mrs. Thompson, the son has lost a loving mother, the Louisville business world a shining light among the modern business woman, the florists an upright friend and competitor, the various trade organizations a staunch advocate and the civic and fraternal bodies to which she belonged an active member. —A. R. B.

GERING, NEB.—Daly Brothers recently purchased the Mitchell greenhouse from Jess Morse, former owner.

BENTONVILLE, ARK.—F. B. Anderson, Eureka Springs, has rented the Eastham & Berry greenhouse, making additions.

NORMAL, ILL.—L. F. Manny recently opened an establishment at 116 E. Beaufort street, to be known as the New Flower Store.

BERKELEY, CALIF.—A. H. Gregory, Miles City, Mont., has purchased the Flower Shop, 2114 Center street, formerly owned by J. H. Kropholler and J. Baker.

SIOUX FALLS, S. D.—Strongs, Inc., Florists, incorporated recently with a capital of $100,000. M. M. Strong, J. F. Strong and J. A. Larkin are the incorporators.

TOPEKA, KANS.—James Hayes' fine new store, 825 Kansas avenue, is receiving the finishing touches of the decorators and will be ready for the formal opening the latter part of this month.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.50; Europe and Countries in Postal Union, $3.00.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 60 PAGES WITH COVERS

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THE Lord & Burnham Co. has an attractive and novel page advertisement in the May issue of Country Life.

REPRESENTATIVES of the Belgian horticulturists are in the United States seeking to make plain the great injustice done their country by Plant Quarantine No. 37.

SENATOR CAPPER warned the senate recently that unless the railroads put traffic charges on a live and let live basis, return to government supervision, if not ownership, was inevitable. He blames increased rates for 500,000 cars idle in April.

Texas State Florists' Convention.

F. C. Suchy, of San Antonio, writes that the St. Anthony hotel will be headquarters for the Texas State Florists' Convention in that city, July 12-14.

Aster Diseases.

Commenting on the reply by Elmer D. Smith to Z. C. F. on Aster diseases, we would say that according to our experience Mr. Smith is quite right that the tarnished plant bug is responsible for the "yellows." This pest is so tricky that many growers have been entirely unaware that an insect is usually at the bottom of the trouble. This is similar in other cases; for instance, the so-called blight of lettuce going to seed. We have had growers tell us that it is impossible to obtain lettuce seed in their section because it blights before forming seed. A closer acquaintance would have shown the tarnished plant bug injuring the seed stalks to such an extent as causing "yellows," and a complete cessation of development.

In regard to remedies, we have studied diligently, and have found a partial remedy in a powerful dusting device, something like the Niagara blower, and applying irritating powder frequently. A favorite mixture with us is hydrate lime and tobacco dust, using the latter sparingly. In the morning when the sun warms things up, a good powerful dusting will drive the pest out of the field, and frequent repetition is necessary. The bugs begin their attacks as soon as flower shoots appear and continue until the buds are well formed, or as long as there are off shoots to puncture. After the wood hardens, they turn the job over to the black aster beetle to devour the blossoms.

The stem rot of asters has been definitely determined to be fusarium wilt, a disease well known in many other kinds of plants. It can only be controlled by sterilization, either steam or formaldehyde. While field sterilization is impossible, we can sterilize our seeds, plant boxes or benches and then plant into new fields, or we can plant sterilized seed with a seed drill directly into the field. This is a good method, and avoiding greenhouse contamination. We are quite certain that we have handled this malady with our seeds, as seeds from other sources behave differently. Some lots have been free and others badly infested. The variation in appearance of this disease depends upon weather conditions, as this wilt flourishes during cloudy, close and hot weather; and once attacked, there is no remedy. We have had plants carrying a dozen fine flowers succumb the last moment, just before cutting the crop. We have abandoned greenhouse culture of asters on this account, as sterilization has proved too expensive. The field seeding proves cheaper and simpler. MARKETMAN.

Protection of Plant Raisers in England.

F. J. Chittenden attended the recent meeting of the Council of the Chamber of Horticulture by invitation, as also did the committee for the protection of raisers of new varieties of plants, flowers, fruits and vegetables. He made it clear at the outset that the views he expressed were entirely his own. He agreed that the raisers of new varieties should receive the fullest recompense and recognition, and considered there were two categories of plants: (1) Perennials, capable of vegetative propagation; and (2) Plants raised from seed.

The method of protection, and mode of ensuring satisfactory recompense to raiser might be: (1) Restriction of right to propagate; which entails (a) registration of recognizable description, (b) circulation of warning of protection; (c) the right to prosecute for infringement of protection. (2) Restriction of right to propagate to the raiser, and sale on the understanding that none of the plants shall leave the hands of the purchaser, again involving registration with an accurate and recognizable description.

The registration of new plants is much like patenting, but differs from it in certain ways. A patented article is a finished thing, but a plant is not; different plants have different periods in which they come to maturity. So many new "varieties" are not the result of long work or study, but just come by chance. If a plant were patented, or legally protected, a large number of prosecutions would be necessary to ensure the collection of royalties. There is no method of marking plants, such as the secret mark of a patented article. There are also many instances of two or more persons raising the same thing. A patent is often the result of prolonged experiment and careful calculation, whereas a new plant is frequently the result of nature's work.

With regard to the protection of the name, Mr. Chittenden asked if this really were worth while—in a large number of cases it is not, as it leads to the multiplication of names, which most people deplore. Multiplication of names is not to the best interest of horticulture. The best means of gaining a recompense for new varieties lies with the man who raises them, without any legal protection. He should be ensured of the value of the plant he raises; he should work up a big stock, and advertise well.

The effective registration of names of new plants is a desirable thing but this, in itself, is not sufficient. It is most desirable that there should be a photographic record made of the plant, so as to bring out its salient points, and, in certain circumstances, there should be preserved specimens. It is also extremely desirable that some understanding be arrived at as to the kind of name to be used. Ofttimes names are too long, and apt to be confused with others. When a plant is brought from one country to another, the name it is known by in the country of origin should be translated into the language of the country to which it is imported.

A scheme for an international bureau for the registration of names of new plants had recently been circulated, but it seemed to fall short of what might be done. Effective registration entails the use of a full and accurate description of each plant, and the provision made in the scheme is totally inadequate. Further, the description should be drawn up by a competent person, and raisers are not always competent in this direction. Everything depends upon the accuracy of a description.—British Gardeners' Chronicle.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meetings.]

Columbus, O., May 23, 8 p. m.—Columbus Florists' Association at the Neil House. E. A. Munk secretary, 19 S. High street, Columbus.

Hartford, Conn., May 27, 8 p. m.—Connecticut Horticultural Society at County building. S. H. Deming, secretary, Hartford.

Newport, R. I., May 26, 8 p. m.—Newport Horticultural Society at Music hall, Thames street. Fred P. Weber, secretary, Nelville, R. I.

Seattle, Wash., May 22, 8 p. m.—Florists' and Gardeners' Union No. 16,667 at I. O. T. C. Hall. E. Popp, secretary, Fort Stellacoom, Wash.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By good grower of roses, carnations and general stock. Address

A. F. F., care American Florist, 134 West 16th St., New York.

Situation Wanted—By gardener and florist; single; having long experience on private estates and institutions. Good Scotch and American references. Capable of taking full charge. Address **Box 3, Hardwick, Ga.**

Situation Wanted—Capable of taking charge; first class grower of roses, carnations and all kinds of forcing stock. State wages and full particulars. Address,

Key 557, Care American Florist.

Help Wanted—First class rose grower and foreman in good Texas city. Four room house on place. $175 to $200 per month to right party. Address

Key 562, care American Florist.

Wanted—Alfred E. Hachet, or anyone knowing or seeing him, write Rosa Hachet, Chattanooga, Tenn., Highland Park. Very important; estate to settle.

For Sale—Flower store; established 25 years; to be sold because of illness. Call **G. Carajanes, 2594 Eighth Avenue,** New York.

GARDENER WANTED

at Homewood, Ill., suburb of Chicago. Man and wife to live in caretaker's house. Good wages to the right party. Telephone Midway 4709, South Chicago 9270, or address

R. E. DALY, 6723 Ogelsby Ave., Chicago, Ill.

HELP WANTED.

First-class storeman in New York flower shop, one who has had experience in buying on cut flower market. Permanent position; good salary. Best references required. Address

Key 561, care American Florist.

HELP WANTED

FLORAL DECORATOR

Man with broad experience who has the ability and personality to enable him to solicit floral decorations from high class people. Must be able to develop the decorating department of one of the largest establishments in Chicago. This company has a large, beautiful retail store, a landscape gardening department and its own nurseries, but lacks a competent manager for its decoration department. Do not answer unless you are big enough to handle this work and are a business getter. State all particulars in writing. This is no piker proposition.

Address

Key 559, care American Florist.

INFORMATION WANTED

as to whereabouts of **JOHN H. BUXTON.** Have money for him. Address

GEORGE W. BRIGHT
609 Lyons Building, Seattle, Wash.

GOOD OPPORTUNITY

For Practical Florists

To secure interest in long established western business, with extensive greenhouses and successful flower store. Growers and store men should address

Key 560, care American Florist.

BARGAIN

100 canvas army covers, rubber army boots, oil skin suits, out door night automible covers, army coco door mats and matting, second hand wire rope, second hand fire department hose, old garden hose, it is used around trees; army horse blankets, tents, cots, blankets, large brass cannon suitable for country residence, church bells, large sugar cane knives for cutting down trees, corn, etc

E. J. KANE, 59 Ann Street, NEW YORK CITY

For Sale

Four 72 in. x 18 ft. used Ames return tubular boilers. Price very reasonable. Immediate delivery.

Advance-Rumely Company
Battle Creek, Mich.

FOR SALE

Glass: 16x24, 16x20, 16x22, per box	$5 50
16x16, 14x16, per box	4.50
12x16, 10x16, per box	4 00
1¼ in. wrought iron pipe, per foot	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each	2.50
Rafters or sash bars, per foot	.02
Shafting (heavy), per foot	.10
Shafting (light), per foot	.06
Ventilating arms, each	.25
Ventilating hangers, each	.10
Garland iron gutters, per foot	.40
	Per 1000
6 ft. wire stakes	$13.50
5½ ft. wire stakes	10.00
5 ft. wire stakes	10.00
4 ft. wire stakes	7.50

PETER REINBERG
30 East Randolph Street, CHICAGO

For Sale

GOOD SECOND-HAND PIPE

All sizes, for water and steam purposes. Also pipe for culverts, grape arbors, fence and corner posts. Cheaper than wood and lasts longer. Send us your inquiries and let us quote our prices.

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Forced Sale

Exceptionally fine greenhouse property in Evanston, Illinois, must be sold by order of court to close litigation. Located on corner, 172x251 feet; greenhouses cover over 30,000 square feet and are equipped with concrete benches. There is also a 7-room heated dwelling on the premises and necessary sheds, etc. Property worth double what you can buy it for now.

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CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Home-Grown Stock

Greatly Increased Demand

If you have any to offer, or are likely to have any soon, **advertise in these columns now.**

AMERICAN FLORIST CO.
440 South Dearborn Street, CHICAGO

ROSES

We still have in nice thrifty plants, own root, the following Roses from 2¼ inch pots.

$6.00 per 100

The Bride
F. R. Patzer
Rosarie (Deep Pink Tausendschoen)
Tausendschoen
Lady Gay
Crimson Rambler
Flower of Fairfield
Safrano
Bridesmaid
Golden Gate
Aviateur Blerlot (Best Hardy Yellow Climber)
Excelsa (Red Dorothy Perkins)
White Dorothy Perkins
Mdlle. H. Cambier
Mdlle. Franciska Kruger
Mrs. B. R. Cant
Dorothy Perkins
Veilchenblau (Blue Rambler)
Yvonne Vacherot

$6.50 per 100

Maman Cochet
Helen Good
Papa Gontier
Cl. White M. Cochet
Rhea Reid
Wm. R. Smith
White Banksia
Lady Hillingdon
White Maman Cochet
Cl. Lady Ashtown
Marie Guillot

$7.00 per 100

Radiance
Sunburst
Crown Princess Victoria (White Malmaison)
Tip Top (Baby Doll)
Mad. Norbert Levavasseur (Baby Rambler)
Henrietta
Geo. Elger
Clothilde Soupert
Red Radiance
Marechal Neil
Baby Echo
Etoile Luisante (Baby Herriott)
Mdlle. Cecile Brunner, (Sweetheart or Mignon)
President Taft
Gen. McArthur
Etoile de Lyon
Erna Teschendorff
Orleans

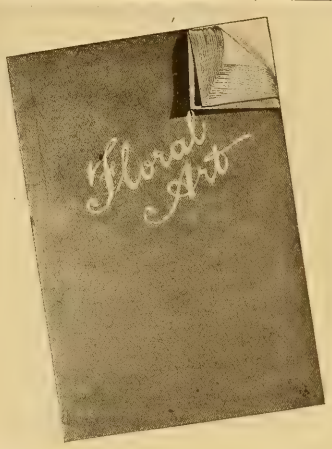
$8.00 per 100

Mrs. Aaron Ward
Cl. Perle des Jardins
Geo. Dickson
Mad. Segond Weber
My Maryland
Ophelia
Mrs. Chas. Bell
Columbia
Ellen Poulsen
Premier
Mad. Butterfly
Frank W. Dunlop
J. B. Clark

GLADIOLI EXTRA FINE BULBS

America Gladioli No. 1.....$20.00 per 1000. America Gladioli No. 2.....$15.00 per 1000.
New Moon Flower Maximus.....5.00 per 100.

THE GOOD & REESE CO., Box 94, Springfield, Ohio



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WIRE FRAMES OUR SPECIALTY

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The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Brooklyn Notes.

Rodman & Sons, who have two fine stores on Conway street, reported excellent trade. While carnations were bought there, as elsewhere, they were but an incident in the business, as the people took all available flowers. This firm being located near Evergreen cemetery is looking forward to a fine Memorial Day business.

Joseph Trepel has so many stores here that it is hard to keep in touch with them. It is only by reference to his brother and buyer, Adam Trepel, who sometimes takes us about in his electric automobile, that we can ever reach them. All these shops reported an excellent Mothers' Day trade.

As this city is to a greater extent than Manhattan, a city of homes, it was expected that the Mothers' Day trade would be good in that borough and so it proved.

Trepel & Landsmann, who recently opened a store on Quincy street, near Broadway, state that their business is excellent. They are now pushing bedding plants.

A good sale of all flowers for Mothers' Day is reported by Dick, the Florist, 391 Knickerbocker avenue. He has a tastefuly arranged store, well stocked.

Edward McCarthy, president and manager of James Weir, Inc., Fulton street, who has been ill, is well again. This store reports good business.

A. F. F.

FORCING BULBS FOR IMPORT

When you buy imported bulbs from us, you buy them by measure, in centimeters or inches and so accepted by us. This means much, as against those people who sell "firsts," "seconds" or "thirds" and give you no assurance as to what such grades measure.

For 40 years VAUGHAN'S SEED STORE at New York and Chicago has supplied the most critical FLORISTS with forcing bulbs. If you have not placed your ORDER or you have not confirmed your order at stated prices why not send us your list for pricing. Where prices are not fixed we can give you valuable information.

1st. **Long and satisfactory connections with the best foreign houses.**

2nd. **Credit arrangements and closest buying at favorable exchange rates.**

3rd. **First early shipments, followed by one or more later ones covering entire shipping season.**

4th. **Earliest deliveries of early forcing items which cannot rightly be delayed for main supply.**

5th. **Covering by us of all "Special Expenses" excess brokers' fees and port charges at New York, in which nearly every U. S. Florist grower has been persistently robbed for the past five years. We eliminate this.**

6th. **Because of the above, we ask that you submit to us a list as nearly as possible of what you expect to use between now and next November in these imports, part of which we specify below, and let us submit to you approximate prices and certain further details regarding delivery dates which we know will interest you.**

We take this opportune time to list here a few vital reasons why Vaughan's Seed Store at New York and Chicago is especially well prepared to take the responsibility of supplying in season at right prices your whole list of Forcing Bulbs both American grown and imported French, Dutch and Japanese.

SPECIAL MAY IMPORT OFFERS

HYACINTHS

	1000
First size, 19 ctms. and up, named vars..	$68.00
Second size, 17-19 ctms., named vars...	50.00
Third size, 16-17 ctms , named vars...	38.00
Fourth size, 15-17 ctms., in colors.....	34.00

TULIPS

	1000
Darwins, 10 or 15 named varieties....	$22.00
Single Early, 5 or 10 named varieties.	19.00
Double Early, 5 named varieties.....	23.00

All of our selection from best leading sorts catalogued by us.

NEW YORK **VAUGHAN'S SEED STORE,** **CHICAGO**

Bulb Importers and Quantity growers of **Gladiolus, Cannas, Etc.**

Heavy Crop of Roses

IN ALL LENGTHS OF STEM

Buy Direct from the Grower

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

(In Effect May 23) **MEMORIAL DAY PRICE LIST** Subject to Market Changes

RUSSELL	Per 100
Fancy Long	$25.00
Medium	$16.00 to 20.00
Short	10.00 to 12.00

COLUMBIA	
Fancy Long	25.00
Medium	16.00 to 20.00
Short	10.00 to 12.00

PREMIER	
Fancy Long	$25.00
Medium	16.00 to 20.00
Short	10.00 to 12.00

HOOSIER BEAUTY	Per 100
Long	$25.00
Medium	$16.00 to 20.00
Short	10.00 to 12.00

OPHELIA	
Long	$16.00
Medium	12.00
Short	$ 8.00 to 10.00

SUNBURST	
Long	$16.00
Medium	12.00
Short	$ 8.00 to 10.00

WHITE KILLARNEY	
Long	$16.00
Medium	12.00
Short	$ 8.00 to 10.00

ASSORTED ROSES
—OUR SELECTION—

Good short and medium, including some **Russell, Columbia and Premier.** In lots of 200 or more. $10.00 to $12.00 per 100, depending on length of stem.

Fancy Ferns, per 1,000.....$6.00
Adiantum, per 100....$1.50 to 2.00
Sprengeri, per 100..... 3.00
Galax, green, per 1,000..... 2.00
Galax, bronze, per 1,000..... 2.00
Asparagus Sprays, per bunch, ...35 to .40
Adiantum, per 100.....$1.50 to 2.00

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

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CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
NOTICE:—We close at 5 o'clock week days.

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178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

STOCK IS PLENTIFUL.

Stock is plentiful at this writing, but the demand is strengthening and the supply is not as heavy as it was last week. Business last week was quiet in the wholesale market and the retailers as a whole were disappointed with the total sales. Stock was sacrificed at low prices in order to move it, and one of the leading loop stores sold roses as low as $1 per dozen May 14. Roses are in good supply with Mrs. Chas. Russell, Columbia and Premier having the best call. White Killarney is in good supply and fine Sunburst are arriving in quantity. Butterfly roses are quite a factor in the market and has made so many friends that it will be grown on a large scale in this vicinity next season. Dunlop, Ward, Hoosier Beauty, Milady, Montrose, Ophelia, Cecile Brunner and all the other varieties grown for this market are in ample supply. Carnations are arriving in fair sized quantities. Orchids are plentiful and so is lily of the valley. Sweet peas are holding their own. Cape Jasmines are arriving in splendid condition. Snapdragons are to be had in quantity. Lupines, stocks, daisies, mignonette, cornflowers, gardenias, daisies, gladioli, tulips, narcissi, pansies, larkspurs, candytuft, lilies callas and calendulas are included in the offerings. Peonies are arriving, but the outlook for a large supply of this stock is discouraging for Memorial Day. Most of the wholesalers are predicting a shortage of stock for this occasion, while others are inclined to believe the offerings will be ample to meet the demand. Everyone will do well to place their orders early so as to protect their supply, for prices in some instances are likely to advance above the advertised quotations.

NOTES.

T. E. Waters attended the annual dance and frolic of the Milwaukee Florists' Club, May 12, at the Calumet Club, Milwaukee, Wis. The big event of the evening was the "snake dance." Ask Tim, he will tell you all about it.

A. L. Vaughan & Co. are receiving regular shipments of choice peonies in good sized quantities and will have a large supply for Memorial Day. This firm's sales for May continue to show a healthy increase.

Paul Klingsporn says that the early demand for Memorial Day at the Chicago Flower Growers' Association leads him to believe that stock will be none too plentiful for this occasion.

One grower reports that he averaged 13 cents for his carnations for Mothers' Day week.

Phil Brodbeck of Evanston is confined to his home with rheumatism.

Do not take any fake or imitation thread, claimed to be the Meyer silkaline, or smilax threads. Be sure the name Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from and you will notice that our threads run full two ounces of thread to the spool. Be sure and get the Meyer thread.

For Memorial Day

We will have a large and complete supply of
Fancy Stock—We will be particularly strong on

CHOICE ROSES

**Columbia, Russell, Milady, Sunburst,
White Killarney, Killarney Brilliant,
Ophelia, Ward, Premier and Butterfly.**

ALL THE BEST CARNATIONS

Stock fresh from the growers on the
day of shipment at reasonable prices.

GOOD SUPPLY OF PEONIES

We will have plenty for all of our customers in all the
desired lengths of stem and in all the seasonable varieties.

SWEET PEAS

Fancy Stock in quantity. Order what you need from us.

**Also Lilies, Snapdragons, Calendulas,
Valley, Daisies, Stocks, Candytuft, Etc.**

COMPLETE LINE OF GREENS

**Remember when ordering that our line is so complete that
it includes every item offered in the Great Chicago Market.**

ZECH & MANN

WHOLESALE FLORISTS

30 East Randolph Street, L. D. Phones { Central } 3283 3284 **CHICAGO**

Why Delay Your Cut Flower Orders for Decoration Day ?

Arrange for their purchase at this time, so as to get every advantage of the lowest market price and all the stock you desire.

Your response to this notice therefore should be made promptly.

KENNICOTT BROS. CO.
174 N. Wabash Ave.
MAIN FLOOR.

Principal location in the market.

H. B. KENNICOTT, Pres.
J. E. POLLWORTH, Sec'y & Mgr.

FOUNDED BY FLINT, KENNICOTT & CO. 1st

Our Sales System to the Out-of-town buyer is the best in CHICAGO. Our "Report of Sales" to the grower is the best in this country.

The Wholesale Cut Flower Association held its regular monthly meeting May 12 when the nomination of officers for the ensuing year resulted as follows: For president, John Michelsen; vice-president, H. B. Kennicott; secretary, Paul Klingsporn, A. T. Pyfer and A. C. Kohlbrand; treasurer Philip J. Schupp.

The Boy Scout Drive is on and anyone in the trade who wishes to contribute to the worthy cause may send their check or leave their contribution with George Wienhoeber, who is looking after the retailers, John Michelsen, the wholesalers, and Paul Weiss, who is canvassing the growers.

Vaughan's Seed Store is distributing to its city trade very fine new sphagnum, pressed in new, clean burlap, quite in contrast to soiled, patched and ragged coverings often seen on this stock.

Curtis Kindler of the Raedlein Basket Co. is in Germany looking after his firm's importations for the next season. This firm has a large stock of baskets on hand at present.

Peter Reinberg is cutting a splendid supply of roses and will be in good crop for Memorial Day. The shipping trade is holding up remarkably well at this establishment.

Henry Wehrmann has recovered sufficiently from his recent operation for appendicitis to be removed from the West Suburban hospital to his home at Maywood.

M. C. Gunterberg is using a part of Kennicott Bros. Co.'s old store as a shipping department. She maintains her office headquarters in the Masonic Temple.

Kennicott Bros. Co. will have a good supply of peonies to offer for Memorial Day as in former years but are advising its customers to place their orders early.

The J. A. Budlong Co. is enjoying a splendid shipping business and the advance orders for Memorial Day are starting to come in quite heavily.

Fred W. Kuhlmann and wife celebrated their silver wedding anniversary May 15, when about 75 friends and relatives joined in the festivities.

Zech & Mann are handling a fine supply of stock, especially roses and peonies, which will be in good supply with them for Memorial Day.

Frank Stuppy, of the Stuppy Floral Co., St. Joseph, Mo., who is making an eastern business trip, stopped off between trains May 14.

A. M. Pekarek, who sold his retail florist store several years ago, is planning on opening a new establishment in the near future.

Bassett & Washburn have booked a large number of orders for Memorial Day with the demand exceptionally strong for roses.

Wietor Bros. will have a good supply of roses for Memorial Day, especially Sunburst, which are just coming in crop.

The Joseph Foerster Co. is supplying its trade with choice sweet peas in addition to its usual complete line of stock.

Max Awizzus, of the Zech & Mann force, will spend the week-end with his wife, who is visiting at Toledo, O.

E. C. Pruner, representing Poehlmann Bros. Co., is back from an out-of-town business trip.

The E. F. Winterson Co. reports a heavy demand for magnolia leaves for Memorial Day.

John Poehlmann, of Poehlmann Bros. Co., celebrated his twenty-sixth birthday May 14.

Julius Kline, of the A. L. Randall Co., is the proud father of a baby girl.

E. C. Amling and wife returned from California May 14.

Cut Flowers
FOR
MEMORIAL
DAY

Carnations, Roses,
Peonies, Sweet Peas,
Daisies, Narcissus,
Snapdragons,
and all other
Seasonable Cut Flowers

Complete Line of Greens

Give Us a Trial Order
We Are Sure We Can Please You

Tonner

CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6384
Chicago

BIG SUPPLY OF

ROSES

For Memorial Day

Exceptionally Fine Russell, Sunburst, Columbia, Premier, White Killarney, Killarney and Ophelia

CARNATIONS

Heavy Crop of White, Pink and Red

Place your orders with us this year for Memorial Day and you will not go wrong. We will be in full crop with both Roses and Carnations.

The demand will be strong—be prepared to meet it. We took extra good care of our customers for Mothers' Day—We will do the same for you for Memorial Day.

Buy Direct From the Grower — **MEMORIAL DAY PRICE LIST** — **Subject to change without notice**

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00 to $30.00
Select	20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
COLUMBIA	
Specials	$25.00 to $30.00
Select	20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
PREMIER	
Specials	$25.00 to $30.00
Select	20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
SUNBURST, OPHELIA	Per 100
Specials	$20.00
Select	$12.00 to 15.00
Medium	10.00
Short	8.00

		Per 100
Killarney / **White Killarney**	Specials	$20.00
	Select	$12.00 to 15.00
	Medium	10.00
	Short	8.00
ROSES, OUR SELECTION		$8.00
CARNATIONS		
Good and Fancy		$ 8.00 to $10.00
Peonies		12.00 to 15.00
Sweet Peas		$1.50 to $3.00
Adiantum		2.00
Asparagus, per bunch		50c to 75c
Ferns, per 1,000		$6.00
Galax, bronze and green, 1,000		2.00
Leucothoe Sprays		1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

Place Your Memorial Day Order Early

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA

Excellent Roses

SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red CARNATIONS

Including the finest Mrs. C. W. Ward on this market, bar none

**Valley, Snapdragons, Lupines, Calendulas, Larkspur,
White and Blue Daisies, Sweet Peas, Forget-Me-Nots,
Lilies, Stocks and all other seasonable Cut Flowers.
Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri.
PEONIES, Cape Jasmines.**

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

H. N. Bruns has had excellent business in lily of the valley, cut flowers and pot plants as well as pips. The business of the retail store, he says, continues remarkably brisk.

Chas. Grabig, 1843 Irving Park boulevard, has been confined to his home since Mothers' Day with a nervous breakdown.

Anton Then and wife returned last week from their winter's vacation in Alabama, near Mobile.

Frost the night of May 14 produced ice in the open and killed early vegetables.

Visitors: A. E. Kunderd, Goshen, Ind.; H. R. Ivens, manager of the Century Flower Shop, successor to Mrs. J. B. Freeman, Toledo, O.; Miss Anker, with W. J. Anker, Danville; Harry Bock, Burlington, Ia.

PROVIDENCE, R. I.—Michael Iannotti recently purchased the Thos. Curley greenhouses on Harkness street, and will operate them in addition to his range at Thornton.

Cincinnati, O.

MARKET STEADY AFTER HOLIDAY.

Conditions have been steady, after a holiday like Mothers' Day, which was the best ever known. Stock is obtainable at a fair price and moves well, there being considerable funeral work to tone it up. Roses, as is the case always at this time of the year, are more plentiful than anything else, but at that move fairly well. Gladioli are arriving in larger quantities and go quickly because of their newness, the best are bringing $10 to $12.50 per hundred. Carnations now are better than ever and also move well. Sweet peas of the Margaret Atlee, Yarrawa, and Blanche Ferry varieties, are arriving in good numbers and clean up well. Snapdragons of the larger varieties are to be had at a popular price and bring $10 per hundred. A few of the early red peonies arrived and moved well because of the good business. Miscellaneous stock, including Cape Jasmines, Spanish iris, calendulas and cornflowers all move well, and so do green goods.

NOTES.

We regret to report the death of our pioneer florist-grower, Gustave Meyer, of The Hyde Park Rose Co. He was connected with this concern for over 20 years. He had a host of friends here who will certainly miss him because of his extremely pleasant disposition. Mr. Meyer was a member of the Cincinnati Florists' Society and of several fraternal organizations.

The Cincinnati Cut Flower Exchange has been receiving some very good lily of the valley from Wm. Schuman, Highlands, and also some especially fine snapdragons from Aug. Juriet, Fairmount.

The Wm. Murphy Co. is receiving some excellent Columbia and Hoosier Beauty roses from Anders Rasmussen, New Albany, Ind., and also some very good gladioli.

C. E. Critchell is receiving the best orchids in this city for some time from T. J. Vesey, Muncie, Ind., and also reports the first Cape Jasmines from the south.

Good Supply

ROSES

AND

CARNATIONS

FOR

Memorial Day

Place your order with us and you will get the best stock obtainable for the least money.

MEMORIAL DAY PRICE LIST—Subject to Change Without Notice

PREMIER	Per 100
Select	$25.00
Fancy	20.00
Medium	15.00
Short	10.00

RUSSELL	Per 100
Select	$25.00
Fancy	20.00
Medium	15.00
Short	10.00

COLUMBIA	Per 100
Select	$20.00
Fancy	15.00
Medium	12.00
Short	10.00

OPHELIA	Per 100
Select	$15.00
Fancy	12.00
Medium	10.00
Short	8.00

SUNBURST	Per 100
Select	$20.00
Fancy	15.00
Medium	12.00
Short	10.00
ROSES, Our Selection	$ 8.00
CARNATIONS	Per 100
Fancy, assorted colors	$ 8.00

MISCELLANEOUS

Calla Lilies, per doz	$ 3.00
Ferns, per 1000	6.00
Galax, per 1000	2.00
Sprengeri, per bunch	.50

WIETOR BROS.

30 East Randolph Street, L. D. Phone: Randolph 2081 **CHICAGO**

We will have an increased supply of All Seasonable Stock this year to supply our trade with

For Memorial Day

WE WILL BE STRONG ON

Peonies=Carnations=Roses

Lilies, Callas, Snapdragons, Valley, Sweet Peas, Gladioli, Jasmine, Stocks, Iris, Daisies, Lupines, and all other Miscellaneous Seasonable Cut Flowers. A complete line of Greens.

☛ You can rely upon our honesty to treat you right in regard to prices on all stock ordered from us.

ERNE & COMPANY

WHOLESALE FLORISTS

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Mention the American Florist when writing

P. J. Olinger reports a good week in the sale of his new red Carnation Radium, which he is receiving from his greenhouses at New Castle, Ind.

H. W. Sheppard reports an exceedingly busy week in corsages, and deserves special mention because of his window displays.

Trade has been brisk on upper Vine street reports Fred Gear and Louis Roth, who do the bulk of the business in that section.

Funeral and wedding work have been excellent with T. W. Hardesty.

G. K.

St. Louis.

STOCK MOVING WELL.

The market was a little slow during the fore part of the week, but stiffened up perceptibly during the latter part, and stock was selling readily Saturday. The weather, which has been very mild, has brought out the spring flowers with a rush. Roses are in the lead this week and varieties such as Ward, Mrs. Chas. Russell, Columbia, Ophelia, Milady, Butterfly and Killarney are to be had at most establishments. The stock coming in at present is of excellent quality, and the demand for them is excellent. Vast quantities have been used for weddings recently. Carnations of high grade are offered in limited quantities. Dark colored varieties bring very good prices and the demand is brisk. There is an abundance of white specimens and they do not sell well. Gladioli offerings are on the increase and some spikes are offered by many tradesmen. Loveliness and Hadley are most popular. The prices are high for the best quality of blooms. Sweet peas of good quality are not over abundant and practically all the stock received during the past week has been exceptionally poor. The demand, however, is good. Daisies in abundance are found among the floral offerings; both white and yellow varieties sell well and bring a moderately good price. Calendulas of unusual size and quality are to be had in unlimited quantities. There is not a big demand for them. Calla lilies are limited in quantity and bring a good price. They find a place in all funeral decorations. Stock plants of Lilium Harrissii are offered by a few establishments and sell moderately well, considering the price asked for them. Snapdragons of good size and quality are plentiful and bring a good price. Delphiniums as yet are only offered in shades of blue, but they sell at good figures. Mignonette, though a very popular flower and good seller, seems to be off crop. Spanish iris is in short supply. Fine German iris is offered and it readily takes the place of the former. It is the season's first and but few people can afford to buy it. The stock coming in is of excellent quality and unusual keeping power. The supply of corn flowers is steadily increasing and despite this fact they continue to be a good seller. The prices are moderate. Lily of the valley is seen in all windows and is in large demand for use in brides' bouquets, of which there has been several during the past week. Long stemmed pansies are few and bring a good price. A few fancy plants are still available. Orchids are limited in quantity and the call is poor. Baby primroses and calceolarias are offered by a few establishments. Begonias have sold very well during the past week and are being displayed in many windows. Pink varieties were in greatest evidence. Straw flowers and stock of the everlasting type is seen in a few stores. All retailers are carrying a good stock of bedding plants, which are sold as pot plants. Geraniums in shades of red, pink and

Cut Flower Boxes

(Shallow Lids)

Sizes		Per 100
18x5x3	inches	$ 5.00
21x5x3	inches	6.00
24x5x3½	inches	7.50
30x5x3½	inches	8.50
24x8x4	inches	9.50
28x8x5	inches	12.00
36x8x5	inches	17.00

CUT FLOWER BOXES.

(Full Telescope Cover)

Sizes		Per 100
30x12x6	inches	$26.00
36x12x6	inches	30.00
42x10x6	inches	33.00
24x24x8	inches	50.00
20x20x8	inches	40.00
16x16x8	inches	30.00

25 boxes of a size billed at 100 rate.

ONE Floral Art Album given free with any order of $25.00 or more.

Geo. H. Angermueller Co.

Wholesale Florists

1324 Pine St., ST. LOUIS, MO.

Mention the American Florist when writing

PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue — L. D. Phone, Central 282 — CHICAGO

Memorial Day
PRICE LIST

Premier	Per 100
Special	$35.00
Fancy Long	30.00
Long	25.00
Medium	$15.00 to 20.00
Short	10.00 to 12.00

Russell	
Special	$25.00
Fancy Long	30.00
Long	25.00
Medium	$15.00 to 20.00
Short	10.00 to 12.00

Milady	
Special	$35.00
Fancy Long	30.00
Long	25.00
Medium	$15.00 to 20.00
Short	10.00 to 12.00

Columbia	
Special	$30.00
Fancy Long	25.00
Long	20.00
Medium	$15.00 to 18.00
Short	10.00 to 12.00

BRUNNER, the Miniature Rose ..... $3.00 per 100

Ophelia	Per 100
Special	$25.00
Long	20.00
Medium	$15.00 to 18.00
Short	10.00 to 12.00

Sunburst	
Special	$25.00
Long	20.00
Medium	$15.00 to 18.00
Short	10.00 to 12.00

White	
Special	$25.00
Long	20.00
Medium	$15.00 to 18.00
Short	10.00 to 12.00

Butterfly	
Special	$30.00
Fancy Long	25.00
Long	20.00
Medium	$15.00 to 18.00
Short	10.00 to 12.00

Mrs. Ward	
Long	$12.00 to $15.00
Medium	10.00
Short	8.00

Extra Special Roses Billed Accordingly.

LARKSPUR — $1.50, $2.00 and $2.50 per bunch
Beautiful long sprays in several colors

Miscellaneous Flowers

	Per 100
Carnations	
Our Selection	$ 8.00 to $10.00
$80.00 per 1000	
Laddie	15.00
Superb	12.00
Valley	8.00
Sweet Peas	2.00 to 3.00
Calendula Orange King	4.00 to 6.00

Peonies	per 100,	$12.00 to $15.00
Orchids	per doz.,	15.00 to 18.00
Giganteum Lilies	per doz.,	2.50 to 3.00
Calla Lilies	per doz.,	2.00 to 2.50
Snapdragon	per doz.,	1.50 to 2.50
Darwin Tulips	per 100,	8.00
Pansies	dozen bunches,	1.50 to 2.00
Daisies, white, yellow or blue	100,	2.00 to 3.00

Decorative Greens

Ferns	$6.00 per 1000
Adiantum	$1.50 to $2.00 per 100
Plumosus	50c bunch
Sprengeri	35c to 50c bunch
Smilax	$6.00 per doz.
Galax	$2.00 per 1000
Leucothoe	$10.00 per 1000

Prices Subject to Change Without Notice.

Magnolia Leaves

Guaranteed Non-moulding

Prepared Green, Purple or Brown, Cartons, Each, $1.35; 10 for $12.50.
Cases, colors as above, - - $20.00 per case, F. O. B. Chicago.

Prepare Yourself For

DECORATION DAY

Wire Wreaths, Crosses, Anchors, Etc.

The E. F. Winterson Co.

Long Distance Telephone, Central 6004

166 N. Wabash Avenue, Chicago, Ill.

MEMORIAL DAY.

The demand for this occasion promises to be exceedingly heavy compared to former years. Arrange for your supply of Cut Flowers with us today. We have a complete line of Cut Flowers especially Roses, Carnations, Sweet Peas and Peonies. Complete line of Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

white are offered. Ageratum sells quickly. Coleus of all kinds is found in all windows. Daisy plants and veronicas are also offered. Novelties such as dracaenas, pandanus, cibotiums, ferns, dieffenbachias, etc., go moderately well. Greens are plentiful, and ferns in limited supply bring $4.50 per 1,000.

NOTES.

Grimm & Gorly had a most unusual display in their window during the past week. The main features were California grown Japanese novelties such as helichrysums, rhodantheas, etc.

The Garden Club is making extensive preparations for its annual flower show to be held soon in the floral display house at the Missouri Botanical gardens.

A large number of funerals for the past week has been reported by the Mullanphy Floral Co.

Gladioli and sweet peas are selling rapidly at the St. Louis Wholesale Cut Flower Co.

Exceptionally fine flower baskets and boxes are being sold by F. H. Weber.

The Bourdet Floral Co. is doing a rushing business in stock plants and flower baskets.

The F. C. Weber Floral Co. is showing some exceptional gladioli and delphiniums.

Windler Wholesale Floral Co. reports a heavy trade in roses and carnations.

H. G. Berning predicts an increase in trade during the next few days.

Visitor: James Cairns, of Henry A. Dreer, Inc., Philadelphia, Pa.

R. D. M.

ORDER NOW FOR
Memorial Day

The demand promises to be greater than ever for this occasion, and while the prospects are bright for a good supply of stock, it is advisable to place all orders early.

ROSES IN QUANTITY

All the leading commercial varieties grown for this market, including Columbia, Premier, Russell, Butterfly, Milady, Ophelia, Sunburst, Ward, Etc.

PEONIES==CARNATIONS

Place your orders immediately for these two items, so as to protect your supply.

Lilies, Callas, Sweet Peas, Tulips, Snapdragons, Stocks, Iris, Daisies, Calendulas, Gladioli, and all other Miscellaneous Seasonable Cut Flowers. Complete Line of Greens.

MEMORIAL DAY PRICE LIST—Subject to Change Without Notice.

Premier	Per 100
Special	$35.00
Fancy Long	30.00
Long	25.00
Medium	$15.00 to 20.00
Short	10.00 to 12.00

Russell	
Special	$35.00
Fancy Long	30.00
Long	25.00
Medium	15.00 to 20.00
Short	10.00 to 12.00

Milady	
Special	$35.00
Fancy Long	30.00
Long	25.00
Medium	15.00 to 20.00
Short	10.00 to 12.00

Columbia	
Special	$30.00
Fancy Long	25.00
Long	20.00
Medium	$15.00 to 18.00
Short	10.00 to 12.00

BRUNNER, the Miniature Rose....$3.00

Sunburst	Per 100
Special	$25.00
Long	20.00
Medium	$15.00 to 18.00
Short	10.00 to 12.00

White	
Special	$25.00
Long	20.00
Medium	$15.00 to 18.00
Short	10.00 to 12.00

Ophelia	Per 100
Special	$25.00
Long	20.00
Medium	$25.00 to 18.00
Short	10.00 to 12.00

Mrs. Ward	
Long	$12.00 to $15.00
Medium	10.00
Short	8.00

Butterfly	
Special	$30.00
Fancy Long	25.00
Long	20.00
Medium	$15.00 to 18.00
Short	10.00 to 12.00

Extra Special Roses Billed Accordingly.

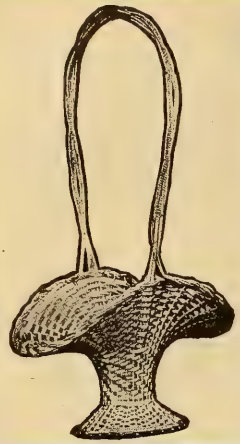
Miscellaneous	Per 100
Carnations Our Selection	$ 8.00 to $10.00
Valley	8.00
Sweet Peas	2.00 to 3.00
Calendula	4.00 to 6.00
Peonies per 100,	$12.00 to $15.00
Orchids per doz.,	15.00 to 18.00
Giganteum Lilies per doz.,	2.00 to 3.00
Calla Lilies per doz.,	2.00 to 2.50
Snapdragon per doz.,	1.50 to 2.50
Darwin Tulips per 100,	8.00
Pansies dozen bunches	1.50 to 2.00
Daisies, white, yellow or blue per 100,	2.00 to 3.00

Greens	
Ferns	$6.00 per 1000
Adiantum	$1.50 to $2.00 per 100
Plumosus	50c bunch
Sprengeri	35c to 50c bunch
Smilax	$6.00 per doz.
Galax	$2.00 per 1000
Leucothoe	$10.00 per 1000

Prices Subject to Change Without Notice.

A. L. VAUGHAN & Co.
NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago



Raedlein's Baskets

OUR IMPORTED ROSE BASKETS

The Most Graceful Design and Most Appropriate Basket for Weddings and Graduations

	Natural	Stained or Enameled	Two-tone	Liner
No. 822/1—16 inches over all, 9 inches wide.....	$3.90	$5.00	$5.65	$1.00
No. 822/2—18 inches over all, 10 inches wide.....	4.20	6.00	6.35	1.20
No. 822/3—20 inches over all, 11 inches wide.....	4.80	6.60	7.80	1.20
No. 822/4—22 inches over all, 12 inches wide.....	5.40	7.20	8.40	1.20
No. 832/5—25 inches over all, 13 inches wide.....	6.00	8.40	10.20	1.80
No. 822/7—28 inches over all, 15 inches wide.....	7.20	10.00	12.50	1.80

Our most popular assortments of Cut Flower Blankets for the spring trade contain the best sellers at very moderate prices; all with liners:

Assortment I. 50 Small cut flower baskets, 16 to 20 in. over all...**$18.30**
Assortment II. 25 Medium size cut flower baskets, 21 to 28 in. over all **20.00**
Assortment III. 15 Large cut flower baskets, 34 to 42 in. over all... **27.00**

RAEDLEIN BASKET CO., —713— Milwaukee Ave., **Chicago, Ill.**

Milwaukee, Wis.

STOCK IN GOOD DEMAND.

That most every dealer was well sold out for Mothers' Day was evident on the Monday following when the demand was very brisk. As the weather was cool nearly all the week the daily receipts were not heavy, and with considerable funeral work and week-end parties, market conditions and business in general were good. Common ferns have again advanced in price and now command $6 per 100. The few locally grown gladioli move well. Snapdragons, calendulas, stocks and sweet peas about complete the spring offerings.

FLORISTS' CLUB BALL.

The annual May ball given by the Florists' Club on May 12, at the Calumet Club, was a great success, the various mantels and fire places, as well as the dance hall, being artistically decorated for this occasion, and nearly everybody wore flowers. Great credit is due the entertainment committee consisting of Walter Halliday, chairman, Chas. Dettmann and Carl P. Menger, for the success of this affair. Out of town guests included Rudolph Guderson, Henry Benz, Ed. Miller, Gordon Pierce, the Misses Lillian Kuehneman, Della Pierce, Eleanore Hartnett, May Jartinell, Konrad Larson and Eug. Mack of Racine; Peter Oberlin and wife and Miss Tesch, Kenosha, and T. E. Waters, Chicago.

NOTES.

Instead of paying more rent for the premises he has occupied since he went into the retail flower business, Richard Lietz has bought the place. Besides the store and living quarters overhead, he has two small greenhouses and a spacious cellar both for bulbous stock and his heating plant.

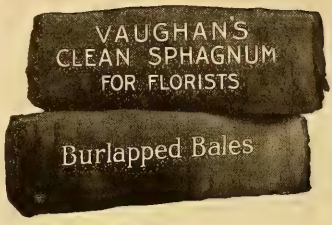
Wm. Lubliner had the good fortune to remain in his stand at 31 Grand avenue just long enough to reap the harvest of a fine Mothers' Day business. His new address now is 413 Grand avenue.

Gimbel Bros. ran a large newspaper advertisement on May 15, soliciting orders for Memorial Day in their flower department.

At Fox's, Inc., they were very busy getting ready for numerous table decorations for May 14. Past business was very satisfactory.

Bryan Seeley of Gust Rusch & Co. was initiated into the Knights of Pythias lodge May 12.

CAR LOADS ARRIVING



SPHAGNUM MOSS AND GREEN SHEET MOSS

For Florists
For Nurserymen

Wired Bales Cheaper

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 10-12 W. Randolph St. NEW YORK, 43 Barclay St.

VAUGHAN'S SEED STORE

SAM SELIGMAN

FLORISTS' SPECIALTIES
116 W. 28th St., New York
IMPORTER—MANUFACTURER

The Edlefsen-Leidiger Co. claims that its Mothers' Day business exceeded that of the past Easter or Christmas.

An excellent Mothers' Day trade was experienced by Walter M. Maas & Co.

E. O.

Oklahoma City, Okla.

A FINE MOTHERS' DAY TRADE.

There was a great increase in business the latter part of the week preceding Mothers' Day, and on Saturday all the stores closed because they were completely sold out. However, some shipments received Saturday night enabled them to open until noon on Sunday, May 8. There was no change in the prices asked as compared with the same period last year. Carnations, which were scarce, sold at $4 per dozen. Select Laddie brought $5. A limited supply of roses went at $4 to $15

FERNS

Fancy Dagger

If quality counts with you, it will pay to give us a trial order.

Wire

Duncan Jackson, Kinston, Ala.

Mention the American Florist when writing

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

Mention the American Florist when writing

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue

CHICAGO, ILL.

Long Distance Telephone, Central 3373.

per dozen. Gladioli, which were plentiful, brought $6 to $7. Snapdragons cleaned up at $5 to $6 per dozen. A limited supply of lily of the valley was offered at $2.50 to $3. Jonquils were scarce and brought $2.50 a dozen. A limited supply of pansies brought 75 cents a bunch. Small offerings of sweet peas sold at $1.50 to $2 per hundred. Peonies were scarce, bringing $3 to $5 per hundred. Stocks sold at $2.50.

NOTES.

Furrow & Co. had an attractive window display, featuring telegraph trade. L. W. Furrow of this establishment was kept busy at his Guthrie range, taking care of both wholesale and telegraph orders for his carnation cuttings.

A. S. Gray, Chickasha, visited this city May 9, and reported a fine business in his locality Mothers' Day.

The Foster Floral Co. had an attractive display in its windows featuring baskets of coral gladioli.

An attractive Mothers' Day window was seen at the Stiles Co. store.

PAUL RICHMOND.

Buffalo.

BUSINESS LULL AFTER HOLIDAY.

Mothers' Day showed an increase of 40 per cent in the volume of business transacted over the previous year. Carnations as usual were more in demand than any other flower. It is hoped that next year will see roses, snapdragons and plants competing with carnations for popularity. All the day needs is advertising and the public will soon learn that mother, if living, appreciates all flowers. Trade in general was good until May 9, when there was a lull, always expected in May.

S. A. Anderson and wife are in Michigan on their annual fishing trip. The employees at his store each had a day off in rotation to rest up from the Mothers' Day rush. BISON.

Wire Hanging Baskets

The well made kind. Painted, bound with galvanized wire
6 at dozen rate. 50 at huudred rate.

10 inch..... $2.25 per doz.; $16.00 per 100
12-inch..... 2.50 per doz.; 20.00 per 100
14-inch.....$3.25 per doz.; $25.00 per 100
16-inch..... 4.25 per doz.; 35 00 per 100

GREEN SHEET MOSS Long Green Sheets for Hanging Baskets Per bag...$2.00 10 bags...$17.50

Michigan Cut Flower Exchange, 1452 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST

		Dozen
Roses,	Beauty	$ 4.00 to $12.00
		Per 100
"	Mrs. Chas. Russell	8.00 to 40.00
"	Butterfly	8.00 to 35.00
"	Columbia	8.00 to 35.00
"	Dunlop	8.00 to 35.00
"	Premier	8.00 to 35.00
"	Hoosier Beauty	8.00 to 35.00
"	Killarney Brilliant	6.00 to 30.00
"	White Killarney	6.00 to 30.00
"	Mrs. Geo. Shawyer	6.00 to 30.00
"	Milady	6.00 to 35.00
"	Mrs. Aaron Ward	6.00 to 25.00
"	Sunburst	6.00 to 25.00
"	Ophelia	6.00 to 30.00
"	Dble. W. Killarney	6.00 to 30.00
"	Cecile Brunner	4.00 to 6.00
"	Our Selection	8.00
Calendulas		3.00 to 6.00
Peonies		10.00 to 15.00
Snapdragon, per bunch		1.50 to 2.00
Daisies		3.00 to 4.00
Violets		1.00 to 1.50
Mignonette		6.00 to 8.00
Sweet Peas		1.50 to 3.00
Cattleyas, per doz		7.50 to 9.00
Valley		8.00
Carnations		6.00 to 8.00
Lilies, per 100		15.00 to 20.00
Adiantum		1.50 to 2.00
Ferns	per 1,000	6.00
Galax	per 1,000	2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays		35c to 50c per bunch
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry		7.50
Cape Jasmine		$ 3.00 to $ 4.00

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

ARTIFICIAL VALLEY
ARTIFICIAL FLOWERS

Write for prices

Grossberg-Tyler-Finnerman Co.

Manufacturers and Importers

30 E. Randolph Street, CHICAGO

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing

Bailey's New Standard Cyclopedia of Horticulture

Price, $48.00.

Sold only in complete sets.

American Florist Co.

440 S. Dearborn St., CHICAGO

Mention the American Florist when writing

RUSSELL ROSES

This variety is one of our principal Roses. We handle a quantity of them.

RUSSELL is particularly at this time of the year the most satisfactory rose to handle. In fact there is no other rose that will give the same amount of satisfaction in the hands of our customers.

You can increase your rose sales, if you carry some of these good roses in stock.

$8.00 to $20.00 per 100; some extra long at $25.00 and $30.00 per 100.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

EDWARD REID

CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

USUAL PRICE DECLINE NOTED.

With the return of warm sunny weather the flowers came back and appeared to be working overtime, as there was a quantity of all seasonable stock. There were roses of all grades and with the exception of American Beauties, which are beginning to suffer from the spring weather, the quality is fine. Carnations are also showing the effects and on their merits are only bringing four to six cents as against the Mothers' Day price of 15 cents last week. Snapdragons are quite a factor, the stock in all lengths being very well flowered. White and yellow daisies and cornflowers are good sellers, sweet peas are in demand and good stock would sell well, but there is very little that grades up. Easter lilies are in good demand, as are also callas.

MEMORIAL DAY.

All indications point to a good business for Memorial Day. The American Legion is joining hands with the old veterans of the Grand Army of the Republic and great preparations are under way to make the observance of the day patriotic in every sense of the word. The city council was appealed to and appropriated $17,000 to be turned over to the two organizations for the expenses of the celebration. There is a grand opportunity for the trade to feature flowers in this connection, and bring about the decorating of all graves, as is the custom throughout the New England states.

CARNATIONS.

A prominent wholesaler in speaking of the trend of the market, said there had been considerable talk about carnations losing their popularity with flower lovers. He believed this to be a false presumption, for the demand for carnations the past season had frequently over run the supply and that good quality flowers of all grades had sold during the season at top prices. He was advising carnation growers to add to rather than diminish their stock.

NOTES.

Chas. H. Grakelow reports that the recent meeting of the directors of the Florists' Telegraph Delivery Association in Detroit, which he attended, was a most enthusiastic gathering. The membership is growing rapidly and the new business developing through this extension is something wonderful. The man, he added, who does not affiliate himself with this organization is certainly a back number and is losing one of the greatest factors for increasing his business.

The National Flower Growers' Association appears to be making wonderful strides in nearly all localities except the region in and about this city. The growers are as prosperous here as in any other part of the country, or more so, and it may be this "more so" condition that accounts for the lethargy. This city must and will be represented. Where is the leader who will get this branch of the trade in line?

The street front of the Henry F. Michell store is wonderful in their pavement display. The amount of bedding, vegetables and other plants and bulbs that are sold because of this featuring of the stock, makes this an important adjunct to the business. Price and explanatory cards are important factors.

Mole street had a scare last week when a large restaurant building at the entrance to the thoroughfare burned out. Charles Meehan's store adjoined an annex to this in the rear, and for a time it appeared threatening but he escaped with but little loss.

Sydney Bayersdorfer thinks the trade must expect a record Memorial Day business, judging from the great demand they have had for all kinds of wreath materials, made up wreaths and other prepared stock.

The forwardness of the season should insure a full crop of peonies without question for Memorial Day. Last year there was practically no local stock, the bulk of it not making the market until 10 days later.

A good outlook for Memorial Day business is forecasted by Edw. Reid. Many orders are being received for peonies, and he added that this is the year we are going to have them without fail.

Wholesale Flower Markets

BOSTON, MAY 18.	Per 100
Roses, American Beauty	4.00@ 75.00
" Russell	4.00@ 20.00
" Dunlop	4.00@ 16.00
" Pilgrim	4.00@ 16.00
" Crusader	6.00@ 20.00
" White Killarney	4.00@ 16.00
" Ward	4.00@ 12.00
" Maryland	3.00@ 10.00
" Hoosier Beauty	4.00@ 12.00
" Columbia	4.00@ 16.00
" Hadley	6.00@ 25.00
" Ophelia	4.00@ 16.00
" Premier	4.00@ 20.00
Adiantum	2.00
Asparagus bchs., per bch.	.50@ 1.00
Asparagus Strings, doz.	12.00
B. Buttons	3.00@ 4.00
Calendulas	2.00@ 3.00
Carnations	4.00@ 16.00
Carnation, Laddie	12.00
Cattleyas, per doz.	9.00@ 12.00
Lily of the Valley	8.00
Longiflorum Lilies	20.00@ 30.00
Pansies	1.50
Smilax, per doz.	6.00
Snapdragons, doz.	1.50@ 2.50
Sweet Peas	2.00@ 3.00
Callas	2.50@ 3.50
English Daisies	.75
Cypripediums	4.00
Marguerites	2.00@ 4.00
Tulips	6.00@ 8.00
Myosotis, per bunch	.50
Gladioli	2.00@ 2.50

BUFFALO, MAY 18.	Per 100
Rose, White Killarney	5.00@ 10.00
" Dbl. Wht. Killarney	6.00@ 15.00
" **Richmond**	**6.00@ 12.00**
" **Maryland**	**6.00@ 12.00**
" **Sunburst**	**5.00@ 12.00**
" **Columbia**	**6.00@ 25.00**
" **Ophelia**	**5.00@ 15.00**
" **Russell**	**6.00@ 15.00**
" **Premier**	**5.00@ 20.00**
" **Cecile Brunner**	**4.00@ 6.00**
Calendulas	**3.00@ 5.00**
Calla Lilies	**8.00@ 20.00**
Carnations	3.00@ 6.00
Easter Lilies	12.00@ 20.00
Mignonette	4.00@ 5.00
Rubrum Lilies	**6.00@ 8.00**
Snapdragons	**4.00@ 15.00**
Sweet Peas	1.00@ 3.00
Tulips	3.00@ 5.00
Forget-me-nots, per bch.	**.25**
Delphinium	**8.00@ 15.00**
Valley, out-door	1.00@ 2.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Berger Bros.

The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, MAY 18.	Per 100
Roses, Premier	4.00@ 15.00
" Russell	4.00@ 15.00
" Columbia	4.00@ 15.00
" Butterfly	4.00@ 15.00
" White Killarney	4.00@ 15.00
" Pink Killarney	4.00@ 15.00
" Sunburst	4.00@ 15.00
" Mrs. Aaron Ward	4.00@ 15.00
" Ophelia	4.00@ 15.00
" Baby Doll	3.00@ 4.00
Carnations	2.00@ 4.00
Easter Lilies and Callas	10.00@ 12.50
Ferns, per 1,000	4.00
Forget-Me-Not, bunch	.25
Freesia	3.00@ 4.00
Galax, per 1,000	1.50
Jonquils	3.00@ 4.00
Leucothoe, per 1,000	5.00@ 6.00
Plumosus (south) per bch.	.25
Smilax, per string	.15@ .25
Snapdragons	6.00@ 8.00
Primulas, bunch	.25@ .35
Stocks, per bunch	.50@ .75
Calendulas	3.00@ 4.00
Sweet Peas	.50@ 1.00

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C.C.POLLWORTH CO.
CUT FLOWERS, PLANTS, BULBS, FLORISTS' SUPPLIES
MILWAUKEE, WIS.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.
Mention the American Florist when writing

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers.
116-118 Seventh Street,
PITTSBURGH, - PA.
Mention the American Florist when writing

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506
444-446 Milwaukee Street
MILWAUKEE, WIS.

An enormous spring business is taxing every facility of the Henry A. Dreer, Inc. Both at their city store and at the Riverton Nurseries, the demand is as great as they have ever experienced.

Jos. G. Neidinger has had a wonderful business for Memorial Day, which has taxed his facilities for the past month. It is the greatest volume of business they have ever experienced.

The Leo Niessen Co. is featuring Mrs. Chas. Russell roses, this being their quantity item. With all due credit to the new ones they claim this to be the best all round forcing rose.

In addition to other seasonable stock, peonies in quantity will be featured at Berger Bros. They are prepared for a heavy Memorial Day business.

K.

Providence, R. I.

Trade the past week has been rather quiet. Authough stock is plentiful, the quality is good. Roses are the leaders, and after Mothers' Day, for the first two or three days, prices remained at the same level as for the week previous. Roses sell from 25 to 40 cents; carnations, 10 to 12 cents each wholesale, and other flowers in proportion. Sweet peas of good quality are in strong demand.

NOTES.

The monthly meeting of the Rhode Island Horticultural Society was held in this city May 18. J. K. M. L. Farquhar of R. & J. Farquhar & Co., Boston, Mass., gave an interesting lecture on his recent tour of horticultural centers in Europe.

Michael Iannotti has bought the Curley Greenhouses on Harkness street operating them in addition to his range at Thornton.

Max Viller is back again with Johnson Brothers.

H. A. T.

Wholesale Flower Markets

PITTSBURGH, MAY 18.

	Per 100
Roses, Beauty, spl., per doz.	7.50
" " fcy., per doz.	6.00
" " ex., per doz.	5.00
" " No. 1, per doz	3.00
" Killarney	6.00@ 15.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	8.00@ 30.00
" Columbia	4.00@ 15.00
" Ophelia	6.00@ 20.00
" Hilda	6.00@ 15.00
" Premier	8.00@ 25.00
" Madam Butterfly	6.00@ 20.00
Carnations	6.00@ 8.00
Cattleyas, each	1.00
Easter Lilies	20.00@ 25.00
Ferns, per 1,000	5.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.50
Calendulas	3.00@ 4.00
Sweet Peas	1.00@ 3.00
Smilax, per doz. strings	4.00
Jonquils	4.00@ 6.00
Tulips, Darwin	8.00@ 10.00
Valley	6.00@ 8.00
Lilies, Calla	15.00@ 20.00
Snapdragons, per doz.	1.50@ 3.00

PHILADELPHIA, MAY 18.

	Per 100
Roses, Beauty, special	30.00@ 50.00
" " fancy	10.00@ 20.00
" Mrs. Chas. Russell	6.00@ 35.00
" Killarney	2.00@ 6.00
" Hadley	10.00@ 40.00
" Sunburst	4.00@ 10.00
" Wards	3.00@ 6.00
" Ophelia	2.00@ 10.00
" Columbia	3.00@ 20.00
" Premier	6.00@ 20.00
Adiantum	1.50@ 2.00
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Calendulas	1.50@ 3.00
Carnations	2.00@ 6.00
Cattleyas	1.00@ 1.50
Easter Lilies	20.00@ 25.00
Lily of the Valley	6.00@ 8.00
Smilax	.35
Snapdragons, per doz.	.75@ 1.50
Mignonette	3.00@ 4.00
Callas	10.00@ 20.00
Sweet Peas	.25@ 1.50
Freesia	2.00@ 4.00
Tulips	2.00@ 4.00
Larkspur, per doz.	3.00@ 5.00

WALLA WALLA, WASH.—R. C. Harrison of the Walla Walla Floral Co., added another greenhouse to his establishment recently when he leased the city park greenhouse, formerly operated by J. Pelmulder.

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.
Mention the American Florist when writing

ST. LOUIS, MAY 18.

	Per 100
Roses, Premier	8.00@ 35.00
" White Killarney	5.00@ 10.00
" Columbia	6.00@ 15.00
" Ophelia	6.00@ 20.00
" Killarney	4.00@ 6.00
" Russell	6.00@ 35.00
" Ward	4.00@ 8.00
" Sunburst	6.00@ 15.00
Calendulas	2.00@ 5.00
Carnations, Laddies	15.00@ 20.00
Carnations, fancy	8.00@ 12.50
Ferns, per 1,000	5.50
Valley	6.00
Mignonette	8.00
Sweet Peas	.40@ 1.50
Smilax, per string	.20
Leucothoe	.75
Galax, green, per 1,000	1.50
" bronze, per 1,000	1.50
Violets	.50
Callas	12.50@ 20.00
Snapdagons, per doz.	1.00@ 2.00
Forget-me-nots, per bch	.25

MILWAUKEE, MAY 18.

	Per 100
Roses, Kill'n'y, W. Kill'n'y	6.00@ 12.00
" Premier	10.00@ 25.00
" Ophelia	6.00@ 18.00
" Columbia	10.00@ 25.00
" Hoosier Beauty	6.00@ 15.00
Callas, per doz.	2.00@ 3.00
Calendulas	4.00@ 6.00
Carnations	4.00@ 6.00
Sweet Peas	1.00@ 2.50
Tulips	6.00@ 8.00
Fancy Ferns, per 1,000	6.00
Asparagus, per bunch	.50@ .75
Daisies, yellow	2.00@ 4.00
" white	1.00@ 1.50
Gypsophila, per bch	.75
Valley	6.00@ 8.00
Snapdragons, per bch	1.00@ 2.00

New York.

LULL AFTER MOTHERS' DAY RUSH.

There was a considerable increase in the supply of stock during the past week and as usually happens after a drive for high prices, there was a marked falling off in buying. There are men in the trade who are wondering where the profit comes in, after a few days of extravagant prices, as it is usually dull for weeks, both before and after the forcing up of prices. Many people will pay high figures for a special occasion, but they go away in bad humor and make up for it by staying away from the florists until they have cooled off. An exceptionally heavy stock of roses arrived on May 14 and as the weather is warmer large supplies may be expected for some time to come, which will keep prices at a low level. There is also a marked increase in the carnation supply. Peony offerings have increased, but there is no surplus. A few days of warm weather is likely to bring in many more. Lily of the valley is plentiful and hard to move. In cattleyas, gaskelliona, mossiae and gigas are now fairly plentiful, prices on the two former ranging from $50 to $75 per 100, on the latter, $150 per 100 or at that rate. Sweet peas are arriving in considerable quantity, most of them short stemmed. Although lilac was reported killed by the frost, there is now plenty of it on the market. Gladioli are on the increase and there is some good stock on the market. A liberal supply of iris is arriving. The calla season is about finished, but there is enough Easter lilies to supply the demand. Snapdragons, stocks, bouvardia and a miscellaneous collection of other flowers, including flowering shrubbery, are noted.

May 16.—The market is quiet with a heavy supply of stock. Light buying and low prices prevail in roses and carnations.

HORTICULTURAL SOCIETY OF NEW YORK.

The Horticultural Society of New York staged a show in the Museum building, Bronx park, May 14-15. The number of exhibitors was small, but the displays were creditable, noteworthy being cut flowers from shrubs and trees. In this class Mrs. F. H. Allen, Pelham Manor, N. Y., (James Lenaue, gardener) took first prize; Mrs. Harold Pratt, Glen Cove, N. Y., (F. O. Johnson, gardener), second. James Stewart, gardener for Mrs. F. A. Constable, Mamaroneck, N. Y., made excellent displays of calceolarias and pelargoniums, taking first prize. Mrs. Pratt and Mrs. Allen were awarded first and second prizes respectively for tulips. John Lewis Childs, Inc., Flowerfield, N. Y., received a special prize for a number of vases of Iris Pallida Lohengrin. The Botanic garden made a good exhibit of flowers from trees and shrubs and a collection of iris. Among the flowering trees and shrubs, lilac, snowballs, hardy azaleas, Cornus floridas, virburnums and a number of others were seen.

NOTES.

H. E. Froment received over 100 boxes of roses on May 14 from L. B. Coddington, Murray Hill, N. J.

Mrs. Smith, wife of Fred Smith, a well known grower of Woodside, L. I., died suddenly on May 12.

Visitor: Thomas Roland, Nahant, Mass.

A. F. F.

NORTH ADAMS, MASS.—Robert Groves, recently completed a fernery on Depot street.

JERSEY CITY, N. J.—The Bergen Florist, 139 Monticello avenue, has purchased the establishment formerly conducted by Wm. G. Elliott, and will continue the business.

Gold Letters

BESTQUALITY——LOWEST PRICES
Gold, Silver and Purple Letters.
Gold and Purple Scripts.
Write today for samples and greatly reduced prices; it will be worth your while
J. LICHTENBERGER, 1560 Avenue A, NEW YORK CITY

HARRY CHARLES
Wholesale Florist
VIOLETS
104 West 28th St., NEW YORK CITY
Phone Chelsea 8071. Consignments Solicited.

Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins

Toledo, O.

MOTHERS' DAY BETTER THAN EVER.

The weather was ideal for Mothers' Day and the co-operative publicity of the local florists put across the largest business on record. This despite an untoward market in which cut flowers were scarcer than usual for the event. Realizing that carnations and roses would be hard to supply, the trade staged an intensive drive for the sale of all kinds of plants. In the advertising, little prominence was given to cut blooms, and plants were pictured as the ideal gift for mother. Fortunately, plants were more plentiful than ever before. Hydrangeas, begonias, pelargoniums, primroses, daisies and pansies were in good supply and sold out. Even ferns, crotons and geraniums were called for and went quickly. There were not nearly enough carnations to go around and although retailers sold them for less than their usual profit, they were again charged with being profiteers. Roses were scarce but cleaned out at good prices. The supply of sweet peas was better than was expected, and these came in handy for bouttonieres. Telegraph orders, both outgoing and incoming, were more numerous than on previous occasions.

NOTES.

National Hospital Day was celebrated with considerable success. The hospitals advertised the day co-operatively and florists contributed their share to its success by donating flowers and decorations. Schramm Bros. gave a rose to each patient and nurse. Harry Turney and Armine Suder also furnished flowers. A number of orders were received from the hospitals. This day will be featured annually here, and offers a fine opportunity. Its only handicap is that it comes too near to Mothers' Day.

Schramm Bros. used carnations for telegraph orders only, but stocked up heavily on plants of all kinds. The fact that they did a regular Easter business proves that carnations are not necessary for Mothers' Day. The front of their place has been repainted and two handsome and distinctive signs with the national slogan and the Florists' Telegraph Delivery Association message painted on the walls.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

WHOLESALE FLORISTS
A. Young & Co.
54 WEST 28th ST. NEW YORK
Consignments Solicited

W. L. DOYLE A. E. BOOTH
Doyle & Booth
WHOLESALE FLORISTS
Consignments Solicited
Telephone: Watkins 9408
121 West 28th St, NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Watkins
31 and 43 W 18th St., New York

S. H. RUSSIN
Importer and Manufacturer of
Baskets, Novelties and Florists' Supplies
Opposite the New Flower Market
55 West 19th St., NEW YORK
Telephone Watkins 4443.

Publicity certainly made Mothers' Day a success here, and the trade is so pleased that it is planning to repeat the campaign for Decoration Day. The American Legion will give a monster parade and it appears that the sentiment for this great flower event can be revived.

Miss Josephine Barrow, who recently opened a new shop in the populous Dorr street district, reported a splendid demand for plants and cut flowers for Mothers' Day. She is a daughter

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3158 Watkins NEW YORK CITY

CARNATIONS LILIES VIOLETS
For prompt and satisfactory results consign your cut to
SULLIVAN BROS. & CO.
WHOLESALE FLORISTS
112 W. 28th St., Phone Chelsea 5713 NEW YORK
NOVELTIES ROSES ALL SEASONABLE FLOWERS

William Mackie
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Carnations and Sweet Peas of Fine Quality.
Telephone: 759 Watkins
Mention the American Florist when writing

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
31 and 43 W. 18th St., NEW YORK
Telephones: Watkins 300 and 301
Mention the American Florist when writing

M. C. FORD
WHOLESALE FLORIST
31 and 43 W. 18th St., NEW YORK
Telephones: 3870-3871 Watkins
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th Street, NEW YORK
Telephone 5335 Watkins
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Watkins
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925
I. Goldstein
WHOLESALE FLORIST
31 and 43 W. 18th St., New York
Prompt and careful attention to your interests. Consignments Solicited.
Mention the American Florist when writing

J. K. ALLEN
Wholesale Cut Flower Commission Dealer
43 West 18th Street, NEW YORK
Near the main entrance on 18th Street Wholesale Flower Market.
We are in short supply of Roses, Carnations, Valley and Orchids. Would be glad to correspond with small or large growers, same particular attention is given to all. Give me a trial and be convinced.
Established 1887. Telephones { 167 Watkins { 3058
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, MAY 18.

		Per 100
Roses, Beauty	$5.00@	40.00
" Mdm. Butterfly	4.00@	15.00
" Pilgrim	3.00@	12.00
" Hadley	4.00@	25.00
" Dunlop	4.00@	15.00
" Dbl. Wht. Killarney	3.00@	12.00
" Columbia	3.00@	12.00
" White Killarney	3.00@	8.00
" Aaron Ward	3.00@	10.00
" Ophelia	3.00@	12.00
" Mrs. Chas. Russell	3.00@	15.00
" Premier	4.00@	15.00
" Scott Key	5.00@	35.00
" Sunburst	3.00@	8.00
" Ulrich Brunner	3.00@	12.00
Adiantum Croweanum and Hybrid	1.50@	2.00
Asp. Plumosus, per bunch	.25@	1.00
Carnation Laddie	8.00@	10.00
Carnations	3.00@	6.00
Cattleyas	35.00@	150.00
Lilies, white	10.00@	15.00
Lily of the Valley	2.00@	6.00
Callas, per doz.	1.50@	2.00
Smilax, doz. strings	2.50@	3.50
Snapdragons, per dozen	1.00@	2.00
Stocks, per bunch, double	1.00@	1.25
Daisies, yellow	1.50@	3.00
Larkspurs, per doz.	1.50@	2.50
Peonies, per doz.	1.00@	1.50
Gladiolus, per doz.	2.00@	4.00
Iris, per doz.	.75@	1.00
Lilac, per bunch	.50@	1.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments Solicited.
Mention the American Florist when writing

HERMAN WEISS
121 W. 28th St., NEW YORK
'Mums, Snapdragons, Roses, Carnations, Bouvardias, Pompons and Orchids.
As Well As All Other Flowers in Season.
Member
New York Wholesale Florists' Protective Ass'n
Mention the American Florist when writing

Telephones 4422 4423 Watkins D. J. Pappas, President
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK

PHONE { 2335 2336 } WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Telephone: Watkins 9254
EDWARD BRENNER
Wholesale Florist
31 and 43 W. 18th St., NEW YORK
Everything in Cut Flowers
Consignments Solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, N. Y.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK

Traveling Wholesale Florist INC.
31 and 43 W. 18th St., NEW YORK
Telephone 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

CHICAGO

Occupying 6,700 square feet of floor space in the very heart of Chicago, our facilities are unexcelled in handling your orders

A. LANGE, FLORIST

77-79 East Madison Street

Member of Florists' Telegraph Delivery. Telephone Central 3777, All Departments.

SERVICE

of John Barrow, who conducts a prosperous flower store at 2250 Detroit avenue.

An excellent trade was enjoyed by Max Spanner, who considers it remarkable, when one takes into account the large number of unemployed in this city, greater, no doubt, than many other places of its size. Pot plants and roses were features at his store.

Bedding plants are being featured and are enjoying a brisk demand. One newspaper is conducting a campaign to beautify the city with flower beds for the big Moose convention to be held in June.

Other establishments that enjoyed record Mothers' Day trade were: Metz & Bateman, the Patten Flower Store, A. E. Warning, Helmar Flower Shop, and Krueger Bros.

A specialty of hydrangeas was made by Thos. Magee of the Scottwood Greenhouses, for Mothers' Day.

Feniger's two stores were heavily stocked and sold out completely.

A. K.

Pittsburgh.

STOCK IN PLENTIFUL SUPPLY.

Monday found this market with very few flowers and a demand that could not be taken care of, with prices almost equal to Mothers' Day prevailing. By Wednesday, May 11, the supply was more equal to the call and prices had eased up somewhat, while Friday and Saturday stock of all kinds was plentiful and price concessions had to be made in order to move it. This just goes to show the different conditions that can exist in one week. Business has been good, in fact, better than usual for this season of the year, and from all indications May will show a much greater volume than the same month last year. American Beauty roses have been in heavy supply with a light demand. The supply of roses has been heavy and of excellent quality. It is remarkable the large numbers that were moved the last three days of the week. The supply of carnations is equal to the demand, but some of them are soft and unfit for sale. Those varieties having the call are Laddie, Ward and Matchless. Easter and calla lilies are in moderate supply and clean up daily at good prices. The supply of snapdragons is not nearly equal to the demand. The first peonies of the season arrived last week, and while not of the best, they sold out completely. Outdoor lily of the valley is in competition with the indoor stock and has pulled the price down somewhat. Some fine outdoor poeticus is also on the market. Sweet peas are of better quality than they have been for some time and meet with ready sale. Other seasonable flowers include iris, baby breath, calendulas, and larkspurs, all of which move readily. The supply of greens and ferns is equal to the demand.

NOTES.

E. J. McCallum, of the McCallum Co. was among those who left on the annual trade tour of the Pittsburgh Chamber of Commerce last Monday. The party left in a special train and were to be gone one week taking in towns in southeastern Ohio, Kentucky and West Virginia.

The A. W. Smith Flower Stores Co. is featuring everything for the porch, including willow furniture, plants and fancy pottery.

The E. A. Williams Co., Inc., have a beautiful window display of French hydrangeas and baskets of gladioli and iris.

E. C. T.

Columbus, O.

TRADE FAIRLY ACTIVE.

Trade the past week was good. While the weather was not the most favorable, still buying was generally active and a good volume of business was done. The supply of flowers was fairly plentiful and all stock cleaned up. There was a shortage of flowers for Mothers' Day as a result of the weather. The varieties in the best demand are roses, carnations, sweet peas and snapdragons. There is some call also for calendulas, which are now appearing on the market. Roses sell from $3 to $8 per dozen, while carnations are quoted at $2 per dozen. Snapdragons retail at $2 per dozen and sweet peas at from $1.50 to $2.50 per bunch. Some spring flowers are arriving. Funeral work has been fairly active. There is also some party work and more of this class of business is in prospect for the latter part of the month. A number of weddings are scheduled for the next few weeks.

J. W. L.

LORAIN, O.—The Hody-Tulea Co. was recently placed in the hands of a receiver to determine the correct owner, Louis J. Hennes, this city, acting in that capacity.

SEATTLE, WASH.—At a recent meeting of the Seattle Florists' Association a permanent organization was perfected and the following officers elected: Dr. Walter E. Moore, president; H. A. Crouch, vice-president, and Wm. Goldsbarry, secretary. Arrangements were made for the reception to be tendered J. Fred. Ammann and H. V. Swenson who are expected to reach this city, May 23, and who are making a Pacific coast trip in the interests of co-operative advertising.

YOUR CUSTOMERS WILL BE PERFECTLY SATISFIED IF YOU

"Say it with Flowers"

Memorial Day

THROUGH

SAMUEL MURRAY

FOR

Kansas City and Vicinity

We Give the Florist the Same High Class Service That We Do the Customer

SAMUEL MURRAY, 1017 Grand Ave., **Kansas City, Mo.**

Memorial Day

We have made special arrangements for this occasion, and are in position to fill all orders at a moment's notice up to the last minute.

CHICAGO ORDERS

All telegraph, mail or telephone orders submitted to our care for delivery in Chicago and vicinity will be given the personal attention of the manager in charge.

WE EXCHANGE ORDERS WHENEVER POSSIBLE

CHICAGO — The Homes of Flowers — CHICAGO

Alpha Floral Company

Northwest Corner Wabash Ave. and Adams St.

Our Motto: Satisfaction, Quality and Service.

Members of the F. T. D.

Johnson & Chronis FLORISTS

Southwest Corner 47th St. and Lake Park Ave.

Mention the American Florist when writing

All Orders for Delivery in Chicago and Vicinity Will Be Given Prompt Attention

HENRY Wittbold and Son DECORATORS FLORAL FLORISTS

75 East Adams Street, Formerly 30 East Randolph Street, **CHICAGO**

Mention the American Florist when writing

TERRE HAUTE, IND.
THINK OF HEINL'S

Mention the American Florist when writing

LITTLEFIELD, Florist
WORCESTER, MASS.

Mention the American Florist when writing

Tacoma, Wash.
California Florists
will take care of all telegraph orders.

Mention the American Florist when writing

FOR MEMORIAL DAY

"How sleep the Brave who sink to rest
By all their Country's wishes blest!
When Spring with dewy fingers cold,
Returns to deck their hallowed mould,
She there shall dress a sweeter sod
Than Fancy's feet have ever trod.

"By fairy hands their knell is rung;
By forms unseen their dirge is sung;
There Honor comes, a pilgrim gray,
To bless the turf that wraps their clay;
And Freedom shall awhile repair
To dwell, a weeping hermit, there!
—William Collins.

All Memorial Day Orders Will Be Carefully Filled.

Malandre Brothers

2077 Broadway, near 72nd St.

NEW YORK

Phone: Columbus 6883 **Members of Florists' Telegraph Delivery**

The name "Malandre Brothers" on a box of flowers is guarantee of quality

Orders from other cities receive our personal attention

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

MIAMI, FLA.

Miami's Largest Florist

The Exotic Gardens

801 12th Street

Prompt Deliveries to All Points in Southern Florida

Member F. T. D.

Mention the American Florist when writing

Rochester, N. Y.

J. B. KELLER SONS,

FLORISTS

25 Clinton Avenue N

Rochester ph. 506. Long Dist. Bell ph. 2189

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.

Phone Columbus 5468

Branch: 840 Westchester Ave., Bronx.

Phone: Intervale 4990.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City

Mention the American Florist when writing

Send Your Memorial Day Orders to

DARDS

341 Madison Ave.
Opp Hotel Biltmore

New York

The Leading Florist for nearly Half a Century

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

BOHANNON FLORAL CO.

75 East Monroe Street, CHICAGO

Member of F. T. D.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST

ELEVEN STORES

Main Store— Lewis Ave. Cor. Hancock St.

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Members of Florists' Telegraph Delivery.

Washington, D. C.

Louise Flower Shop

Connecticut Ave., at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842

Members of Florists' Telegraph Delivery.

ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

Steamers arriving at or leaving any port can be served at a few hours' notice.

(Members F. T. D.)

Bees Ltd

Bold Street

LIVERPOOL

(Members F. T. D.)

Mention the American Florist when writing

Boston, Mass.

Houghton Gorney Flower Shop

UNDER THE PARK STREET CHURCH

Centrally located. Each order receives my personal attention. Best facilities for shipping

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders
We have the Best Facilities in the City
No branch stores. Established 1857.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The Florist
2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade distcount.
229 WEST THIRD STREET

Mention the American Florist when writing

CHICAGO
Mangel
The Palmer House Florist
17 E. MONROE ST.

Mention the American Florist when writing

Chicago ←

Congress Flower Shop
CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing

J. W. RODGERS
Elks' Building, 4 South Jefferson Street, **Dayton, O.**
Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York. Telephone Lenox 3822
HENRY HART, Inc.
FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

CHARLES L. SCHMIDT
23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

Steamship Sailings.

FROM NEW YORK EXCEPT AS NOTED.

May 23.
FROM PHILADELPHIA, Scythian, I. M. M. Lines (London-Antwerp).

May 24.
San Giovanni, Italian Lines (Palermo-Naples).
Aquitania, Gunard-Anchor Line (Cherbourg-Southampton).

May 25.
Vellavia, I. M. M. Lines (London).
San Juan, Porto Rico Line (Ponce-San Juan).
Gul-Djemal, Ottoman- American Line (Turkey-Bulgaria).
FROM PHILADELPHIA, Poland, I. M. M. Lines (Danzig).

May 26.
Menominee, I. M. M. Lines (London).
Welshman, I. M. M. Lines (Liverpool).
FROM BOSTON, Winifredian, I. M. M. Lines (Liverpool).

May 27.
Stavangerfjord, Norwegian-American Line (Norway).
FROM MONTREAL, Saturina, Cunard-Anchor Line (Glasgow).
FROM PHILADELPHIA, Soestdyk, Holland-America Line (Rotterdam).

May 28.
Ryndam, Holland-America Line (Rotterdam).
Celtic, I. M. M. Lines (Liverpool).
La Lorraine, French Line (Havre).
Ebro, Royal Mail Steam Packet Co. (Liverpool).
FROM BOSTON, Phrygia, I. M. M. Lines (Liverpool).
FROM BALTIMORE, Scythian, I. M. M. Lines (London-Antwerp).
FROM BOSTON, Mississippi, I. M. M. Lines (Antwerp).
FROM PHILADELPHIA, Haverford, I. M. M. Lines (Liverpool).
FROM BOSTON, Nitonian, I. M. M. Lines (London).
FROM MONTREAL, Grey County, I. M. M. Lines (London).

Albany, N. Y.

Danker FLORIST

The Best Service

Mention the American Florist when writing

Kansas City, Mo.

The Apollo Flower Shop

4 East 11th Street
We Carry the Largest Stock of Cut Flowers in the City. We Please the People.
Home Phone: Main 3852 Bell Phone: Main 1014

Mention the American Florist when writing

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"
Get in touch with
MATTHEWSON'S, SHEBOYGAN, WISCONSIN.
Member of Florists' Telegraph Delivery.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Oklahoma City
OKLAHOMA

FURROW & CO.
205 W. Main St.

Most prominent downtown location in the city and absolutely the best of everything. We will reciprocate.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F.T.D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members of Florists' Telegraph Delivery

Milwaukee, Wis.

FOX'S

Incorporated
437-39-41 Milwaukee Street
Members of Florists' Telegraph Delivery.

Omaha Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

For St. Louis

WIRE

Grimm & Gorly

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Members of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—American Beauty Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—A. Eckrich, 924 Madison Ave.
New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—N. Christatos.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—G. Papadem Co.
New York—Max Schling.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
New York—The Boulevard Florist.
Oklahoma City, Okla.—Furrow & Co.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Savannah, Ga.

JOHN WOLF

The Largest Grower of Cut Flowers in the South

Mention the American Florist when writing

Knoxville, Tenn.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.
Members F. T. D.

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST, K.C.Mo.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing

St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R. Summer Season.

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists

Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

"SAY IT WITH FLOWERS"

MacSchling Flowers

Schling Service Nothing Better

785 Fifth Avenue
NEW YORK CITY

Member of Florists' Telegraph Delivery.

Memorial Day

The boast of heraldry, the pomp of power,
And all that beauty, all that wealth e'er gave,
Await alike the inevitable hour:—
The paths of glory lead but to the grave.

Memorial Day Orders Will Receive Prompt Attention.

David Clarke's Sons

Established 1849

2139-2141 Broadway, cor. 75th St.

NEW YORK

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

New York

Telephone Audubon 6618
Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
8799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY.
Orders from Other Cities filled with promptness

New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

New York

J. G. Papadem Co.

(FORMERLY DRAKOS CO.)
2953 Broadway.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Salt Lake City, Utah

Evans Floral Co.

261 South State Street
Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue
Member Florists' Telegraph Delivery

Oak Park, Ill.

AVENUE STATE BANK BLDG.

WILLIAM PALMER
FLORIST
Member of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florists
JOHN BREITMEYER'S SONS
1314 Broadway
PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.
Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to
The Dominion Floral Co.
484 St. Catherines St., West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

Mention the American Florist when writing

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

A. J. Meyer
Telephones: Lenox 2352, Lenox 7019
1062 Madison Ave., Near 80th St.,
NEW YORK
Orders from other cities promptly filled.

Toronto, Can.
Canada's Best Known and Most Reliable Florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

Staten Island, N. Y. F. T. D.
ALEX. S. GEORGE
(Not Incorporated)
National Florist
FLORAL ARTIST
423-425 Richmond Terrace
(V. M. C.)

Nashville, Chattanooga and Atlanta — THREE STORES
MEMBER Florists' Telegraph Delivery
Joy's

Mention the American Florist when writing

New York
Matthew A. Battista FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS. EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D. 799 Park Avenue
Telephone Rhinelander 3087

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Members of Florists' Telegraph Delivery.

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Hartford, Conn.

WELCH'S Flower Shop

Also Store at New Britain, Conn.
Established 1885.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Colo.

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

FLOWERS

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell
FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

LOUISVILLE, KY

AUGUST R. BAUMER,

MASONIC TEMPLE
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Michigan — Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

CHICAGO OPPOSITE FIELD'S — DETROIT

Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

New York

A. ECKRICH

(Successor to Charles E. Grunewald)
FLORIST
924 Madison Ave., bet. 73rd & 74th Sts.

Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

Mention the American Florist when writing

Salt Lake City

Miller Floral Co.

10 EAST BROADWAY
250,000 Square Feet of Modern Glass.

First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

WICHITA, Kansas — Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers — Personal Service — Members F. T. D.

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.
EVERYTHING IN FLOWERS
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

Brooklyn, N. Y.

HUGO H. JAHN

FLORIST

710 Nostrand Ave., cor. Prospect Place
Phone: 1952 Lafayette.
Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Mention the American Florist when writing

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel. Next annual meeting, will be held at St. Louis, June 20-21, 1921.

IT is said the Kentucky blue grass pool members made a good profit.

ENGLISH growers of cyclamen seed report the crop well advanced for the season.

KIRBY B. WHITE, of D. M. Ferry & Co., Detroit, Mich., was in Chicago May 16, going west.

CONNECTICUT seedsmen are protesting a drastic seed bill now before their state legislature.

THE Sioux City Seed Co., Sioux City, Ia., reports March and April trade good, continuing fair into May.

CHARLES' DICKINSON, Chicago, and wife have returned from their Florida home and are at the La Salle hotel.

SIR GEORGE PAISH states Germany's acceptance will distinctly improve French, Belgian and Italian exchanges.

PETER HOLLENBACH, Chicago, will celebrate the seventy-first anniversary of his birthday May 25, and is enjoying excellent health.

THE recent rapid advance in French francs, as well as in British sterling and German marks, has caused considerably uncertainty.

PRICE of bags at Chicago, May 18, American, 16 oz., $30.00 per bale, in bale lots or over; Railroads, 16-oz., $30.00; crown, 12-oz., $23.00

MISS EILEEN LOW, of Stuart Low & Co., London, Eng., who is calling on the American trade, was in Chicago this week enroute to the Pacific coast.

LOS ANGELES, CALIF.—John C. Bodger, of the John Bodger & Sons Co., has returned from a business and pleasure trip in British Columbia and the northwest.

ADDED to other little annoyances, some members of the seed trade have had their old income tax reports checked by the internal revenue officials.

MRS. A. H. GOODWIN desires to express her appreciation of the many expressions of sympathy extended her by the trade, in the recent loss of her husband.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, May 18, were as follows: Timothy, $4.25 to $6.00 per 100 pounds, Red Clover, $10.00 to $16.00.

MANY acres of seedlings in the southern California seed growing districts have been seriously damaged by high winds, especially portulaca, which is grown on light sandy soil.

UNPRECEDENTED demand for watermelon seed suggests the crop may be intended for making wine or gin, or that heavy freights on long hauls from the south will give local growers much better demand.

J. K. M. L. FARQUHAR, of R. & J. Farquhar & Co., Boston, Mass., addressed the Rhode Island Horticultural Society at Providence, May 18, on his recent tour of European horticultural centers.

JOHN FOTTLER, of the Fottler, Fiske, Rawson Co., Boston, Mass., is closing his sixty-second year in the seed business by preparing the Harwich Port summer home for the coming of the family next month.

DR. FRANKLIN, of the L. D. Waller Seed Co., Guadaloupe, Calif., has returned from the east with copious notes of his observations. Another inch of rain has fallen here and seed crops in general look much better than at the same time last year.

VISITED CHICAGO: A. J. Brown, of the Alfred J. Brown Seed Co., Grand Rapids, Mich; Theo. Cobb, representing D. M. Ferry & Co., Detroit Mich.; A. H. Luck, with S. M. Isbell & Co., Jackson, Mich.; G. C. Eldering, Overveen, Haarlem, Holland.

PRESENT indications in some California sections are that early flowering Spencer sweet peas will be a short crop again this season, aphis causing much damage. L. D. Waller, of the L. D. Waller Seed Co., Guadaloupe, says however, the sweet peas there are looking well and improving every day.

W. B. HAYT, now returned to his home at Fishkill Village, N. Y., from a long trip, writes: "I am greatly shocked at the news of the death of William Barnard. I have worked with him and against him. I never knew a better man, morally speaking; but this fact interests me, I am left alone of all the seedsmen who were in the business when I started in 1880. I sleep well."

IT is reported the firm of Henry & Lee, New York, at the request of the Henry F. Mitchell Co., Philadelphia, Pa., has called a meeting of representatives of seven other French bulb importing houses with a view to reaching an equitable price basis which, in their opinion, should constitute a reasonable offer to French jobbers in Paper White narcissus and other bulbs grown in southern France. The suggested date is May 23, at New York.

French Bulbs Lower.

An important jobber in French bulbs cables May 16, offering 13 centimeter Paper White narcissus bulbs at 120 francs and 14 centimeter bulbs at 140 francs per thousand, guaranteeing to meet later decline, if any.

Continental Seed Company.

W. D. Collins, secretary, May 14, was appointed receiver of the assets of the Continental Seed Company, a $1,000,000 corporation, whose warehouses are in Hammond, Ind., by Fred Rush on application of C. Arch Johnson and C. W. Hales. Chas. A. Heath is president and Arch C. Johnson, treasurer, of the company.

Puget Sound Seed Growing.

The Charles H. Lilly Co., Seattle, Wash., is distributing a four page circular explaining the forming of an association of farmers under the name of Skagit Valley Seed Growers, Inc., for producing the highest possible type of seed. A contract has now been entered into by this association, giving the Chas. H. Lilly Co. absolute control for a period of years, of the marketing of all seed crops grown by the association, which it is understood admits as members, only men of the highest standing and subject to the supervision and control of the Lilly company. In addition to cabbage seed, the association will continue to produce beet, mangel, rutabaga and kale seed, all of which grow and mature well in the Puget Sound country.

The Late D. I. Bushnell's Will.

The will of the late David I. Bushnell, of St. Louis, Mo., whose death was recorded in our issue of May 7, has been filed for probate. It contains bequests amounting to more than $508,000, to relatives, friends and public objects.

To his son, Prof. David I. Bushnell, Jr., of the Smithsonian Institution, Washington, D. C., $100,000 is bequeathed, as are Mr. Bushnell's collections of coins and postage stamps, and the "first shirt I ever wore." A brother, S. H. Bushnell and Arthur I. Hoye, a nephew, of Sheffield, Mass., are each the recipients of $100,000. To Raymond Hoyt, also of Sheffield.

Pieters-Wheeler Seed Company

Growers of High Grade SEED

Gilroy, California

Beet, Carrot, Lettuce, Onion, Radish.

Correspondence Solicited.

Mention the American Florist when writing

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids, Mich.

Braslan Seed Growers

SAN JOSE, CALIFORNIA

Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.

Company, Inc.

Flower Seeds for Summer Sowing

CINERARIA—Vaughan's Columbian Mixture.

ASPARAGUS.

PLUMOSUS NANUS.
100 seeds.........**50c** 250 seeds.........**$1.00** 1000 seeds.........**$3.50**
SPRENGERI.
100 seeds.........**25c** 250 seeds.........**50c** 1000 seeds.........**$1.50**

BEGONIA—Sow now for winter blooming.

	Tr. Pkt.
Gracilie Luminosa, fiery dark blooming.	
Prima Donna, rose	.50
Erfordia, rosy cârmine	.50
Erfordia, **Grandiflora Superba**, very fine	.50
Wurttembergia, new, beautiful rose	.50

CALCEOLARIA HYBRIDA. **Vaughan's Extra Choice Mixed.** Our mixture is composed of the choicest selections of the figured, marbled, spotted and variegated varieties. **Trade pkt. (1000 seeds)**........... .50
3 trade pkts. for $1.40.

CALENDULA, Orange King, selected stock; **lb. $6.00; oz., 50c**........... .20
Apricot, fine new color; **oz. 50c**........... .20

CANDYTUFT. **Giant Hyacinth, Flowered;** white, selected stock; **lb. $6.00, oz. 50c**........... .15
Umbellata Lilac, fine color; **lb. $4.00, oz. 50c**........... .15

CINERARIA.

Vaughan's Columbian Mixture. It consists of a mixture made up by ourselves of the choicest strains and cannot be excelled in variety of color, size, shape and substance of flowers and perfect habit of plant. **Trade pkt. (500 seeds), 50c; 3 trade pkts. for $1.40.**

Large-Flowering		Tr. Pkt.	Large-Flowering		Tr. Pkt.
White	500 seeds	**$0.35**	**Dark Blue**	500 seeds	.35
Crimson	500 seeds	.35	**Blood-Red**	500 seeds	.35
Azure-Blue	500 seeds	.35	**Soft Pink**	500 seeds	.35

Matador. Brilliant scarlet. Trade pkt.	500 seeds	.50
Old Rose. Pink, shading to coppery red	500 seeds	.50
Grandiflora. Semi-Dwarf. Mixed	500 seeds	.35
James' Giant, a fine English mixture	500 seeds	.50
Star Cineraria, small flowering variety for cutting and decorative purposes, mixed		.50
Blue tints in mixture		.50

DRACAENA, Indivisa, much used in window boxes; **lb., $5.00; oz., 40c**........... .10

GLOXINIA, Vaughan's Columbian Mixture, is made up by ourselves from the choicest spotted, tigered, edged, marbled and splashed sorts of the upright and horizontal types and we know that better seed is not to be had at any rate. **Trade pkt. (about 1000 seeds)**.... .50
1-32 oz., $3.00.

GYPSOPHILA, Elegans Grand. Alba. Fine for cutting. **¼ lb., 45c; lb., $1.60; oz., 15c.**
Elegans Rosea, oz., 25c........... .10

PANSY.

Vaughan's International Mixture. Trade pkt., **50c; ⅛ oz., $1.50; ½ oz., $5.00; oz., $10.00.**
Vaughan's Giant Mixture. Trade pkt., **50c; ⅛ oz., 75c; oz., $5.00; ¼ lb., $18.00.**
Vaughan's Cut Flower Mixture. Trade pkt., **25c; ⅛ oz., 60c; oz., $4.00.**
Vaughan's P. P. (Popular Price) **Mixture.** Trade pkt., **25c; ⅛ oz., 50c; oz., $3.00.**
Chicago Parks Bedding Mixture. Trade pkt., **25c; ¼ oz., 50c; oz., $1.80.**
New Early-Flowering Giant Pansies. This new strain produces its giant flowers about four weeks earlier than any other known types. In early March, when the old type pansies hardly show any buds, the plants of the new strain often bear from three to five of their giant flowers.
Early-Flowering Giant White with eye, Yellow with eye, Light Blue, Dark Blue, Purple, Cornflower Blue, Pure White, Black and **Mixed**, each, trade pkt., **25c; ⅛ oz., 50c; oz., $3.00.**

Write for List of Named Sorts with Prices.

PRIMULA (Primroses).

CHINESE, Vaughan's International Mixture.
Packets (250 seeds), **50c; 3 for $1.40; 1-16 oz., $5.00.**

Malacoides, lilac, rose or white	each	.50
Forbesi, good pot plant	each	.50
Obconica Grandiflora Mixed	1000 seeds	1.00
Gigantea, Rosea, Kermesnia and mixed	1000 seeds	1.00

A New Pot Plant ISOLOMA (Hirsutum Multiflorum Hybridum).

The large leaves, which are of a texture similar to those of the Gloxinia, are of a rich dark green; the reverse of them, as well as the flower stalks are covered with bright red hair, which renders them very attractive. The flowers are produced in abundance and in various colors and color combinations, white, orange, yellow and scarlet. The plants grow from 12 to 18 inches high, are bushy and require no staking. Their culture is similar to that of the Gloxinia and other Gesneriaceas. Their constitution is very robust which enables them to thrive in living rooms. This is a most desirable pot plant and florists will do well to get familiar with it. Trade pkt., **$1.00**

Our List of "Flower Seeds for Summer Sowing" now on the press. Will be mailed shortly.

CHICAGO, ILL. VAUGHAN'S SEED STORE NEW YORK, N. Y.

Henry Berrien Fish

Carpinteria, Calif.

I have for immediate delivery seed stock of these varieties, hand-picked and ready for planting:

Fordhook Bush Lima
Wood's Prolific Bush Lima
Large White Pole Lima
Lazy Wife Pole

Write for Quantities and Prices.

$10,000 and "my pick-up books" are bequeathed. Miss Maud Hindman, his faithful nurse, is willed $10,000. To E. W. Kaltwasser, James A. Walsh, W. W. Jackson and L. E. Hamilton, employes of David I. Bushnell & Co., is left $5,000 each, if still with the firm.

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

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SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.
Write for Special Contract and Spot Prices.
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Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn**

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VALLEY PIPS, Dutch or German type, in case lots of 2,500 pips. **LILY BULBS, Giganteum,** 6-8, 8-10, 9-10; **Magnificum** and **Rubrum,** 9-11. **BAMBOO CANES,** Japanese and domestic, natural and dyed green, all sizes. **RAFFIA,** natural and colored, 25 lbs. up.

SUMMER SHIPMENT.

FERNS IN FLATS, July-August shipment. **DRACAENA CANES,** May shipment. **PALM SEEDS, Kentia Belmoreana** and **Forsteriana, Cocos Weddeliana, Etc**

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DUTCH BULBS, MANETTI STOCKS, CHINESE SACRED LILIES, VALLEY PIPS, JAP. LILY BULBS, DRACAENA CANES, FRENCH BULBS, FREESIAS and CALLAS, BEGONIAS and GLOXINIAS, Etc., Etc.

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Gladiolus and Petunias

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Dutch and French Bulbs

C. J. Speelman & Sons | **Lagarde & Speelman**
Sassenheim, Holland | **Ollioules, Var. France**

NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

Chas. G. Grone, Frank Fetter and Frank Reaves, employes, receive $2,500 each, and Elmer Bierstadt another employe, $1,000, under the same conditions. Robert W. Pommer, an executor, is left $5,000 to be distributed among drivers and porters for the firm. Various other amounts are bequeathed to distant relatives and friends.

The chief public bequest aggregating $50,000, are distributed among St. Louis charities, the will stipulating, however, that the Young Men's Christian Association and the St. Louis Provident Association should not be included in the distribution. A preference was expressed in the same clause of the will for the Salvation Army, homes for the aged persons and children. An oil painting of Marquette was bequeathed to the Missouri Historical Society. Churches, Congregational, Methodist, Episcopal and Catholic, are liberally remembered.

The executors of the estate are Robt. W. Pommer, Henry A. Baker and Fred B. Chamberlain. They are directed to divide the residue pro rata among those receiving cash bequests. It is provided that any heir contesting the will is to forfeit his or her bequest.

Michell's Primula Seed

PRIMULA CHINENSIS

	½ tr. pkt.	Tr. pkt.
Michell's Prize Mixture. An even blending of all colors	$0.60	$1.00
Alba Magnifica. White	.60	1.00
Chiswick Red. Bright Red	.60	1.00
Duchess. White with zone of rosy carmine, yellow eye	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens. Crimson	.60	1.00
Rosy Morn. Pink	.60	1.00

PRIMULA OBCONICA GIGANTEA

A great improvement over the old type; flowers much larger

	Tr. pkt.		Tr. pkt.
Lilacina, pale lilac	$0.50	**Rosea,** pink	$0.50
Kermesina, deep crimson	.50	**Alba,** white	.50
		Hybrida Mixed	.50

Also all other Seasonable Seeds, Bulbs and Supplies. Wholesale Price List Free.

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Flower Seeds
KELWAY'S

choice strains of Florists' Flowers are unsurpassed and have received over 300 Exhibition Awards, gained in the worlds leading centers.

Prices available now—spot or growing crops. The address

KELWAY & SON, Wholesale Seed Growers, **Langport, England**
Cables: "Kelway, Langport."

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WHOLESALE
46 W. Broadway, NEW YORK CITY

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GILROY, CAL.
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Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

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J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

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Grown for the Wholesale Seed Trade

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FITCHBURG, MASS., U. S. A.

Lily of the Valley Pips

EXTRA FINE STRAIN EXHIBITION Size GERMAN "LUBECK" PIPS Just Arrived.

Price in cases, 1000, 500 or 250 each, on application.

J. M. THORBURN & CO.
53 Barclay St., NEW YORK CITY

Yokohama Nursery Co.

LTD.
Woolworth Building
NEW YORK CITY
Importers
Japanese Bulbs, Plants and Seeds

L. D. Waller Seed Co.

GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds
GUADALUPE, CALIFORNIA

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Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

VALLEY for JUNE WEDDINGS

NEW STOCK READY FROM COLD STORAGE

Bruns' Celebrated Chicago Market Brand

$35.00.....per 1000
20.00.....per 500
10.00.....per 250
5.00.....per 100

Florists' Money Maker Brand

$30.00.....per 1000
16.00.....per 500
8.00.....per 250
4.00.....per 100

I carry over 2,500,000 of the Finest Valley Pips in storage, and my facilities enable me to make shipments the same day or not later than the day following receipt of order.

If it's Valley, I can supply it. Tell me what you want.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

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Seeds Which Succeed
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An experience of half a century in producing high grade
GARDEN SEEDS
at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.
S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

SEEDS
Flower, Vegetable and Farm
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

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Wholesale Price List for Florists and Market Gardeners.
W. Atlee Burpee Co.
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JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

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DUTCH BULBS
Standard Bulb Company
BENTON HARBOR, MICH.
Ask prices.

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

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Seed Growers
Angers, - - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

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Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

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GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

Before Placing Orders for SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June 22-24, 1921.

NURSERYMEN in northern Illinois have sustained heavy loss by the freezing of the young growths of specimen evergreens May 14-15.

PRESIDENT HARDING, from his desk at the White House, opened by telephone the first annual California orange show at Anaheim, Calif., May 17.

Michigan Parks.

LANSING, May 17.—Since its creation by the legislature of 1919, the state park commission has accepted gifts from various individuals, municipalities and counties of some 2,000 acres of land.

Twenty-one of these state parks have been set apart and will be ready for the use of the public by June 15, according to the office of the commission here. These beauty spots have been set aside by the state as out-of-door playgrounds for the people of Michigan and tourists. Fishing is permitted and nuts, fruits, berries and flowers may be gathered in any of the parks, so long as they are not to be marketed.

Forest Protection Week.

Forest fires during the five years ending 1920 devastated an area much greater in extent than that occupied by the New England states, and occasioned a loss of more than $85,000,000. Because the destruction of our forests by fire spells disaster unless the rate of burning is materially checked, Henry C. Wallace, Secretary of Agriculture, has written the governors of all states requesting their co-operation in the nation-wide observance of Forest Protection Week, May 22-28, recently proclaimed by President Harding. In this letter Mr. Wallace urges the governors to set apart this week for the purpose of such educational and instructive exercises as shall bring to the people the serious effects of the present unnecessary waste by forest fires.

Diervilla or Weigelias.

The Korean Diervilla florida is one of the species which has played an important part in the evolution of the diervillas or weigelias of gardens, and many of its hybrids and varieties have been propagated by nurserymen. The wild type of the species, if it is still cultivated in Europe, is a rare plant, and the arboretum is fortunate in having raised plants from the seeds collected by Wilson during his recent journey in Korea. These are now flowering for the first time and their pure pink flowers promise to make it one of the most attractive of all the diervillas. It has bloomed three or four days earlier than its variety venusta, another Korean plant, which until this spring has been the first diervilla in the collection to flower. This variety has generally been considered here the handsomest of all diervillas, but the flowers are not as pure pink as those of the type.

Diervilla Middendorfiana var. Maximowiczii is flowering this year on Hickory path near Centre street. This is the Japanese variety of the yellow-flowered diervilla of eastern Siberia and northern Japan, and a common shrub on the mountain slopes of central Hondo where it grows from five to 15 feet tall. The large pale yellow or yellowish green flowers are attractive but not as showy as those of the species with more highly colored flowers. The Siberian form just lives here, and has resisted the efforts of more than 20 years to induce it to bloom in the arboretum.—Arnold Arboretum Bulletin, May 9, 1921.

MILWAUKEE, WIS.—Wm. Lubliner has moved his flower shop from 31 Grand avenue to 413 Grand avenue.

CINCINNATI, O.—Gustave Meyer of the Hyde Park Rose Co., died recently. He had been connected with the florists' industry for over 20 years in this city.

NOGALES, ARIZ.—The Tucson Greenhouses recently opened a branch establishment at 313½ Morley avenue, specializing in shrubs, trees, bedding plants and cut flowers.

The Barclay Nursery

Importers and Growers of
Seeds, Bulbs, Plants, Trees, Vines, Shrubs and All Hardy Perennials.
All Kinds of Decorative Plants.
Our Specialty—Everblooming Hardy Roses, Boxwood and Rhododendrons.
60 Barclay St., 14 West Broadway and 62 Vesey St., New York
Telephone: Cortlandt 1518.

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Storrs & Harrison Co.
PAINESVILLE NURSERIES
Catalogues and Price Lists Free on Application.
PAINESVILLE, - OHIO

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
342 pages, illustrated. Price, $2.25.
American Florist Co.
440 S. Dearborn St., CHICAGO

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. WEST GROVE PENNA.
Robert Pyle, Pres. Asst. Wintzer, Vice-Pres.

HILL'S EVERGREENS
Best for over half a century. Firs, Spruce, Pines, Junipers, Arbor Vitaes, Yews, in small and large sizes. Send for price list.
The D. Hill Nursery Co., Inc.
Evergreen Specialists—
Largest Growers in America.
Box 404, - - DUNDEE, ILLINOIS

We have on hand the largest stock of
Boxwood in New England; all shapes.
RHODODENDRONS
Parson's Hardy American Seedlings.
FANCY EVERGREENS, for tubs.
300 BAY TREES
All sizes, standard shapes.
MONTROSE NURSERIES
Wakefield Center, Mass.
(Office and Salesroom) 31 Otis St., Boston, Mass.
N. F. McCarthy & Co., Props. Send for catalog.

Mention the American Florist when writing

The Elm City Nursery Co.

IBOLIUM PRIVET
THE NEW HARDY HEDGE
To be introduced to the public this fall for the first time.
2-Year Old IBOLIUM PRIVET
BOX-BARBERRY
Now too well known to need further description
We are now ready to quote trade prices to houses who wish to catalog these novelties in their forthcoming issues.
INTRODUCERS
THE ELM CITY NURSERY COMPANY
Woodmont Nurseries, Inc.
NEW HAVEN, CONN.

Rose Stocks
Grifferaie, Manetti, Polyantha (Multiflora), Rugosa (Dutch sort), Dogrose, Etc.
Ask for our Price List.
Prices much lower than last year.
BARBIER & CO., Nurserymen
16 Route d'Olivet, ORLEANS, FRANCE

Don't Miss This Opportunity

We have a good supply of the stock advertised to fill orders.

ROSES

2¼-inch **Columbia** .....per 1000, $60.00 | 2¼-inch **Pink Killarney**...per 1000, $60.00
3½-inch **Sunburst**.....per 1000, 85.00 | 2¼-inch **White Killarney**..per 1000, 60.00

CARNATIONS

Rose Pink Enchantress.....
White Enchantress..... } From sand.....per 1000, $18.00
Pink Enchantress..... } From black soil.....per 1000, 25.00
Aviator, from sand.....per 1000, 18.00

A very fine stock of **J. Hamilton Lewis Pompon,** $20.00 per 1000.

Peter Reinberg

30 East Randolph Street, CHICAGO, ILL.

Bench Rose Plants

	Per 100	Per 1000
Russell	$10.00	$90.00
Sunburst	10.00	90.00
YOUNG STOCK		
Ophelia, 3-inch	9.00	75.00
Sunburst, 2½-inch	9.00	75.00

Good stock.

GEO. REINBERG
30 E. Randolph St., CHICAGO, ILL

Mention the American Florist when writing

Abundance of Stock

Size	100	1000
2¼-in. **Ageratums,** light or dark	$ 2.75	$25.00
2 -in. **Coleus,** red or yellow.	2.75	25.00
3 -in. **Cyclamens,** 8 varieties	15.00	....
2¼-in. **Fuchias,** 12 varieties..	3.00	27.50
2¼-in. **Heliotropes,** light or dark	3.00	27.50
2½-in. **Marguerites,** fine plants	3.50	30.00
2½-in. **Stocks,** Alice or Nice.	2.75	25.00
2¼-in. **Vincas,** variegata	5.00	45.00
3½-in. **Vincas,** variegata	13.00	125.00

Liberal Extras. Correspondence Solicited.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

Mention the American Florist when writing

50,000 Dracaena Indivisa

From 2-inch pots, ready for 3 or 4-inch pots, at $4.00 per 100. From 2-inch pots, good strong average sized plants at $3.00 per 100.

GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud. Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

PLANTS

Now Ready
SEEDLINGS
$10.00 per 1000
1000
2¼ inch..$40.00
2½ inch.. 55.00
F. O. B.
Western Springs, Illinois

SEEDS

Greenhouse Grown
1000 seeds, $3.50
5000 seeds at $3.25....per 1000
10,000 seeds for..... $27.50
F. O. B.
CHICAGO

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers
299 Broadway, New York

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

CHAS. H. TOTTY

MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty.

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

SPECIAL OFFER OF HEATHER

Heather Melanthera and Ovata, French Trumpet Hybrids, Coredenoides Veitchii, out of 1¾ inch pots ready for shift, $100.00 per 1000.

A. L. MILLER, Jamaica, N. Y.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Dooley, Cook County, Ill., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

It is reported that Delaware tomato growers will not plant at low prices suggested.

THE season's movement of vegetables thus far is considerably in excess of last year's at this time.

THE French now till 7,250,000 acres of the 8,900,000 acres of French soil upturned for trenches during the war.

FROST in Illinois, Wisconsin, Nebraska and Minnesota, May 14-15, caused much damage to fruit and early vegetables.

SENATOR TRAMMELL, of Florida, has introduced a resolution in the senate designed to direct the senate committee on interstate commerce to investigate the present high freight rates being charged on citrus fruits, vegetables and other perishable farm products, with a view to bringing about early legislation that will result in a reduction of the existing freight rates on such perishable products.

Prices of Indoor Fruits and Vegetables.

Chicago, May 17.—Cucumbers, 2 dozen box, $3.25 to $3.75; leaf lettuce, per doz., 35 cents.

New York, May 13.—Cauliflower per dozen, $2 to $6; cucumbers, 50 to $1.75 per dozen; mushrooms, per basket, 50 cents to $1.65; radishes, 100 bunches, $3.00 to $8.00; tomatoes per pound, 10 to 25 cents.

Texas Spinach.

The Texas farmer sells the spinach he raises for $5 a ton. The railroad carries it to Chicago for $30.66 a ton. The consumer of the spinach in Chicago gets it on his dining table at the rate of $800 a ton.

The farmer gets $5 out of a ton of "greens," the railroad gets six times that amount for hauling it, and somebody in between the farmer and the eater gets 60 times what the farmer receives.

Peanut Convention.

Growers, packers and manufacturers gathered in Chicago May 16 to give three patriotic cheers for that 100 per cent American, the peanut.

As the United Peanut Association they are celebrating the national nut's birthday and arranging a program of publicity intended to put such upstarts as the almond and the walnut in their proper places.

The peanut, they proclaimed from headquarters in the Congress hotel, is as American as the Indian. Even its name is native, for other countries know it only as the goober or the earth nut. It is the chief support of baseball, the ace in the hole of the circus and the only good excuse ever offered for the country fair.

"Careless persons," said John F. Bitner of the Suffolk Peanut Company, 'may use the adjective 'peanut' to express contempt, but in truth the lady on the dollar is not more honestly American."

Before they complete their convention here the peanut delegates will ask for a protective tariff against the oriental earth nut, an inferior alien cousin. Peanut growers and manufacturers of peanut butter are now working for the tariff.

According to John Fleming of the Weatherford Peanut mills, the industry in America, exclusive of imported products, averages $75,000,000 in business annually.

Cranberry Disease Control.

Long continued growing of cranberries on the same land under the same conditions has favored the development and spread of certain diseases, some of which at present are unknown or rarely found on wild cranberries. Because these diseases are gradually spreading and becoming more destructive, specialists of the United States Department of Agriculture conducted a series of experiments with the most serious of them in order to determine control measures. These diseases are described and control measures given in farmers' bulletin No. 1081, entitled "Cranberry Diseases and Their Control."

The average annual cranberry crop of the United States is about 500,000 barrels, valued at $3,000,000. The total loss from disease is estimated to average 25 per cent, or $750,000 a year. Of this loss about 10 per cent occurs before the fruit is picked and 15 per cent after picking. The loss seems to be greater in the southern localities, for the longer summers and higher average temperatures are apparently less favorable to the production of hardy cranberry plants, while they seem more favorable to the development of certain serious fungous parasites.

The principal fungous diseases can be largely prevented by spraying with Bordeaux mixture, according to the bulletin. The large losses due to smothering can be avoided by proper methods and conditions of picking, storing, and handling the fruit. Berries should be picked dry or dried immediately after picking. They should be kept in a cool, well-ventilated place, handled carefully to prevent bruising, and packed preferably in bushel or half-barrel boxes.

Much can be done to prevent the development and spread of fungous diseases and increase the vigor and resistance of the vines by carefully regulating the water supply of the bog during the growing season. Many growers, according to the bulletin, keep the bogs too wet, especially on rich peat bottoms. This tends to produce an excessive growth of vines and favors fungous diseases. Regular and judicious pruning should be practiced whenever the growth of vines is heavy. The prunings, unless used for planting, should be burned in order to prevent spread of the fungi, which soon develop on them and furnish a source of infection.

Though little attention has been given to the selection and breeding of varieties, the bulletin suggests that when resistant varieties, it is known that some are more susceptible to disease than others. In general, the smaller, firmer-fruited varieties are less subject to rot than those bearing larger berries. New plantings are being made, growers should use varieties that have proven most healthy in their locality.

Fredericton, N. B.

Mothers' Day trade was a great success here. White carnations sold at $3 to $4 per dozen and white roses bought $4 to $5 for the same quantity. The fact that a quantity of this stock was imported from Boston, Mass., increased the prices considerably. Pot plants also had a good sale. Some of the florists had stands in the drug stores, which greatly increased business. It is gratifying to note the hold Mothers' Day is taking on the public in Canada. Telegraph orders were exceptionally good. There has been a considerable increase in hospital and funeral work.

J. B.

Robert Craig Co.
HIGH CLASS PALMS
and Novelties in Decorative Plants
NORWOOD, Delaware County, PA.

Elmer D. Smith & Co.
ADRIAN, MICH.
Chrysanthemum Specialists
Catalogue Free.
Mention the American Florist when writing

CYCLAMEN
We must have room and offer for one week, 2,500 2¼-in. Cyclamen, at $10.00 per 100; $90.00 per 1000.
2,000 3-in. Cyclamen, at $20 and $25 per 100.
1,000 4-in. Cyclamen, at $40.00 per 100.
Ask for our prices of Easter Greeting Pelargoniums and Ferns.
GEO. A. KUHL, Wholesale Grower PEKIN, ILL.
Mention the American Florist when writing

"Market Gardening"
An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.
Cloth Bound, $1.00
American Florist Co.
440 S. Dearborn St. Chicago
Mention the American Florist when writing

Ageratum Fraseri
We feel confident in offering **Ageratum "Fraseri"** to our customers that we are offering what will be one of the most valuable acquisitions to the bedding plant line in recent years, that it is a blue, a decided blue, that would be continually in bloom. In our trial grounds last summer **"Fraseri"** attracted more attention than any other bedding plant. It only grew about 6 to 10 inches high and was covered the entire season with what can easily be classed as immense trusses of flowers, as many of them were over 2½ inches across, while the individual flower would be ½ of an inch in diameter. The plant spreads about 12 to 15 inches across. It can easily be used with Alternantheras as a border plant.
Being an early bloomer and dwarf, compact grower, it makes an excellent pot plant.
2-inch, $1.00 per doz.; $ 6.00 per 100.
3-inch, 1.50 per doz.; 10.00 per 100.
Be sure to get Our Monthly Bulletin.
R. Vincent, Jr. & Sons Co.
White Marsh, Md.

Ready Reference Section

15 CENTS, NET, PER LINE

ALTERNANTHERAS.

Alternanthera, yellow. Fine bushy stock. 2-inch, $3.50 per 100; $30.00 per 1,000. Cash.
JOSEPH BANCROFT & SON
Cedar Falls, Ia.

AMPELOPIS VEITCHI.

Ampelopsis Veitchii. A large stock of one and two year in all grades. Two year transplanted are heavy for grades. Some three year with heavy tops and roots. Light stocks for lining out very cheap. CHAS. BLACK, Hightstown, N. J.

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $12.00 per 1,000; 2¼-in. pots, $5.00 per 100; 3-in. pots, $10.00 per 100.
ROMAN J. IRWIN,
43 West 18th St. New York.

Asparagus Sprengerii, 4-inch, 20c; 3½-inch, 15c each. Asparagus plumosus, 4-inch, 20c; 3½-inch, 15c each. DAVIS FLORAL CO., Davenport, Ia.

Asparagus plumosus, 2-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

ASPLENIUM.

Asplenium Nidus Avis (Birdnest Ferns), good strong, healthy stock, ready for delivery June 1, 1921. 1¾-in., 20c; 2¼-in., 25c; 3-in., 35c each. WM. K. HARRIS, 55th and Springfield Ave., W. Philadelphia, Pa.

BARBERRY.

Box-Barberry, well-rooted summer cuttings $25.00 per 1000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BEDDING PLANTS

6 Rose Geraniums, 6 Mad. Salerci, 50 Vernon Begonias, seedling phlox, honeysuckle, 10c each; 6 hydrangeas, 25c each. MISS NORA E. BRIDWELL, Orange, Va.

BEGONIAS.

20,000 BEGONIA MELIOR 2¼-IN. POTS.
From leaf cuttings, ready now, $35.00 per 100, $300.00 per 1000. Peterson, Cincinnati, Lorraine, ask for prices. Begonias 2¼-in., Chatelaine $7.00 per 100; Patten $8.00 per 100; the new Pride of Newcastle, $12.00 per 100. Begonia Rex, 2¼-in., $16.00 per 100.
ROMAN J. IRWIN,
43 West 18th St., New York.

Begonias, Metallica, Otto Hacker and Pres. Carnot, $10 per 100. The Storrs & Harrison Co., Painesville, O.

Begonia Chatelaine, 4-inch, $25.00; 2½-inch, $20.00 per 100. DAVIS FLORAL CO., Davenport, Ia.

BULBS.

Bulbs, Gladiolus. All bulbs are first-class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BULBS.

R. A. VAN DER SCHOOT
Hillegom, Holland
Extensive own culture of bulbs and plants. Prices on application.

CANNAS.

CANNA BARGAINS.
Guaranteed true to name. 2 to 3 eyes, strong plants.

	Per 100	Per 1000
Yellow King Humbert	$4.50	$25.00
City of Portland	7.00	50.00
J. F. Howell	3.50	30.00
Allemania	3.50	20.00
Shenandoah	3.50	30.00
David Harum	3.50	30.00
Charles Henderson	3.50	30.00
Indiana	3.50	20.00

NORTH STAR NURSERY
H. B. Schroeder, Mgr. Onarga, Ill.

CARNATIONS.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS, ROOTED CUTTINGS
Clean, healthy stock free from midge.
Standard Varieties.
Golden Glow, Early Frost, Charles Razer, Seidewitz and all other standard varieties, $3.50 per 100; $30.00 per 1000.
Pompons—Hardy Early Flowering, Single varieties, Anemones, $3.50 per 100; $30.00 per 1,000.
Choice Commercial Varieties.

Sun Glow	White Mistletoe
Glen View	Golden Mistletoe
Wells' Late Pink	December Gem
Yellow Turner	Odessa
Yellow Chadwick (ready May 25)	

Price on all above, $5.00 per 100; $45.00 per 1,000.
White Seidewitz, $6.00 per 100.
Hamburg Late White, $3.00 per 100; $25.00 per 1000. Pink Turner, $2.25 per dozen, $15.00 per 100.
Ask for Price List of Carnation Cuttings.
ROMAN J. IRWIN
43 West 18th St., New York.

FOR SALE

1000	Uvalda	$4.00 per 100
600	Christmas Gold	4.00 per 100
200	Western Beauty	4.00 per 100
500	Carrie	4.00 per 100

BASSETT & WASHBURN
178 North Wabash Ave., Chicago.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

COLEUS ROOTED CUTTINGS.
$1.50 per 100; $14.00 per 1,000, by express. If postpaid, special delivery and insured at customer's risk, add 10c per 100, 75c per 1,000. Golden Bedder, Verschaffeltii, Queen Victoria, Beckwith Gem.
Ask for Price List on All Bedding Plants.
ROMAN J. IRWIN
43 West 18th St., New York.

Coleus. Best bedding varieties, $[illegible] per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CYCLAMEN.

Cyclamen. The kind you have been looking for. Strong, well grown named varieties in separate colors in the following:

From 2½-in. pots	$12.00
From 3- in. pots	20.00
From 4- in. pots	40.00
From 5- in. pots	75.00

Write for discounts on large orders.
We pay special attention to boxing and packing and the use of paper pots should insure safe arrival at destination. The stopping of express cars at our plant enables us to make direct shipments without unnecessary rough handling, which will be appreciated by our customers. Plants are moving fast and we advise ordering at once.
J. W. DAVIS COMPANY
Terre Haute, Indiana.

From Amer. grown seed and superior in quality. Cyclamen Giganteum, 3-inch pot plants, now ready for delivery.

Glory of Wandsbek	White-Carmine Eye
Daybreak	Rose of Marienthal
Brilliant Red	Magnifica
Christmas Cheer	Lavender
Pure White	Rokoko Improved

$20.00 per 100; $175.00 per 1,000, net. Strong, hardy plants, a superior strain and grown cool.
J. A. PETERSON & SONS,
Westwood, Cincinnati, O.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

Cyclamen, 2¼-in., good assortment leading varieties, $12.00 per 100. May delivery. MATTHEWSON'S, Sheboygan, Wis.

DAHLIAS.

DAHLIAS
The following good cut flower varieties are still available: Jack Rose, Sylvia, Lyndhurst, Minnie McCullough, Princess Juliana, White Swan and Golden Gate. Stock of other varieties exhausted.
LYNDHURST FARM, INC.
R. F. D. No. 2. Hammonton, N. J.

DAISIES.

DAISIES, Single White, rooted cuttings, $3.00 per 100, 2¼-inch, $6.00 per 100; $50.00 per 1000. Mrs. Sanders, Boston Yellow, 2¼-inch, $8.00 per 100.
Ask for Price List on Ferns, Cyclamen Seedlings, Etc.
ROMAN J. IRWIN
43 West 18th St. New York

Daisies. Marguerite, heavy bushy plants from 4-inch pots coming in bud and bloom. $[illegible] per 100. Cash. Just right for planting now.
JOSEPH BANCROFT & SON
Cedar Falls, Ia.

DELPHINIUMS.

[illegible] Delphinium Belladonna, 2¼-in., $[illegible] per 100, $50.00 per 1000. WM. SWAYNE, Kennett Square, Pa.

DRACAENAS.

Dracaena Indivisa, [illegible] ready for 5 or [illegible], $[illegible] per 100. Elmer Rawlings, Allegany, N. Y.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FERNS.

FERNS. Strong 2¼-in., $6.50 per 100; $55.00 per 1,000. Boston, Roosevelt, Scotti, Teddy, Jr., Verona, Whitmani, New Macawii, $10.00 per 100; $95.00 per 1,000. Larger sizes, ask for prices.

Table fern seedlings, $3.00 per flat, 5 flats at $2.75 per flat, 10 flats, $2.50 per flat. Best varieties, Pteris Wimsettii, Wilsonii, Cyrtomium, (Holly) Aspidium, Albo Lineata, etc.

ROMAN J. IRWIN
43 West 18th St., New York

FERNS
We are headquarters for
Strong Fancy Plants. Free from scale.

	Per 100	Per 1,000
Roosevelt, 2¼-inch	$6.00	$55.00
Whitmani, 2¼-inch	6.00	55.00
Boston, 2¼-inch	6.00	55.00
Teddy, Jr., 2¼-inch	6.00	55.00

Trade reference or cash.
THE AMERICAN ROSE & PLANT CO.
Springfield, Ohio

BOSTON FERNS
Good, Strong, Bushy Stock

5-inch	$ .50 each
7-inch	1.25 each
8-inch	2.00 each
10-inch	2.50 each

Add 5% packing charge.
DAVIS FLORAL CO.
Davenport Iowa

STRONG HEALTHY FERNS

Boston,	3-inch	$12.00 per 100
"	4-inch	22.00 " "
"	5-inch	40.00 " "

Give us a trial order.
PETERSON FLORAL CO.
Gibson City Illinois

Ferns, Boston, Roosevelt and Harrisii, 2¼-in., $7.00 per 100; $65.00 per 1,000. Macawii, 2¼-in., $12.00 per 100; $100.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Ferns. Table and fern dish. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Ferns. Pot grown and in good shape. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums, Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GLADIOLUS.

A bargain in gladioli. Five of the leading florists' varieties mixed, viz: Schwaben, Peace, America, Halley and Mrs. Watt. Planting Stock, ¼-in. to ¾-in., $6.00 per 1000. Bulblets, 75c per qt., $16.00 per bushel. Mrs. Watt, 1¼-in. to 2½-in., $27.00 per 1000. First class stock grown by a specialist. Cash with order.

CARL E. SCHMIDT
303 S. Seward Ave. Auburn, N. Y.

Gladioli, strictly first size. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568 Washington St., Buffalo, N. Y.

HYDRANGEAS.

FRENCH HYDRANGEAS—2¼-inch Pots.

	100
Avalanche, white	$ 8.00
Bouquet Rose	8.00
Baby Bimbinetti, rose	8.00
E. G. Hill, pink	10.00
General de Vibraye, rose	8.00
Tillie Mouillere, crimson rose	8.00
Ataksa	7.00
	100
Mme. E. Mouillere, best white	$ 8.00
Mme. Hamar, flesh	10.00
Mousseline, rose	8.00
Radiant, carmine	8.00
Souv. de. Chautard, rose	8.00
Trophee, reddest red	15.00

Larger sizes, ask for prices.

A fine lot of pot-grown, above kinds to grow on for next year. Ask for full list.

ROMAN J. IRWIN
43 West 18th Street, New York

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

PANSIES.

200,000 large, stocky, September transplanted, field grown, blooming pansy plants, superb strain; all salable stock, $2.00 per 100, $20.00 per 1000. Satisfaction guaranteed. Ready now. Cash with order. BRILL CELERY GARDENS, Kalamazoo, Mich.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

PELARGONIUMS.

Pelargonium Easter Greetings. In bud and bloom, extra fine plants, 5-inch, 40c; 4-inch, 25c each. DAVIS FLORAL CO., Davenport, Ia.

POINSETTIAS.

California, field-grown Poinsettia stock plants. Early variety, famous for holding its foliage, and True Red Variety plants, $18.00, $25.00 and $30.00 per 100. These stock plants will produce on an average of 25 cuttings in one season. I am now supplying some of the largest growers of potted poinsettias in nearly every state of the United States. Free sample plant sent upon request. PAUL ECKE, 1126 Hayworth Ave., Los Angeles, Calif.

Poinsettias, 2¼-inch, ready June 15, $11.00 per 100; $95.00 per 1,000.
ROMAN J. IRWIN
43 West 18th Street, New York

PRIMULAS.

PRIMULA OBCONICA GIGANTEA, 2¼-in., grown from best Ronsdorfer strain, $7.00 per 100; $60.00 per 1,000. Following colors ready June 15:—red, rose, apple blossom, lavender, salmon, white, oculata and compacta. Primula Chinensis and Malacoides, 2¼-in., same price.
ROMAN J. IRWIN
43 West 18th Street, New York

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIVET.

Privet. Ibolium privet, hardy hybrid; cross between California and Ibota privet, 2 years, 2-3 ft., $2.50 each; 1 year, 1-2 ft., $1.00 each; summer frame cuttings, 50c each. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

ROSES.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Russell Bench Plants	$16.00	$150.00
Milady Bench Plants	15.00	140.00
Killarney Bench Plants	12.00	115.00
Ophelia Bench Plants	12.00	115.00
Sunburst Bench Plants	12.00	115.00
American Beauty	20.00	180.00

M. C. GUNTERBERG,
Wholesale Florist
8 East Randolph St. Chicago, Ill.

ROSES—OWN ROOT.
Plants from 2¼-inch pots.
All best varieties for forcing and bedding.
Write for general list and prices.
AMERICAN ROSE & PLANT CO.
Springfield, Ohio.

ROSE PLANTS.
Strong 3-inch own root stock.

Columbia	$175.00 per 1,000
White Killarney	120.00 per 1,000

STUPPY FLORAL COMPANY
St. Joseph, Mo.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

Roses. Own Root. Dunlop, 2-in., $20.00 per 100, $175.00 per 1000; Columbia, 2-in., $15.00 per 100, $125.00 per 1000; Ophelia, 2-in., $9.00 per 100, $80.00 per 1000. THE PARK FLORAL COMPANY, 1643 Broadway, Denver, Colo.

SEEDS.

Seeds. Seed stock of the following varieties, hand-picked and ready for planting: Fordhook Bush Lima, Wood's Prolific Bush Lima, Large White Pole Lima, and Lazy Wife Pole. Write for quantities and prices. Henry Berrien Fish, Carpinteria, Calif.

Asparagus Sprengeri seed, 1921 crop, field grown, $2.50 per 1000; 5000 for $10.00. Plumosus nanus, $3.00 per 1000. Cash with order. SAN DIEGO NURSERY, 521 Sixth St., San Diego, Calif.

Seeds, Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Son, Langport, Eng.

Asparagcs plumosus seed of new crop, Greenhouse grown. True flat sprayed type. Per 1,000, $3.50; 5,000 lots at $3.25; 10,000 for $28.50.
VAUGHAN'S SEED STORE, CHICAGO.

Seeds. The largest French cultures of Primulas. Ask for prices 1921 crop. Malacoides, $22.69 per lb. JH. PAQUET, bd., Magnan, Nice (France).

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 32 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegeable of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Lawn mixtures and field, wholesale. Write for prices. Atlantic Grass Seed Co., 46 W. Broadway, New York.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SNAPDRAGONS.

SNAPDRAGONS		
2¼-inch Pots	100	1000
Nelrose	$6.00	$55.00
Keystone	6.00	55.00
Silver Pink	6.00	55.00
Giant White	6.00	55.00
Giant Yellow	6.00	55.00

Fresh seeds of above at 50c per packet, except Keystone and Silver Pink which are $1.00 per packet. Seed of new Hybrid Pink and Golden Pink Queen, $1.00 per packet.

Ask for Prices of Roses, Grafted and Own Root.

ROMAN J. IRWIN,
43 West 18th St., New York

Snapdragons. Double June Hefko, rooted cuttings, $15 per 100; $125 per 1000; 2½-in., $17 per 100. T. D. Hefko, Marshfield, Wis.

SPHAGNUM MOSS.

Best moss at lowest prices. THOUSAND ACRE MARSH, Box 84, Warrens, Wis.

Sphagnum Moss and Green Sea Moss. For florists and nurserymen. Vaughan's Seed Store, Chicago and New York.

VINCAS.

Vinca Variegs., 2¼-inch., $6.00 per 100, $50.00 per 1,000; 3½-inch, $14.00 per 100; 4-inch, $15.00 and $20.00 per 100.

ROMAN J. IRWIN
43 West 18th Street, New York

Strong vincas, green or variegated, 4-inch, $12.00 per 100. PETERSON FLORAL Co., Gibson City, Ill.

MISCELLANEOUS.

Seed packets for 1921. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Meyers' Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

Thomson's celebrated manure. Sold by all dealers or from sole makers. Wm. Thomson & Sons, Ltd., Clovenfords, Scotland.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Greenhouse glass. "Flat Crystal Glass." Even thickness; why not have the best? Get our prices. Cadillac Glass Company, 2556-2586 Hart Ave., Detroit, Mich.

Green cemetery vase. Made of durable earthenware and stained permanent green. Per doz., $4.00; 3 doz., $11.25. Vaughan's Seed Store, Chicago and New York.

Floral art design book. Fifty designs, each 7x10 inches. One design on each page. Price $1.00. H. Kranney Sons, Inc., 76-94 Rochester avenue, Brooklyn, N. Y.

Gold letters of best quality. Prices greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A, New York.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

1,000 letterheads and 1,000 envelopes, $8.50. Good stock. Cash please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

MISCELLANEOUS.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Florists' specialties and supplies of every description. Seligman & Stein, 116 W. 28th St., New York.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Baskets, novelties and florists' supplies. S. H. Russin, 55 W. 19th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

FERTILIZERS.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florists supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse glass, paint and putty. Hooker's Doiesco brand. Big stock, priced right, good brands. H. M. Hooker Paint & Glass Co., 651-659 W. Washington Blvd., Chicago.

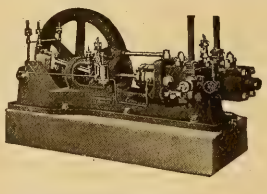
Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2462 Sheffield Ave., Chicago.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

GREENHOUSE SPECIALTIES

Safety
C O2
Economy



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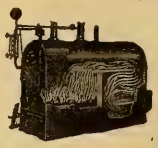

HEATING

KROESCHELL Boilers are making the most wonderful greenhouse heating record in the world. Florists who have used other makes are constantly giving the KROESCHELL the highest praise. 13,468,320 sq. ft. of glass was equipped with KROESCHELL Boilers during the past five years.

KROESCHELL BROS. COMPANY
KROESCHELL BROS. ICE MACHINE COMPANY
452 West Erie St., CHICAGO, ILL.

REFRIGERATION

The high efficiency and low cost of operation place the Kroeschell System of Refrigeration in the foremost rank for greenhouse use. Our System of Refrigeration and Cooling is easily installed—perfect control of temperature and absolute safety insured—no ammonia used for this system.

WIZARD BRAND TRADE MARK WITH A KICK IN IT !!

Sheep Manure with a kick in it! That's **WIZARD BRAND** because Wizard Brand is best quality Feeding Station and Stock Yard Sheep Manure. Not leached out; air-dried western corral manure with 15% to 20% moisture.

Wizard Brand is new, fresh stock, dried and sterilized by high-temperature direct-heat process that always makes a bone-dry, uniformly pulverized product; weed seed, fungus and disease germs destroyed, highly concentrated, always safe and dependable. The highest standard of quality in Pulverized Sheep Manure. Unequaled under glass or in the field.

Insist on WIZARD BRAND through your supply house or write us direct.

The Pulverized Manure Co., 32 Union Stock Yards, **Chicago**

GREENHOUSE CONSTRUCTION.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouse construction. Write us for an estimated and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

LABELS.

LABELS, for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

POTS AND PANS.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Pots, Florists'. Prices low and quality guaranteed. The Progressive Clay Co., 9th Floor, Marbridge Bldg., New York.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Zane Pottery Co., South Zanesville, O.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.

WHOLESALE CUT FLOWERS.

Berning, H. G., St. Louis, Mo.
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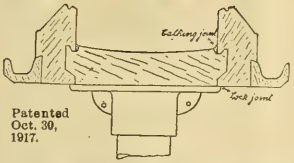

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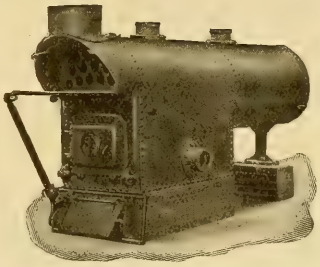

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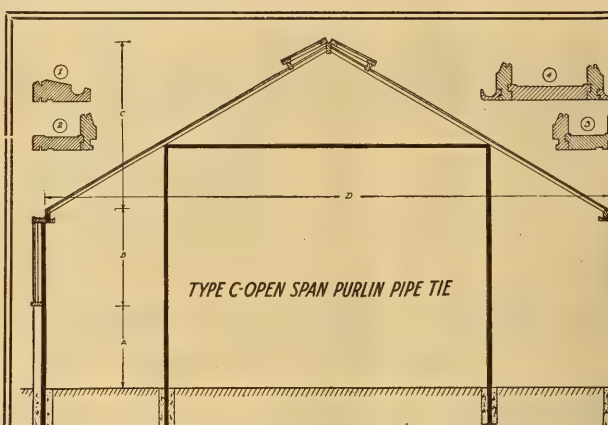

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Vol. LVI. **CHICAGO AND NEW YORK, MAY 28, 1921.** **No. 1721**

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The thirty seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

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The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

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THE JUNE WEDDINGS.

Outdoor Weddings.

June is, by common accord, the most important wedding month of the year. Nature is at its best and all out-doors is in blossom. Trees with their luxurious foliage, and the emerald green of the fields, the rose, the queen of flowers, with its rich and gorgeous blooms, and the clouds of color formed by the cluster laden sprays of its climbing varieties, add so much to the lawns of suburban residences. It is nature's welcome to the fairest flower of all, the June bride.

With perfect weather there is no more beautiful ceremony than the outdoor afternoon wedding in June. The green velvety lawn with the background of shrubbery and borders gay with color, provides a perfect setting for the floral altar. An enclosure canopied with laurel wreathing is fitted with chairs, so that the guests may be seated formally and view the ceremony as comfortably as in church. A wide path to this temporary arbor from the dwelling is outlined with palms and hydrangeas, or green covered posts connected with strands of laurel, and each finished with a bunch of flowers.

The chancel should be a bower of white and pink flowering roses, made to look as natural in arrangement as if growing. There should be a platform one foot in height covered with green denim. This must have sufficient space for the entire wedding party. A rather elaborate decorated Prie Dieu behind which the clergyman stands to perform the ceremony gives the necessary finish.

Should it rain the wedding must be transferred to the house, which at all events must present a good decorative effect to receive the guests, and can readily be made more elaborate with the stock that was to be used outside. With the palms and rambler roses, a charming bower can be arranged at one end of the largest room. All doorways and arches should be decorated with oak leaved branches and rambler rose sprays. The oak leaves are a very good substitute for southern smilax and will last very well if soaked in tubs of water the night before. The same material will make an effective showing on the stair or bannister railings.

Different color schemes for each room offer pleasing surprises. Pink roses and larkspur are good, Mrs. Chas. Russell roses and white snapdragons are striking; yellow snapdragons and white lupines make a choice combination. White and yellow daisies are dainty where not much is desired. Generous vases of peonies will be found effective in the halls and lower rooms.

Mirrors and mantels are vantage points for the artistic decorator and can be handled in many ways. A good effect is made with vases of several heights from 18 inches at one end, down to a rose bowl at the other. Longer roses in the tall vase can be continued up over the top of the mirror, while the other vases carry the decoration gradually lower and over the other end of the mantel. The mantel shelf can be filled in between the vases with oak leaves and sprays of sprengeri and rambler roses.

When the bridal couple and their attendants are served with refreshments in a separate room, the table is generally decorated in white. White roses, lupines and sweet peas are appropriate and can be arranged attractively in three vases with a spraying on the cloth to connect them.

The Church Wedding.

Possibly there are no two church edifices exactly alike; they vary in size and interior arrangement so that each has to have its own decorative scheme worked out to get the best artistic effect. In general, however, the vantage points are the chancel and

altar in some churches, and the pulpit platform in others. The middle or main aisle, the columns if any, and the front of the balcony or galleries the window sills, the vestibule entrance, and the baptismal font all make good decorative returns.

In churches with altar and chancel, there should be a profusion of flowers in the vases on the altar and a banking of cibotiums on either side. The cibotium is now recognized as one of the best of decorative plants. A pair of extra large vases, kept for state occasions, standing boldly out on each side of the ferns and elaborately filled with long stemmed roses, peonies, Easter lilies or snapdragons, will be very striking.

Palms and hydrangeas can be used here giving an entirely different effect. Where there is a rood screen or other railing at the front of the chancel this can be fully decorated with cut flowers or banked with blooming plants, all kept below the top of the railing so as not to obstruct the view of the wedding ceremony.

The main aisle can be treated in a number of ways, with a series of decorated arches, with standards, surmounted with flowers, or supporting mossed pots of cibotiums giving a tree fern effect. Clusters of flowers at each pew end tied with ribbons, or only the pews reserved for invited guests, is a popular form of decoration.

Where the ceremony is performed at the head of the main aisle in front of the pulpit platform, several pews are usually taken out to make room for an elevated stage a foot high, sufficiently large for the bridal party. In the center of this is placed the decorated prie dieu or kneeling stool. The window ledges are banked with foliage and flowering plants, which are also used in other places as the work is more or less elaborate.

The Bridal Bouquets.

One of the most important features of the wedding are the flowers for the bride and her maids. Dainty and beautiful as are the dresses of the bridal party, it is the well selected, artistically arranged bouquets that give life and color and add the necessary finish to the costume. There is an infinite variety in the flowers to be used and their arrangement, everything seasonable being appropriate. First choice with many will be roses either by themselves or in combination with other flowers. The bride's bunch will be of white with lilies of the valley, either in colonial full round, half cluster or full shower effect.

The maid of honor carries American Beauties or red roses, while the maid's bunches are of pink roses in clusters to carry over the arm. The flower girls are given baskets or small hats filled with smaller pink roses. The ribbons had best match the flowers in color, it being as a rule very difficult to get the same shades as the dresses.

Next to pink, yellow is a popular color, when yellow roses, snapdragons and yellow daisies are in order. These can be arranged in bouquets or in ribboned hats to carry on the arms. Selected sprays of snapdragons in clusters, borne in the same way, are effective. The flower girls carry baskets of yellow pansies. A pretty effect is to have them strew these in the path of the bride.

Where the gowns are mauve colored, lavender sweet peas in hat baskets or spray bunches are appropriate. Light blue hydrangeas are also wonderfully effective. These latter are also carried with the pink costumes, making a beautiful color contrast.

Shepherd's staffs tied with appropriately colored flowers, in a cluster near the top are also carried, where it is desired to have something different. Then there are satchel baskets that hang at the side supported by a ribbon over the shoulder. Floral muffs to be used as bouquets are not difficult to make over light wire frames and in their novelty are quite effective.

The old colonial style is very effective for the bride's bouquet. White orchids,

Bridal Bouquet of Lily of the Valley and Orchids
By S. I. Kramer, Passaic, N. J.

orange blossoms, lilies of the valley, gardenias, small white roses, white snapdragons, and swainsona, the flowers artistically placed in circles and finished with a silk lace bouquet holder, is sure to be much admired.

The full shower bunch is still very popular. As frequently seen the main body of the bunch is too round and compact, the shower being but a fringe of very long ribbons tied with a few flowers. The correct form is a half cluster rather compact but loosely arranged, which is then given the shower effect with tule or chiffon and narrow ribbons. The chiffon is cut diagonally in eight to 12 inch lengths, doubled and wired in the middle, and then pulled through the flowers of the bouquet with the diagonal edges standing above so as not to conceal the buds. There must not be too much used but enough to give a light fluffy appearance. Then a bolt of No. 2 satin taffeta is tied to the flowers in and on the outer edges of the bunch. This is done without cutting the ribbon, commencing at one side and making loops of varying lengths at each tie. These are then cut, not in the center of the loops but so that when they hang free, the ends of the ribbons will present a symmetrical finish. Small flowers are then tied on the ribbons to make a generous showing, giving to the whole a complete shower effect.

A daisy wedding is popular at this time, the maids all carrying shower bunches of these dainty blossoms. All sweet peas are also favorites, the bride carrying white, with pink for the maids.

The boutonnieres for the ushers, can be made of pompons of white carnations, lily of the valley or sweet peas, or a single rose or gardenia. The groom's boutonniere should be of the same flowers as carried by the bride.

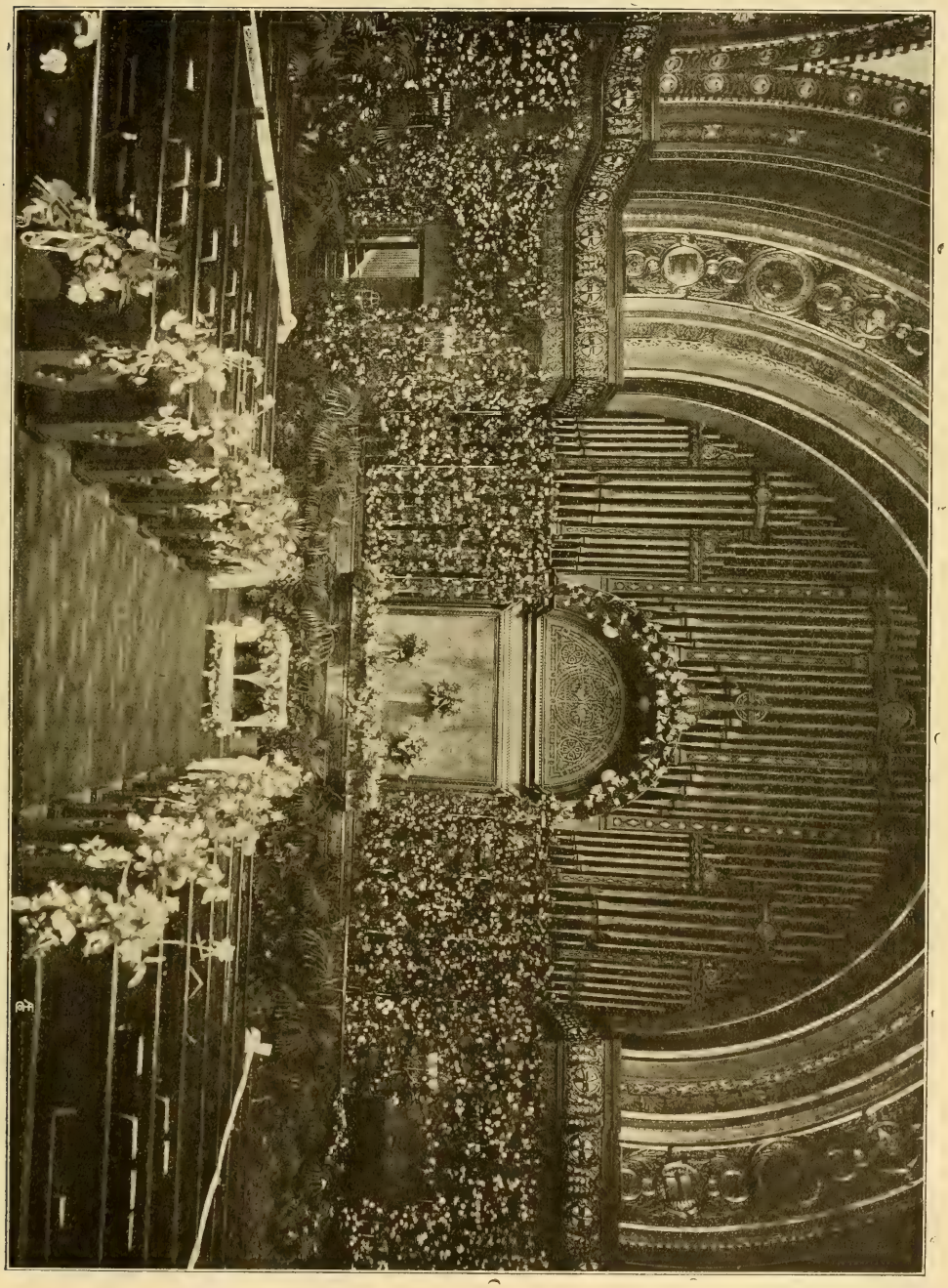
Commencement Flowers.

In every community, the closing exercises of the schools, and in cities where there are seminaries, universities and colleges, are certain to create a demand for flowers, which in the hands of the enterprising and energetic members of the trade can be worked into a business of considerable importance. These annual exercises are all fixed events covering a week and sometimes more from class days to commencement, each day bringing a greater or less demand for decorations or cut flowers. Many of the trade do not see the advantage or possibilities in the business that, properly encouraged, would result in a much greater demand. They are satisfied with what in a measure is forced on them when with a little well-directed exertion on their part they might double their sales.

The first events are the class days at which there is or should be a demand for decorations. It is the business of the florist not to let such an opportunity pass without making a bid, and showing how a few plants and flowers would add to the occasion. Sometimes it will be hard work to get the committee to see it as you do, while others are glad of the suggestion and give the order at once. Class days at ladies' seminaries are frequently quite elaborate, as in most cases each member carries a bouquet, all of which are alike, being made of the class flower, such as all red roses, all pink sweet peas, daisies, etc., and such orders are usually placed as a whole with one firm, and often run into considerable sums of money.

On commencement day each scholar as a rule receives gifts from friends, most of which are flowers. This beautiful custom can be largely increased by well prepared propaganda, extolling the beauty of flowers to carry and express congratulations and best wishes to the graduates. Well prepared circulars sent to the parents and relatives of the students, the addresses of whom can be obtained from the school lists or from an interested student, who for a small consideration would be glad to work up this detail.

The floral arrangements for gifts are now for the most part vase baskets which enable the stems of the flowers to be placed in water. For occasions of this kind it is best to fill the tins or water containers with moss or at least well packed in, over the top to prevent splashing. The suggestion of a box of flowers that are sure to keep



CHURCH WEDDING DECORATION OF LILIES AND WHITE AND PINK ROSES.

fresh and can be placed in water at home, will often meet with approval. Great care should be taken with addresses in seeing to initials and proper spelling and legibility of names, so that each order shall reach its proper owner. The donor's cards should also be firmly attached in an eyeletted envelope that will not become loosened in the handling.

Flowers sent to all such public gatherings should be accompanied by a list of the addresses which the person receiving can check up and receipt for. This is then a record of delivery which proves to a doubting customer, who has failed to receive an acknowledgment, that the flowers as ordered were sent.

Next Week in the Flower Shop.

The coming week ends the period of preparation for the last floral holiday of the season, and every effort should be made to have the stock full and in ready display when the actual buying commences. Sales will start early this year, as many will visit the cemetery on Sunday, it being so close to Memorial Day, which is an advantage, as it relieves somewhat the congestive buying on Monday. It is not yet too late for a last minute post card reminding customers of the day, and a request that orders be given early.

It frequently happens that at the busy holiday times when one wonders how they are ever going to get through, that a lot of funeral orders are received, which at any other time would be gladly welcomed, but now are looked upon as an additional burden to the already heavy load. They must be attended to however and in the orders taken all set pieces, which require stemming of flowers and tedious construction, should be avoided. A clever salesman can control the demands of his customers so as to best meet the requirements of his time and stock, and in this way greatly expedite the work.

COURTESY.

One of the greatest factors in securing the good will of customers is courtesy, and in all transactions a willingness to please and "nothing too much trouble" manner, that is not forced but unmistakably genuine. Frequently customers are in a hurry and appreciate immediate attention, far too often they are allowed to stand waiting, while clerks are talking together or doing some trifling thing that should have been dropped at once. They must not be approached with that brusque "what do you want" manner, but with a pleasant smile and cheerful good morning or afternoon, which will be returned and most likely their wants immediately made known. Some people are very hard to please, taking quite a while to make up their minds as to just what they want, and in the matter of cut flowers will often doubt if they are quite fresh. There must be no annoyance shown to this rather tiresome procedure, but always a pleasant answer that finally wins their confidence and the order is placed. Courtesy is one of the greatest assets in business and a smiling force of salespeople, from the head of the establishment down to the errand boys, is a "we strive to please" combination that is sure to win out.

KEEPING THE CUSTOMERS INFORMED.

Comparatively few retailers circularize their trade or strive to get in touch with them in any way except when they, of their own volition, visit the shop. When the trade of a customer has been secured, his business is one of the store's assets and in every way possible he should be encouraged to visit and make the store his own. Every one who is interested in flowers will be glad to know of this or that seasonable favorite that is now in season and the first flowers of which have arrived. The little display of cut roses containing some new varieties will be visited with pleasure, as will also the store's exhibits of dahlias and later chrysanthemums. How best to keep cut flowers and some instructions as to their arrangement in simple table decorations will be well received, as will hints on the culture of plants in the house.

When flowers are plentiful and a special sale is on, many more flowers will be sold when every customer is informed of the opportunity presented. These notices can go out weekly, semi-monthly or monthly, taking the form of special post cards, leaflets or folders, all of which can be mailed for one cent. This is direct advertising to a list of customers who are certain to be interested and will lead to greatly increased business. Leaflets advertising some feature of the business should be enclosed with all bills and letters and in all boxes and packages that are sent from the establishment.

The best wedding season of the year is throughout the month of June and every effort should be made to get as much of this business as possible. Keep these events featured in the window. A decorated Prie Dieu or kneeling stool is always attractive, as is also the bride's shower bunch.

The Store Window.

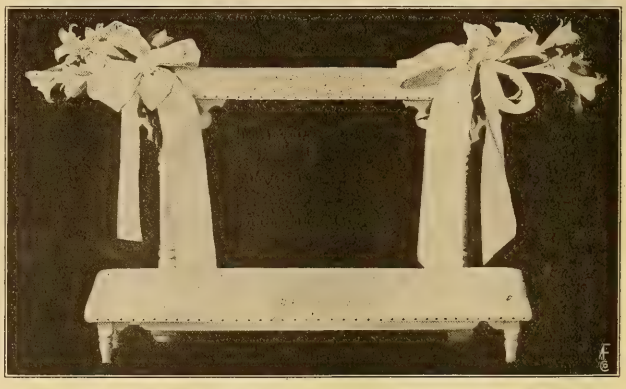
The general majority of retailers do not appreciate the importance of their show window as a factor in creating business. All are on more or less crowded thoroughfares and whether 100 or 1,000 pass the store within the hour, the featuring and display of plants and flowers should be so effective as to attract a certain percentage of the throng, nearly all of whom are possible buyers, causing them to pause and take a look. Some will be satisfied with a mere glance and pass on; others will move up closer for a better view, comment on the display with their friend and move along with a favorable impression of the shop. Some will be so interested that they enter, look around, make inquiries and perhaps a purchase, in which case a new customer is added to the store's list.

Nearly every retail shop arranges or makes a pretense of fixing up the window. Fifty per cent put in a few plants, a fibre jar of callas, Easter lilies or a bunch or two of carnations and perhaps a few bunches of sweet peas or bulbous flowers. At times these are taken out, a few or a bunch at a time, and the empty jars stand sometimes for a day. Not over 20 per cent of the retail florists of any community are really alive to their opportunities. These men have real flower shops, carry at all times reasonable stocks, which are invitingly displayed and featured in every possible way. Whether they cater to a high or medium class of trade their service and flowers are all that can be desired; they make a bid for business and their stores are thronged at all times. The other 30 per cent have their in and out days, one period very busy, so much so that the window gets no attention at all, and then so dull that it is not worth while to waste any flowers on it, as there is no business; or the window is banked up with ferns or flowering plants, a mass of flowers and greens, but having no distinctive feature to catch the eye.

It is the decorative effect, the bold head lines so to speak, that attracts the attention, and holds the observer long enough to take in the details. The store stands in the identical spot the year round, many of the same people passing by, week in and week out. Without anything in particular to make it noticeable or attractive it would be no more to them than any other shop in the block. If, however, its arrangement is changed every few days; all red and green at one time, a pink and blue effect at another, followed by all yellow, then a window of spring flowers and succeeded by a display of birthday suggestions, an aroused interest will be attained. A stork window, a special in small vase baskets of sweet peas, daffodils or calendulas, all artistically arranged to show to the best advantage, will have a decided effect upon the public.

DRAPERY EFFECTS.

There are a number of accessories wonderfully helpful in giving variety



THE JUNE WEDDINGS.
Prie-Dieu by J. H. Small & Son, Washington, D. C., and New York.

to the decoration of the window. A series of Porto Rico mats in blue, yellow, pink, green and white, sufficient in number to cover the floor of the window, give striking color effects. Velveteen and other drapery can be used with good artistic effects. Baskets of pink roses, peas, or carnations will stand out splendidly in a light blue mat covering. White on yellow is effective. Daffodils on a green ground are also good. With a deep blue the calendula is well brought out. Decorated flowering pot plants also look better for such color combinations.

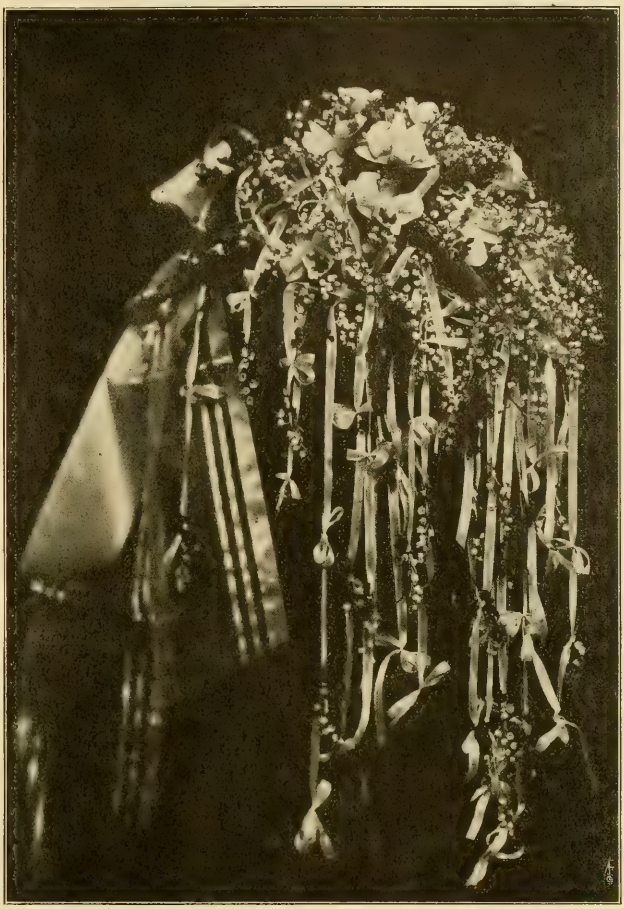
One of the most compelling features in attracting the attention are explanatory cards. These contain but a short sentence such as, "The first of the season," "Laddie, the largest carnation," "When words fail," Say it with Flowers," "Take home a box of spring flowers," "A bit of cheer for the sick room," and short descriptive lines on the display. People will stop a moment to read these sentences which should be neatly printed on cards about six by 10 inches. A window generally productive of good results, features a sale of cut flowers in popular priced boxes: these take up the space, some few filled with the lids off, other tied up and decorated as if filled and tagged, ready to go, and some empty with the covers on. The effect when attractively arranged, is of a window full of cut flowers just like those exposed in the few that are open. The little explantory card and the price does the rest.

A special on ferns is sure to attract attention. The explanatory card and the price marked, "special," leads people to believe they must be a bargain which for all sales of this character they should be. Picture frames, second hand, that can be bought at art stores for a small sum, can be brought out frequently to fill in for late night effects. Just a vase of flowers or basket is given an entirely different look when encased in such a frame. With a piece or two of silk or velvetine drapery the picture can be made quite realistic. When the store is closed and a spot light thrown on the frame, pedestrians across the street will come over to have a better view.

The principal thing to keep in mind is that every display must feature something striking, a little out of the ordinary, not always new, but presented if possible in some novel way, so as to attract attention. A collection of eight to 10 different plants or cut flowers will not be noticed like a window full of all one kind. In this case, it is the mass of color and the fact of so many of one thing that excites the curiosity.

Prepared Magnolia and Autumn Leaves

The dyeing and treatment of foliage of all kinds has attained a perfection that at one time seemed almost impossible. Oak and birch branches are now offered in such seeming natural condition, that one marvels at the wonderful preservation. Magnolia leaves have been prepared and dyed a bronze color in shade almost exactly like that of the frost-tinted galax, and with qualities that seem almost everlasting. This latter foliage has become one of the most popular for working up into all kinds of funeral designs. Wreaths of magnolia leaves are to be found in stock everywhere, except in some of the high class shops, where all artificial or prepared stock is tabooed. We question, however, wherether anything has ever been introduced that has been more profitable to the average retail florist than the prepared magnolia. No matter how long they may have been "kicking about" the shop, if given a rub up, they look as good as new and are at once ready for use. Wreaths and other designs can be made up and stored away in a dry place that will keep an indefinite time. With these to draw upon there is always stock on hand for hurried orders, especially at holiday seasons.



BRIDE'S SHOWER BOUQUET OF CATTLEYAS AND LILY OF THE VALLEY.
By George M. Geraghty, Toronto, Ont.

The magnolia wreath, with its artificial flower decoration, is now inseperably connected in many parts of the country with Memorial day, many thousands of these wreaths being sold for the decoration of the graves of soldiers and others. Having a well mossed frame, the making up of the wreath is very simple. The leaves are stemmed to sticks, one at a time, with No. 23 wire and stuck into the frame, one over lapping the other, much the same as the galax. The leaves without stemming, pinned to the frame with the ordinary greening or fern pins, makes the best job. Some outline the edges first with the largest leaves. In this work it is best to sort them into about three sizes, with the largest for the outer edge, then the medium and the smallest for the center. A rosette of several leaves, doubled up and wired, give a finish to where the full ends of the crescent wreath come together.

Oak leaves also make a very pretty wreath and are particularly suitable for the funeral of elderly persons. These can be laid flat or stemmed as the galax and more loosely arranged. In the fall, bronze pompon chrysanthemums and autumn leaves are a combination that is seasonable and very effective.

For almost all kinds of stemming the large match or stemming sticks are the best. They are to be had wired or plain, blunt or pointed, dyed green or natural, which latter is preferred as they seldom show and the dye frequently runs when wet.

PLANT NOTES.

Winter-Flowering Geraniums.

With all growers having a greenhouse and doing a retail business there is in the fall a good demand for pot geraniums for house culture. Plants lifted from the open ground and potted in the fall are not very satisfactory, for the plants recover from the later transplanting slowly and go out of bloom and often do not flower again until spring. It is better to grow plants for this purpose in pots through the summer, and these, with good culture, will bloom all winter long if in a sunny position. Cuttings taken at this time, will make nice stock for this purpose, or small plants left over after the spring sales can be used. The plants should be potted firmly, so that they will make a short, stocky growth, and kept well pinched back throughout the summer, that as many branches may be procured as is possible. All buds should be picked off as soon as formed, allowing no blooms until the plants are firmly established in blooming pots, in which they should be planted the last of August. A 6-inch pot makes the best size for house culture, and the plant can be easily grown so that it will fill this size nicely. A frame outside is the most convenient and best place for growing them through the summer.

Cinerarias.

The sowing of cinerarias is better done in June than later. Many postpone this until July, but during the extremely hot days of that month it is often difficult to obtain good germination, and the seed pans or boxes will have to be watched carefully or they will become dry and the young seedlings burn off. The soil should be well shaded until the young seedlings show themselves, when the shade should be made lighter. As soon as the plants have one or two well defined leaves they should be potted in small pots and given a nice, dry position near the glass, which should be shaded, but care should be taken that the young stock does not get drawn. Always bear in mind that the one thing in growing cinerarias to be on the watch for is the aphis. These insects quickly infest these plants and rapidly suck the life out of them. Constant fumigation will keep them in check, but if not attended to regularly it will be time and money thrown away to attempt their culture. Cineraria hybrida is the variety most grown, and these are obtainable in some elegant strains with large high-colored flowers. The Cineraria stellata is much larger and more rapid growing plant which is very showy but is not so well adapted for house culture when in flower.

Ardisias.

One of the most popular berried plants for Christmas is the ardisia, but it is not grown as generally as it should be, the production being left to a few plant growers, for it is of very easy culture, the only drawback being that it is of very slow growth. When the seeds of the old plants are thoroughly ripe, they should be sown. They germinate slowly, and should be sown about an inch apart, in rows the same distance apart, and they can be left in the seed box until early summer and plotted in 2½ or 3 inch pots and grown in a warm, lightly shaded location. They should be potted in good fibrous loam and kept in a moist, close house, that all the growth possible may be obtained at this time, for the plant naturally checks in winter. In early spring these young plants will flower and produce a crop of berries for the next winter. The plants that have been grown for three years or more have generally passed the ornamental stage, for they lose their leaves and have a "leggy" appearance. When they reach this stage the tops can be rooted and fine plants obtained. This can best be done at this time of the year by cutting into the stem and wrapping the cut with wet moss firmly tied around. Keep the plants in a warm, close atmosphere and the moss continually damp, and in four or five weeks new roots will grow in the moss, when the tops can be cut off and potted, still keeping the plant in the same temperature until new growths start. This operation will not in any way interfere with the plants blooming, for they frequently set an abundance of buds while the top is making new roots. The brown scale is the greatest enemy of ardisias, even in the young stage, and they must be removed at once when found, for they sap the growth of the plant. The older plants should be frequently sponged with a strong nicotine solution.

Small Ferns.

The fern spores that were sown in late winter should now be in condition to transplant into flats. It will be difficult to separate the plants yet into individual specimens, but little clumps can be lifted with a toothpick and planted in flats about an inch apart. The flats or boxes should not be deep; about an inch and a half of soil is sufficient. The soil should be composed of two parts or live loam and one part leaf mold, with a generous sprinkling of sand, and sifted through a fine sieve. The flats should be placed in a moist house that is well shaded and the walks kept well wet down all through the hot weather. If a nice, warm, moist temperature is maintained the plants themselves will not require much watering, only light sprinklings, and they will very rapidly root into the new soil and send forth their fronds. If the grower has not grown his own ferns, it is a good time now to place an order for them with the fern specialists, for they can be purchased at very low prices and they are very easily grown on, and where there are many fern dishes to be filled in the fall the difference in cost of the young plants lifted from the flats in midsummer and those purchased out of small pots in the fall is considerable. A thousand or more of this small stock does not take up much space and will be disposed of before the bench room is needed in the winter.

GLADIOLUS AMERICA AND CRESTED FERNS ON MAGNOLIA WREATH.

Peonies.

The work on these plants is not by any means finished when the blooms are cut, for they must be taken care of to insure a good crop for another year. Where the plants are grown in rows the constant traveling has packed the soil down hard, and the ground should be given a good cultivation in order to lighten it up. The weeds should be kept down all summer and not allowed to rob the soil of its richness. If the plants were severely cut in harvesting the bloom, so that there is not much foliage left on them, it is well to spread a mulch of strawy manure on the surface. This is often the case with the officinalis varieties, which do not make the heavy growth of the later varieties, and, as it is natural for the roots of the peonies to have the shade of the heavy foliage of the plants during the summer, the cutting of the stems and foliage of these varieties robs the roots of this, and a mulch that will protect the ground from the hot summer sun is very beneficial and will also reduce the labor of weeding. Any old blooms left on the plant should be cut and thrown away. Plants that have become broken down by high winds or heavy rains should be tied up in shape.

Solanums.

These little Christmas plants should not be allowed to stand around in the hot greenhouses, badly pot bound and drying up every day for they will grow hard, and it cannot be expected to obtain a good plant under these conditions. They will stand lots of abuse and do fairly well, and that is the reason, probably, that they are so often neglected during the busy days. But it is much better to plant them out in the field than to carry them along in this condition. They can easily be handled in this manner, lifting them early in the fall. They will need to be kept pinched back into shape—any strong leading shoots should be cut back when they are soft. They can be planted fairly close together, and will need frequent cultivation. If there is no suitable outside location where they can be planted out, they can be plunged in a frame and potted up as it becomes necessary, but outside treatment of some kind is far preferable to the greenhouse, which is too warm, unless shaded, and they make better growth and bloom more freely in the bright sunlight.

Primulas.

The young primulas that were sown early should now be in 3-inch pots and be given as cool and airy a location as possible. To get the best growth on these plants, they should never be subjected to great heat, for the species are naturally cool growing plants on the edges of the woodland, in their native state. Outside in a frame with a lath covering is the best place that they can be grown, the pots sunk in the soil even with the rim. In potting these plants they should be placed in the soil deep enough for them to stand firmly; they will not stand deep potting, but many growers do not pot them deeply enough, and they frequently get turned over sideways during watering. They must be watered carefully, and preferably with a can with a fine rose. The later sowings will have to be carried on in the houses until they are large enough to be placed outside. They will have to be shaded, but do not shade them heavily enough to cause them to get drawn.

MEMORIAL DAY SPRAY.

Cycas Leaves, Callas, Peonies, Tulips and Daisies.

THE S. A. F.

The Membership Drive.

The drive for increased membership in the society is moving apace. Many enthusiastic members are living up to the slogan of "Every member get a member," as is noted in our administration offices by the memberships sent in. There are few communities in this country where a florist is not on the best of terms with his neighbors in the trade, and if that florist is already a member, few words are or should be required to make those outside the fold interested in our organization and our work. The membership fee is so small, and the possibilities for benefit so great that, really, argument should not be a necessity. Here is our society, organized and standing for the advancement of our industry in every direction likely to be productive of good—and, it may be said, the elimination of everything likely to be derogatory, ready to take up the problems of the individual members of the trade in so far as they have a bearing on those of the whole trade, without cost, and with a backing in the trade which, even today, is powerful. "What is the extent of your representation?" is usually the first question asked of our delegations when seeking legislation to advance our industry, or relief from legislation likely to prove to our disadvantage. We can hardly hope ever to claim that we are 100 per cent representative of our industry, but we can and must advance beyond our present standing, and if this membership drive attains its object, we shall not have to be ashamed of our statistics as to trade representation.

The National Flower Show.

A most enthusiastic meeting of the Cleveland O., local executive committee which is arranging details covering the 1922 National Flower Show to be held in that city next spring, was held in Cleveland on May 19. The secretary is compelled to withhold an account of that session for a few days, but it may be said that the aims of the National Flower Show Committee were found quite possible of accomplishment, and the arrangements in progress vigorously prosecuted.

National Publicity Campaign.

Over $500 was paid into the publicity fund last week, swelling the total for the year to $24,461.10. The following were the subscriptions made of record:

Western New York Florists' Publicity Fund, Buffalo	$150.00
John. G. Eisele, Philadelphia, Pa.	5.00
McFarland's, Florists, Akron, O.	25.00
Wichita Flor. Co., Wichita Falls, Tex.	25.00
F. G. Carek, Lorain, O.	25.00
James A. Henry, Tulsa, Okla.	5.00
John W. Foote, Reading, Mass.	10.00
McArtor Floral Co., Salem, O.	5.00
Chas. E. Smith, York, Pa.	5.00
Cousins & Hall, Ann Arbor, Mich.	25.00
W. W. Kennedy & Sons, Red Bank, N. J.	20.00
Phila. Cut Flower Co., Phila., Pa.	30.00
The Meyer-Stisser Co., Baltimore, Md.	5.00
France & Vandergrift, Monroe, Mich.	20.00
John Feiden, Great Falls, Mont.	10.00
C. P. Baker & Son, Utica, N. Y.	25.00
Paul C. Schultz, Vincennes, Ind.	5.00
Gray Floral Co., Chickasha, Okla.	5.00
A. H. Dew, Florists, Albion, Mich.	10.00
Harry C. Huesman, Reading, Pa.	10.00
Bruno Henker, White Plains, N. Y.	10.00
Carroll, The Florist, Houston, Tex.	50.00
Walter R. Denlinger, Vintage, Pa.	5.00
Olson Floral Co., Elgin, Ill.	2.50
Roselawn Greenhouses, Moscow, Ida.	5.00
W. Guy Payne, Pottsville, Pa.	10.00
Francis Flo. Co., San Francisco, Cal.	10.00
Enomoto & Co., San Francisco, Cal.	10.00
Jacob Thomann, Rochester, N. Y.	10.00
M. C. Louis, Coeur D'Alene, Idaho	5.00

The publicity committee are in hopes of being able to resume the national advertising very shortly now. They are compelled to see that the necessary funds to cover the contracts now under consideration are available when completion of these contracts on their part is called for. The advertisements in publications such as it is found desirable to use are printed in editions which go to press some weeks in advance of the date of issue, hence the anxiety of the committee in regard to speedy fulfillment of the guarantees of our subscribers.

The Washington Convention.

Reservations of space in the trade exhibition at the Washington, D. C., Convention continue to come in and at this time, approximately 11 weeks in advance of the convention dates, a goodly portion of the space available has been reserved. Nine reservations were made last week, the exhibitors being as follows:

W. M. Woodruff & Son, Lowgap, N. C.
Lion & Co., New York.
Carl Hagenburger, W. Mentor, O.
C. U. Liggit, Philadelphia.
Duro Paper Products Co., Chicago.
The George Wittbold Co., Chicago.
M. Adler, New York.
Fruitland Nurseries, Augusta, Ga.
Wertheimer Bros., New York.

JOHN YOUNG, Sec'y.

Membership Committee's Message.

At the suggestion of President Roland and a liberal contribution from an enthusiastic member to cover the expense of a membership drive in the Society of American Florists, a resolution was passed at a recent meeting of the board of directors in Washington, D. C., to have a committee appointed to launch this movement, and the undersigned committee is the result.

Our goal is "To double the membership in 90 days," and our slogan is "Every member get a member." This campaign opened May 15 and closes at convention time in August. It has heretofore been an unwritten rule that a part of every state vice-president's duty was to secure new members. In very rare instances this was adhered to, but in most cases it was entirely overlooked. This is a fine chance for state vice-presidents to prove that they are useful as well as ornamental and we believe they will.

Should the state vice-presidents want more material, circulars or application blanks, kindly write any of the undersigned and they will be forthcoming.

J. F. AMMANN,
S. S. PENNOCK,
A. L. MILLER,
PAUL R. KLINGSPORN,
JOS. H. HILL,
Membership Committee.

National Flower Growers' Association.

SPOKANE MEETING.

Messrs. J. Fred Ammann and Hilmer V. Swenson who are making a Pacific coast trip in the interest of co-operative advertising, held a very successful meeting in Spokane, Wash., May 18. The following were elected members of the local executive board, under the auspices of the Spokane Florists' Club: H. J. Lozier, chairman; John Duncan, secretary-treasurer; C. T. Kipp, E. S. Eugene, F. R. McCormack, A. Rahn, Water E. Peters and H. E. Reimer, members. The movement will be managed in that city by the above named board.

OHIO DISTRICT.

A state meeting of the Ohio District of the National Flower Growers' Association will be held in Columbus on Tuesday, June 21, at 2 p. m., at the Deschler hotel. This session will be held for the purpose of electing permanent officers for the district and appointing a committee to take up the active work of securing data on cost systems for growers and retailers, the standardizing of the grading of cut flowers and plants, legislative matters, co-operative buying of supplies and other important subjects.

L. C. VINSON, Sec'y.

American Iris Society.

ANNUAL CONVENTION AND FLOWER SHOW.

The annual meeting and flower show of the American Iris Society, was held in Columbus, O., May 19-21, under the auspices of the Columbus Iris Society. It was the second yearly session, the organization having been formed at the Bronx Botanic gardens, New York, February 1920.

Immense crowds visited the salesrooms of the Oldsmobile Automobile Co., where the exhibitions and executive sessions were held. Hundreds of different hues and colors were seen and the displays were so numerous that some had to be placed in the lobby of the Columbus Library.

All the exhibits were in place ready for the judging, which began May 19, at 11 a. m. Notice of the entries was sent to the iris show committee, care of Professor A. C. Hottes, Columbus. All varieties were named, and in the case of seedlings it was required that they be numbered. The judges were F. P. Mead, Ft. Wayne, Ind.; C. P. Connell, Nashville, Tenn., and B. H. Barr, Wyomissing, Pa.

One of the features of the show was irises grown from seed by the exhibitor, but not introduced to commerce. No prize was given for the best display, but American Iris Society certificates of honorable mention were awarded to all seedlings rated over 80 per cent. The rules provided that to receive that rating a seedling must be distinct, of good height, size and color and each, in its class, should at least compare favorably with the following: Ingeborg, Amas, Mrs. Alan Grey, Pallida, Dalmatica, Alcazar, Caterina, Rhein Nixe, Monsignor, Loreley, King of Iris, Jacquesiana, or Anna Farr. Varieties given the 80 per cent grading were registered and descriptions were filed with the secretary.

FORMER OFFICERS RE-ELECTED.

At the annual business session, all of the former officers were re-elected as follows:

President, John C. Wister, Philadelphia, Pa.; Vice-President, William A. Peterson, Chicago; Secretary, R. S. Sturtevant, Wellesley Farms, Mass., and Frank H. Presley, Montclair, N. J., Treasurer. Directors: Mrs. Horatio Gates Lloyd, Haverford, Pa., and Mrs. E. P. McKinney, Madison, N. J. The regional vice-presidents are I. S. Hendrickson, Flowerfield, N. J., eastern district; Mrs. Samuel H. Taft, Cincinnati, O., central district; T. A. Kenning, Minneapolis, Minn., northwestern district; C. P. Connell, Nashville, Tenn., southern district; Sydney B. Mitchell, Berkeley, Calif., Pacific coast district; and Dr. E. Bennett, St. Thomas, Ont., Canadian district.

Reports of the secretary showed a total membership of 531 in good standing with applications being received every week. The finances of the society are in excellent condition.

One of the features of the annual meeting was an illustrated talk by John C. Wister, on "The Development and Culture of the Iris." This lecture was illustrated by lantern slides in color and was most interesting. Prof. A. C. Hottes of the Ohio State university also gave a talk on "The Iris" which went into the scientific methods employed in developing this flower. This address showed the wide scope of the author in his work in the university.

A resolution was adopted in which the society went on record as encouraging new seedlings, but discouraged putting these on the market until approval had been secured from experts.

F. M. Bonnewitz, Van Wert, O., who displayed more than 250 varieties of iris, is president of the American Poeny Society, and as such will be in charge of the big show to be held soon in conjunction with the annual meeting. Mr. Bonnewitz was the winner of the American Iris Society medal given to the commercial exhibitor making the most comprehensive display in any or all classes. The silver cup presented by Mrs. Horatio Gates Lloyd, Haverford, Pa., to the amateur making the most comprehensive display in any or all classes was won by Mrs. Dudley Filler, Bexley, O.

EXHIBITORS.

Exhibitors outside of Columbus were: Mrs. J. C. Arbukle, Shepard; Mrs. Samuel H. Taft, Cincinnati; Mrs. J. F. Emigholz, Cincinnati; Miss Marie Williams, Grand View; W. J. Engle & Son, Dayton; Mrs. C. O. Tracy, Bexley; Mrs. W. W. Kirkpatrick, Grandview. Those from Columbus, who had displays included: Mrs. Anna Hess, Calvin Lloyd, E. Main street; Clay W. Roberts, 1430 Eastwood avenue; Mrs. Emma W. Thomas, 2585 W. Broad street; Miss Nellie F. Ustick, 213 Webster Park avenue; Mrs. E. J. Spencer, 1026 Franklin avenue; Mrs. Olive L. Syfert, 1541 Franklin Park, S.; Mrs. W. M. Ritter, 1453 E. Broad street; Mrs. W. S. Pickering, 33 Hoffman avenue; Mrs. Malcolm McDonald, 1038 Franklin avenue; Mrs. J. M. Phillips, 32 W. Woodruff avenue; Mrs. W. E. Postle, 248 S. 17th street; Miss Grace Sherman, 244 N. 20th street; Mrs. C. C. Williams, Mrs. C. F. Butterworth, Mrs. Claude Meeker, Mrs. Hugh Means and Mrs. Raymond Dalzell.—J. W. L.

San Francisco.

MARKET GREATLY IMPROVED.

Last week saw a decided improvement in market conditions. The supply of many items of cut flowers has begun to shorten up considerably and the heavy spring cut of roses has also decreased, with demand better. For several days after Mothers' Day stock remained high, owing to light arrivals. The cool weather has been of great benefit to roses. American Beauties are plentiful; Mrs. Chas. Russell, Premier, Columbia and Ophelia scarce. Prices are good. Cecile Brunner is now of first class quality, and is in good supply. Short stemmed Ulrich Brunner continues plentiful, but seems to lack the quality of past seasons. Red roses are in good supply as are Irish Elegance and Fireflame. Carnations are plentiful and have dropped back to the old prices. Laddie is scarce. Sweet peas are about the only item that seems to be in over supply this week. Much of the stock is very poor in quality, being decidedly off color. Fancy stock sells readily. Gladioi put in their first appearance of the season this week and were eagerly sought by buyers. The cut is of fine quality with very long stems. The smaller flowered gladioli have also come in but lack quality as yet. Lilium giganteum is getting scarce and prices have advanced. Peonies are among the best sellers. They bring from $8 to $10 per 100. Gardenias are scarce. There is a very strong demand for orchids, with the supply short. There is also excellent call for lily of the valley. This flower is very strongly entrenched in corsage and wedding bouquet work. Iris continues in fairly good supply. There is a scarcity of good snapdragons and all offerings sell out quickly. Lupines also add to the variety. Outdoor perennials are well represented. An increased demand for foliage plants is noted. Rambler roses in pots are seen. Asparagus and adiantums are in large supply. Out of town demand for Decoration Day is starting in earlier than usual, indicating a promise of a large shipping business.

RETAIL FLORISTS' ASSOCIATION.

The Retail Florists' Association was host to George Beban, noted screen star, at a luncheon at the Palace hotel on May 12. This testimonial to Mr. Beban was in recognition of the great advertising he has given the florist industry through his motion pictures. President Albert O. Stein, in a splendid address, presented Mr. Beban with a valuable scarf pin. In responding, Mr. Beban thanked the members and told them that in his new picture, which he is now preparing, the main scene will be in a flower shop and that a large "Say it with Flowers" sign will be prominently displayed. On the evening of his last appearance here at a local theatre, the association presented him with a large floral panel, eight feet high and four feet wide, representing a single red rose. It was a fine piece of work and the association deserves much credit for its enterprise.

NOTES.

J. F. Ammann and H. V. Swenson of the national publicity committee will arrive in this city June 6. A mass meeting of all branches of the trade has been called for June 7 at Native Sons' hall at 8 p. m. The Retail Florists' Association urges everyone connected with the growing, wholesaling and retailing of plants and cut flowers to be in attendance that evening to perfect a strong organization. Mr. Ammann and Mr. Swenson will make the Hotel St. Francis their headquarters during their stay in this city. They will leave for Los Angeles June 9 to form a similar organization in that city.

Podesta & Baldocchi have been making elaborate showings of peonies during the past week. Large vases of red, pink and white varieties are seen. Victor Podesta says the peony has come to the front with great strides during the past two years and is now one of the indespensible spring favorites. The stock is well grown, proving beyond a doubt that this flower can be profitably produced in this locality.

The issue of "San Francisco Business," published by the Chamber of Commerce, on May 8 was devoted to exploiting the floral industry. Many fine illustrations appeared in the article. Among those contributing were J. A. Axell, Donald McLaren, James T. Lynch, Angelo J. Rossi and Victor Ferrari.

The MacRorie-McLaren Co. is growing a fine lot of cyclamens and other holiday plants at their greenhouse in San Mateo. Now that they have discontinued the retail flower business they propose to grow plant stock on a large scale. Ericas in variety will continue to be one of their leaders.

One of the most progressive stores in the Mission district is the Castro Flower Shop at 489 Castro street. This store is owned by John Kilroy and E. McMahan. Manager J. Kilroy states that trade has been most satisfactory all season.

J. C. Bell, Costella, Shasta County, shipped 1,200,000 young strawberry plants this season, all going to Watsonville and vicinity. He has already booked orders for 320,000 for next season.

One of the finest private collections of orchids in the west is now housed in the greenhouses of Louis Stern at Menlo Park. It contains many valuable hybrids and little known varieties.

John McLaren, superintendent of Golden Gate park, was the principal speaker before the Chamber of Commerce at Bakersfield last week

Pelicano, Rossi & Co. are making a splendid display of specimen rhododendrons and Strelitzia blooms in their store. JAMES T. LYNCH.

Nashville, Tenn.

MARKET IN FIRM TONE

Trade continues very good. Roses have been unusually fine but will soon diminish in supply due to the increasing hot weather. Carnations have been excellent. Sweet peas almost glut the market. Miscellaneous stock has been plentiful and sales good. There is a fine demand for pot plants and many of the growers report their supply nearly exhausted. This is unusual at this season, which has been very unfavorable for bedding plants and much of the earlier plantings were badly nipped by the frost. The commencement season is opening up very well, and the call is not confined to the city limits, but the demand is from the country schools and all the surrounding towns. Roses and carnations are the rule.

NOTES

The Joy Floral Co. has a superabundance of flowers of all kinds and an ample supply for their Chattanooga, Tenn., and Atlanta, Ga., establishments, and have even been able to wholesale considerable stock to northern markets. Their roses were never better and their carnations are in full flower. Easter lilies and a great variety of miscellaneous stock is seen at their greenhouses.

The florists here do not make many preparations for Memorial Day. There is a National cemetery about six miles out and there is generally a programme, music and speech making, but very few flowers are used.

Geny Bros. have a full supply of roses, carnations and sweet peas. They have virtually sold out their stock of bedding plants, and are making little or no preparations for Memorial Day, as the day is not very generally observed in this city. The use of outdoor flowers also puts a damper on business.

McIntyre Bros. have a full supply of roses and carnations. They are retailing roses at $4 to $5. Their carnations are excellent. M. C. D.

Indianapolis, Ind.

STOCK IN PLENTIFUL SUPPLY.

Prospects indicate one of the best trades for Memorial Day in the history of the local florists. Prices tend a little lower than a month ago, mostly to the good growing weather of the past two weeks, but the increased volume of business is expected to make up the loss. Carnations of all kinds appear to be plentiful, and many shipments are being made to other cities where weather conditions have not been favorable. Pot plants of all descriptions are in good demand considering the fact that it is a week before Memorial Day. Rose growers here say the medium and short stemmed varieties will hold their own in price, but the long stemmed kinds will likely be somewhat lower in price than before. So far as this city is concerned values are lower on Memorial Day than any other of the floral holidays. The general public seems to want quantity and cares nothing at all for quality.

NOTES.

The next meeting of the State Florists' Association of Indiana will be held in the offices of Smith & Young, June 7. Oscar Karstedt, secretary of this association, is working on a programme, which will be completed before the end of the month.

Wm. B. Flick, Lawrence, Ind., a former secretary of the State Horticultural Society, died recently, age 80 years. See obituary column.

Bertermann Bros. recently made a shipment of 20,000 peonies to Chicago. E. B.

OBITUARY.

The Late B. Hammond Tracy, Jr.

The body of B. Hammond Tracy, Jr., who was drowned off the coast of Brittany, France, May 5, an account of whose death appeared in our issue of May 14, page 807, is being brought back to his former home at Wenham, Mass., by Paul Doolin, his very dear friend and fellow student. The young men were graduates of Harvard university, class 1920, and both were awarded fellowships for French universities. They had been inseparable companions during the year. Mr. Tracy had just been awarded a renewal of the American Ambulance fellowship which would have entitled him to a second year of study in France.

The funeral services will be held from the Congregational church, Wenham, on June 2.

William B. Flick.

William B. Flick, at one time secretary of the Indiana State Horticultural Society, died at his home near Lawrence, Ind., recently. He was born in Brown county Ohio, June 22, 1840, and came to Indiana in his youth. Mr. Flick had been connected with the schools of Marion county for over 20 years, and had been county superintendent for 14 years. At the time of his death he was president of the Lawrence State Bank. He is survived by his wife, Mary Hoover Flick.

THE AMERICAN FLORIST

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From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

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We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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CANNA plants are well sold out.

HAVE you bought your coal? Get the cars rolling.

LINSEED oil, boiled, at New York is 75 cents per gallon in 5-barrel lots.

LIGHT frosts in New York, May 16-18, were the latest in the history of the weather bureau.

FERTILIZER tonnage sold for the spring of the current year will not average 65 per cent of the normal volume.

CAN it be that the Harding party considers the new proposed plant law, outlined on our Nursery page, in line with its expressed intention of not annoying or disturbing business?

FLORISTS, according to the proposed law (see Nursery page) must, if it passes, put the name on every plant, grower's name and location, under penalty of fine or imprisonment, or both.

International Flower Day.

It is proposed to establish an international flower day in honor of the soldiers of the world, dead and living. The idea originated with Mrs. Simeon Shaw, Canyon, Texas, and Armistice Day, November 11, has been suggested as the day to celebrate. Eugene Woerz, of Woerz Bros., Ardmore, Okla., is the first practical supporter of the movement, subscribing $10. The members of the provisional committee in charge of the work are Eugene Woerz, chairman; Otto Lang of the Lang Floral & Nursery Co., Dallas, Texas, and A. S. Gray, of the Gray Floral Co., Chickasha, Okla.

American Rose Society.

The annual meeting and pilgrimage of the American Rose Society will be held in Washington, D. C., June 2. A very interesting programme has been arranged for the occasion.

The members will assemble at Gude Bros. Co.'s flower store between 9 and 10 a. m. An inspection trip will be made by automobile to Dr. Van Fleet's rose test garden, at Bell's station, Md., followed by a visit to the Shaw Water Gardens and Twin Oaks. The annual meeting of the society will then take place. The day's programme will be concluded by a banquet. All members are urged to attend this meeting which promises to be full of interest.

JOHN C. WISTER, Sec'y.

French Chrysanthemum Show.

After a lapse of eight years, the French Chrysanthemum Society will hold its twenty-first congress at Le Mans, November 5-13, 1921. In conjunction therewith, the local authorities have arranged to organize a great international exhibition of flowers, fruit, vegetables, manures, garden sundries, tools, artistic and literary objects.

The officials are very desirous of having a good attendance of British and American exhibitors in all the classes, and a very cordial welcome will be extended to all visitors. Special arrangements will be made for staging any exhibits sent without attendants. It is hoped that customs formalities will be modified so that parcels will go straight through to the show. There will be British horticulturists on the jury and American ones, too, if there are any available. Reduced railway rates are expected.

C. Harman Payne, 195 Welmeadow road, Catford, London, S. E., Eng., who has been appointed commissioner general of the British section, will be pleased to act for any American exhibitor.

Carnation Year Book.

We are in receipt of the year book of the British Carnation Society for 1921, containing the usual array of useful matter pertaining to carnations and carnation growers, also, the following interesting papers: "Building a Plant," by S. A. Pascoe, The Royal Gardens, Windsor; "Development of the Carnation," by Montague C. Allwood, Haywards Heath; "Soils and Manures for Carnations," by A. E. Usher, Ranston, Blandford; "Carnations in South Africa," by Edward Bray, De Beers Workshops, Kimberley, South Africa; "Culture and Usefulness of the Carnation for Decoration," by T. Pateman, The Node Gardens, Welwyn Herts; "Carnations at Washington, D. C.," by T. A. Weston, New York. The secretary is P. F. Bunyard, 57 Kidderminster road, Croydon, London, S. E., Eng.

Washington Convention Railroad Rates.

The different trunk line and passenger associations have authorized reduced rates to the annual convention of the Society of American Florists at Washington, D. C., August 16-18, as follows:

New England Passenger Association, which comprises the territory north of New York and east of Albany, have authorized a fare of double local from starting point to New York plus one and one-half fare New York to Washington for the round trip on identification certificates.

The Trunk Line Association comprising the territory between New York, Albany, Buffalo, Pittsburgh, Louisville, Kenova and Washington, D. C., have granted a fare of one and one-half for round trip on identification certificates.

The Central and Western Passenger Associations comprising the territory between Pittsburgh, Buffalo, St. Paul, Bismarck, N. D., Cheyenne, Wyo., Denver, Kansas City, Butte, Mont., Salt Lake City, Utah, St. Louis, Cairo and Cincinnati have authorized a fare and one-half for round trip on identification certificates.

The Trans-Continental Passenger Association will have on sale a round trip ticket at approximately one and one-third fare for the round trip from all Pacific Coast points, Los Angeles, San Francisco, Portland and Seattle to Chicago, Ill., where passengers can repurchase tickets at one and one-half fare to Washington, D. C., on identification certificates.

The dates of sale for the tickets from all points mentioned above to Washington, D. C., for the meeting will be August 14-16 inclusive, validation August 16-19 inclusive, return limit August 21.

While the round trip tickets sold by the Trans-Continental Association will be on sale daily June 15 to August 15 inclusive, return limit three months from date of sale, but not later than October 31, 1921.

There has been no rate authorized from points south of Washington, D. C., to and including Key West, New Orleans, Laredo and El Paso, Tex., Oklahoma City and Springfield, Mo.

The Drummer Boys.

James J. Karins, the well known representative of Henry A. Dreer, Inc., Philadelphia, Pa., is forty-eight.

Martin Reukauf, representing H. Bayersdorfer & Co., Philadelphia, Pa., is making a western trip.

Julius Dilloff and bride are spending their honeymoon at Atlantic City, N. J.

Personal.

Theodore Wirth, superintendent of parks, Minneapolis, Minn., and wife are at the Annapolis Naval Academy this week for the graduation of their son.

MEMORIAL DAY.

Correspondents will confer a favor by mailing copy for next week's issue as early as possible, there being no regular mail deliveries, Monday, May 30.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—First class rose grower and foreman in good Texas city. Four room house on place. $175 to $200 per month to right party. Address

Key 562, care American Florist.

Wanted—Alfred E. Hachet, or anyone knowing or seeing him, write Rosa Hachet, Chattanooga, Tenn., Highland Park. Very important; estate to settle.

For Sale—Flower store: established 25 years; to be sold because of illness. Call **G. Carajanes, 2594 Eighth Avenue,** New York.

Situation Wanted

By all around gardener and florist, German, age 32, single. Life experience in all branches. Desire to work in good retail place again with chance to renew experiences in designing, etc. If suitable would buy place later. West or coast preferred. Address

Key 563, care American Florist.

Help Wanted

Experienced salesman and designer. Good wages to the right party.

MANGEL, Florist,
17 East Monroe St., CHICAGO

Help Wanted

Experienced rose grower. Must come well recommended. Apply

Bassett & Washburn
178 North Wabash Avenue, CHICAGO

BARGAIN

100 canvas army covers, rubber army boots, oil skin suits, out door night automible covers, army coco door mats and matting, second hand wire rope, second hand fire department hose, old garden hose, it is used around trees; army horse blankets, tents, cots, blankets, large brass cannon suitable for country residence, church bells, large sugar cane knives for cutting down trees, corn, etc.

E. J. KANE, 59 Ann Street, NEW YORK CITY

For Sale

Good location for Florist or Gardener. Contains 10 and 4/10 acres. Nearly new 8-room house, hot water heat, 100 ft. chicken house or kennel, other out buildings. Land all clear. Clear land in vicinity $1000 per acre. Selling price $10,000, half cash. Location good for florist.

ANDREW R. KENNEDY
WESTBURY, L. I., N. Y.

For Sale

Four 72 in. x 18 ft. used Ames return tubular boilers. Price very reasonable. Immediate delivery.

Advance-Rumely Company
Battle Creek, Mich.

For Sale

First-class flower store on north side. Chicago's big hospital trade. Long lease and low rent. $4,000 cash required.

FLORIST
2110 North Halsted Street, CHICAGO

For Sale

GOOD SECOND-HAND PIPE

All sizes, for water and steam purposes. Also pipe for culverts, grape arbors, fence and corner posts. Cheaper than wood and lasts longer. Send us your inquiries and let us quote our prices.

MAX ZEIGLER & BROS., Muncie, Ind.

Forced Sale

Exceptionally fine greenhouse property in Evanston, Illinois, must be sold by order of court to close litigation. Located on corner, 173x251 feet; greenhouses cover over 30,000 square feet and are equipped with concrete benches. There is also a 7-room heated dwelling on the premises and necessary sheds, etc. Property worth double what you can buy it for now.

Frederick H. Brammer
138 North La Salle Street
CHICAGO

FOR SALE

Glass: 16x24, 16x20, 16x22, per box..	$5 50
16x16, 14x16, per box.....	4.50
12x16, 10x16, per box	4 00
1¼ in. wrought iron pipe, per foot..	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each.....	2.50
Rafters or sash bars, per foot.....	.02
Shafting (heavy), per foot.....	.10
Shafting (light), per foot	.06
Ventilating arms, each.....	.25
Ventilating hangers, each	.10
Garland iron gutters, per foot.....	.40
	Per 1000
6 ft. wire stakes	$13.50
5½ ft. wire stakes	10.00
5 ft. wire stakes	10.00
4 ft. wire stakes	7.50

PETER REINBERG
30 East Randolph Street, CHICAGO

PUBLIC NOTICE

is hereby given that JOSEPH E. POLLWORTH is no longer associated with the undersigned company, and is without authority to sell stock of said company or to make contracts or to act for the said company in any way whatsoever.

KENNICOTT BROS. CO.
H. B. KENNICOTT, President.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Home-Grown Stock

Greatly Increased Demand

If you have any to offer, or are likely to have any soon, **advertise in these columns now.**

AMERICAN FLORIST CO.
440 South Dearborn Street, CHICAGO

St. Louis.

WARM WEATHER AFFECTS STOCK.

The weather during the past week has been warm and consequently many cut flowers have gone to the bad. Everything has come on with a rush but despite this fact the market has been fairly stiff, especially during the latter part of the week. Generally speaking, there is an abundance of stock of all kinds, and prices are reasonable. Roses are plentiful and the call continues to be brisk. The varieties in greatest demand are Mrs. Chas. Russell, Ward, Columbia, Milady, Ophelia, Butterfly and White Killarney. The condition of the rose stock is very good and fine, long-stemmed blooms may be had at from $3 to $6 per dozen retail. Carnations are coming in in large quantities and the supply is ample to fill the great demand. Fancy varieties are not plentiful and bring good figures. Dark reds are popular and sell well. Some fine gladioli are arriving. Loveliness and Hadley are the two most common kinds. The price though still high, is gradually coming down. The demand however is very good. Many are being used for both funerals and weddings. A limited quantity of first class delphiniums are seen among this week's offerings. They are good sellers and clean up daily. Cornflowers are becoming more plentiful and sell well for table ornaments. Daisies, both yellow and white specimens, are more numerous than grass blades, and the yellow variety is being used to a considerable extent in combination with the dark blue iris and also with dark blue corn flowers. Snapdragons of excellent quality are scarce. Pink, white and yellow varieties are offered, and they sell readily. Some fine callas are seen and clean up daily. A few pot plants of both white and yellow callas are offered at some of the stores. Spanish iris is few and far between, being replaced by the more popular German iris. They are offered in all colors and combinations and are in big demand. The stock offered is of the highest quality. Some excellent peonies are being sold as low as $4 per dozen retail. There is, however, no very great call for them. This is due no doubt to so many being grown outdoors. There is a slight demand for Lilium Harrissi and a few pot plants are available at reasonable prices. Calceolarias are not common and they bring good prices. The demand for them is not pressing. Begonias are good sellers this week and some very finely grown specimens are seen. Sweet peas are more than plentiful and sell well. The lighter varieties are most common. Calendulas are very plentiful and do not sell very well. The flowers are superb as to size and color. Orchids are scarce and the demand is fairly good. A few snapdragons are offered. Hydrangeas are fast becoming a thing of the past. Pansies are not to be found. Foxglove has made its first appearance upon this market and the supply is very limited. It is greatly in demand. Pot plants of geraniums, ageratums, daisies, coleus, etc., are offered at reasonable prices by all florists. There is a limited quantity of calendulas on the market. Lily of the valley is becoming scarce, with a good call. Novelties, such as pandanus, dracaenas, cibotiums, etc., are common and their price remains about the same. All bedding plants are not as plentiful this year as they were last, but some fine stock may be had at a number of growers at very reasonable prices. Greens are plentiful, prices remain about the same. Ferns are bringing $4.50 per 1,000.

GARDEN CLUB FLOWER SHOW.

The Garden Club held its second annual flower show at the display house of the Missouri Botanical Gardens during the days and evenings of May 21-22. Immense crowds filled the house from its opening to its close. The public was entertained by a 10 piece orchestra. Many fine prizes were awarded. Some of the florists receiving prizes were: W. A. Rowe, Kirkwood, Mo.; F. J. Fillmore & Sons; F. C. Weber; Bourdet Floral Co.; Paul Heife; Mullanphy Floral Co.; Scruggs-Vandervoort-Barney; Geo. Walbart; Philip J. Goebel, Jr.; W. J. Pilcher, Kirkwood, Mo.; Woodlawn Gardens; J. Weber & Sons Nursery Co.; J. F. Ammann Co., Edwardsville, Ill., and John Steidel Floral Co., Olivette, Mo.

NOTES.

Windler Wholesale Floral Co. report a very heavy business in carnations and roses.

Mullanphy Floral Co. is offering some beautiful baskets of roses and gladioli.

Memorial Day orders are heavy with the St. Louis Wholesale Cut Flower Co.

Some fine bedding plants are being displayed by the Bourdet Floral Co.

Numerous orders for Memorial Day are being booked by C. A. Kuehn.

Grimm & Gorly have an unusually attractive window this week.

H. G. Berning has received some very fine gladioli and roses.

Some exceptional window boxes are being sold by F. C. Weber.

Alex Walbart & Sons, are making a specialty of German iris.

R. D. M.

Rochester, N. Y.

EXCELLENT DEMAND FOR PLANTS.

The cut flower trade has been somewhat slack since Mothers' Day, but the sale of plants, seedlings and bedding stock has been very brisk. All sorts of plants are in demand for Memorial Day. Veranda boxes and vases are being filled for the summer. Carnations are very fine, and the price has dropped considerably since May 1. Roses are excellent and sell at good figures. Sweet peas are plentiful and have a good call. Orchids are very scarce and the prices are high. Outdoor lily of the valley is just about over with, and the greenhouse stock is hard to obtain. Geraniums are wholesaling at $15 to $18 per 100 and are hardly enough to go around. Everything in the plant line is much higher than a year ago at this time. Seedlings, such as asters, zinnias, snapdragons, etc., are bringing $22 a 1,000 wholesale.

NOTES.

A large number of orders for filling porch boxes, urns, etc., are being received by John B. Keller & Sons. This firm recently completed an order with the East Side Savings Bank to fill 40 of its boxes with geraniums.

A unique electric floor lamp equipped with a round wicker basket for holding flowers is displayed in the window of Collatus Bros. store.

Geo. B. Hart and Wm. L. Keller have returned from a fishing trip at Cranberry lake in the Adirondack mountains.

An excellent business in their nursery and plant department is reported by the Maurer-Haap Co.

A good sale in bedding plants for Memorial Day is being experienced by Geo. T. Boucher.

E. C. Armbrust and family are residing in the home he purchased at 29 Pumall road.

Miss Stevens is spending a short vacation with her parents at Seneca Falls, N. Y.

Fred Himball of Geo. B. Hart's basket department will sail soon for England.

Cecil Lester recently returned from a trip in southern New York.

Hugo Teute is having an excellent sale of Poitevine geraniums and bedding stock.

Max, the Florist, is operating a new Ford delivery car.

Visitors: John Walsh, Brockport; Robt. Greenlaw of the S. S. Pennock Co., Philadelphia, Pa.; Steven Green of H. Bayersdorfer & Co., Philadelphia, and M. Adler, New York.

CHESTER.

Pittsburgh.

STOCK MOVES SLOWLY.

The past week was a peculiar one in the local market, due to the fact that the annual flood of peonies set in just about two weeks earlier than usual. It is the first time in years that the local crop has come in before Memorial Day, but unless the weather moderates to a great extent the entire crop will be done before that time. The late frosts do not seem to have hurt the crop to any extent in this district and the growers are sending in some fine stock. Taking the peonies on top of an extra heavy cut of roses and carnations made a heavy market and prices came down rapidly, and the wholesale houses were not talking stock by the hundred but by the thousand; and what is more, they were moving it too, but in some cases at very low prices. The supply of Easter lilies is about equal to the demand, while callas are about done for this season. Gladioli are good property and clean up on sight at good prices. The demand for orchids and lily of the valley is light and it is with difficulty that either are moved at all. The stores are all busy with bedding stock, and from all reports this business is the largest in years.

NOTES.

Earl Ludwig, of The E. C. Ludwig Floral Co., is again to be found in the line up of the Bellevue baseball team. Earl believes in a certain amount of recreation with his work, and using him as an example would help us all.

Abe Krongold, proprietor of the Victoria Flower Shop is at the Presbyterian hospital, where he had an operation performed on one of his eyes. At the last reports he was getting along nicely.

This section has been one of the last to feel the business depression but it has finally reached us. In spite of that we are all looking for the largest Memorial Day business in the history of the trade.

The local wholesale houses do not need to worry whether their peonies will make it for Decoration Day or not, their chief trouble this year is whether the crop will last until then.

Wm. Wampler has taken hold of his new position as manager of the cut flower department of The Pittsburgh Cut Flower Co., and has the best wishes of all the trade.

Homer Wood and Clarence Phillips of the McCallum Co. are on a short fishing trip, but they will be back in time to assist with the firm's increased business for Decoration Day.

The Blind Floral Co. has disposed of all bedding stock for this season, and most of the local growers report the same thing.

E. C. T.

TOPEKA, KAN.—The Hubbard Gardens Co. was recently incorporated with a capital of $75,000. The principal stockholders are Arlo Hubbard, president; C. E. Hubbard, W. O. Anderson, T. C. Whiteker, C. A. Fleming, A. L. Stone and F. L. Loveless. The plant will consist of three greenhouses and a service building, with roses, carnations and vegetables the specialties.

Russell Roses

Poehlmann's have planted fifty thousand Russell Roses—all young plants. This gives every assurance of a large and "Constant Crop" of Russell during June, July and August.

Try Poehlmann Russell, and you will appreciate the Superior Quality of a summer favorite. Russell quotations are given in a weekly price list.

MADAME BUTTERFLY—A glorified Ophelia that has no equal, in large summer supply.

COLUMBIA—The very best on the Great Central Market.

Two hundred and ten thousand Rose Plants are prepared to bloom their initial crop this summer.

SPECIAL SUMMER PRICES at times when we are cutting more than a normal supply are opportunities we are glad to extend.

A Quarter of a Million Valley for the June Bride.

POEHLMANN BROTHERS COMPANY

66-74 East Randolph Street,

Telephone—Randolph 35

Chicago, U. S. A.

The Largest Growers of Flowers in the World.

ROSES

We still have in nice thrifty plants, own root, the following Roses from 2¼ inch pots.

$6.00 per 100

The Bride
F. R. Patzer
Rosarie (Deep Pink Tausendschoen)
Tausendschoen
Lady Gay
Crimson Rambler
Flower of Fairfield

Safrano
Bridesmaid
Golden Gate
Aviateur Bleriot (Best Hardy Yellow Climber)
Excelsa (Red Dorothy Perkins)
White Dorothy Perkins

Mdlle. H. Cambier
Mdlle. Franciska Kruger
Mrs. B. R. Cant
Dorothy Perkins
Veilchenblau (Blue Rambler)
Yvonne Vacherot

$6.50 per 100

Maman Cochet
Helen Good
Papa Gontier
Cl. White M. Cochet

Rhea Reid
Wm. R. Smith
White Banksia
Lady Hillingdon

White Maman Cochet
Cl. Lady Ashtown
Marie Guillot

$7.00 per 100

Radiance
Sunburst
Crown Princess Victoria (White Malmaison)
Tip Top (Baby Doll)
Mad. Norbert Levavasseur (Baby Rambler)

Henrietta
Geo. Elger
Clothilde Soupert
Red Radiance
Marechal Neil
Baby Echo
Etoile Luisante (Baby Herriott)

Mdlle. Cecile Brunner, (Sweetheart or Mignon)
President Taft
Gen. McArthur
Etoile de Lyon
Erna Teschendorff
Orleans

$8.00 per 100

Mrs. Aaron Ward
Cl. Perle des Jardins
Geo. Dickson
Mad. Segond Weber

My Maryland
Ophelia
Mrs. Chas. Bell
Columbia

Ellen Poulsen
Premier
Mad. Butterfly
Frank W. Dunlop
J. B. Clark

GLADIOLI EXTRA FINE BULBS

America Gladioli No. 1.....$20.00 per 1000. America Gladioli No. 2.....$15.00 per 1000.

THE GOOD & REESE CO., The Largest Rose Growers in the World, Box 94, **Springfield, Ohio**

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Wendland & Keimel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Welland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
Harry O. May, Summit, N. J.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
Stephen Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

Boston.

WARM WEATHER INCREASES SUPPLY.

There is nothing favorable to report on conditions this week. Prices were lower than at any time since last summer. The warm weather has brought in stock in such abundance that even were there a holiday, prices could not have gone very high. All retail stores report very quiet business; nothing moving only what little funeral work comes in. Roses brought from two cents on shorts to eight to 10 cents on fancies. Carnations sold from three cents on ordinary ones to five cents on fancies. Lily of the valley went slowly. Marguerites were offered at from one to three cents and fancy iris six to 10 cents. The growers are looking ahead a week for a more favorable break, although it is not expected that prices will be exceptionally high at Memorial Day owing to the over supply of wax and crepe flowers. The artificial floral stock is on sale in all department stores. The hardware and provision stores are even selling them on a commission basis for some of the manufacturers who overdid it this year.

NOTES.

The Gardeners' and Florists' Club meeting was held at Horticultural hall May 17. W. H. Judd gave an interesting talk on new and desirable shrubs for New England. Miss Marion Roby Case, of Weston, sent an invitation for the club members to attend a series of lectures to be given at her place every Wednesday from June 22 to August 31. The executive committee will arrange for a ladies' night in the near future and a picnic in June.

The Christian Benevolent Home, Chestnut Hill, will erect greenhouses on its property in the near future.

N. Silverman of Winter street has opened a flower store at Norwich, Conn. This is his third shop now.

Visitor: Robt. Craig, Philadelphia, Pa.

E. F. S.

Oklahoma City, Okla.

The local grown stock is in good supply. Sweet peas are improving rapidly and will soon be in normal crop. Laddie carnations are plentiful, quality good. It is expected that gladioli will soon make their appearance.

NOTES.

It is rumored that the trade of this city is endeavoring to establish Sunday closing.

The Stiles Co. worked overtime this week taking care of funeral work.

Funeral trade at Norman, Okla., has been exceptionally good.

An excellent trade in party work was had by Furrow & Co.

PAUL RICHMOND.

CHATTANOOGA, TENN.—Miss Leach, formerly with the Forest Hills Greenhouses, and Miss Wood, of Nashville, Tenn., recently opened a flower store at 819 Georgia avenue.

FORCING BULBS FOR IMPORT

When you buy imported bulbs from us, you buy them by measure, in centimeters or inches and so accepted by us. This means much, as against those people who sell "firsts," "seconds" or "thirds" and give you no assurance as to what such grades measure.

For 40 years VAUGHAN'S SEED STORE at New York and Chicago has supplied the most critical FLORISTS with forcing bulbs. If you have not placed your ORDER or you have not confirmed your order at stated prices why not send us your list for pricing. Where prices are not fixed we can give you valuable information.

1st. **Long and satisfactory connections with the best foreign houses.**

2nd. **Credit arrangements and closest buying at favorable exchange rates.**

3rd. **First early shipments, followed by one or more later ones covering entire shipping season.**

4th. **Earliest deliveries of early forcing items which cannot rightly be delayed for main supply.**

5th. **Covering by us of all "Special Expenses" excess brokers' fees and port charges at New York, in which nearly every U. S. Florist grower has been persistently robbed for the past five years. We eliminate this.**

6th. **Because of the above, we ask that you submit to us a list as nearly as possible of what you expect to use between now and next November in these imports, part of which we specify below, and let us submit to you approximate prices and certain further details regarding delivery dates which we know will interest you.**

We take this opportune time to list here a few vital reasons why Vaughan's Seed Store at New York and Chicago is especially well prepared to take the responsibility of supplying in season at right prices your whole list of Forcing Bulbs both American grown and imported French, Dutch and Japanese.

SPECIAL IMPORT OFFERS (Until June 10th)

FREESIAS (Improved Purity)

	1000
⅜ to ½-inch	$ 7.50
½ to ⅝-inch	12.50
⅝ to ¾-inch	16.50

COLORED FREESIAS

	1000
General Pershing	$30.00
Viola	30.00
Rainbow Mixed, all colors, including Pershing and Viola	30.00

NEW YORK **VAUGHAN'S SEED STORE,** **CHICAGO**

Bulb Importers and Quantity growers of **Gladiolus, Cannas, Etc.**

Drive Your Slogan Home

A NEW WRAPPING PAPER

Made especially for Florists

WATERMARKED

"Say it with Flowers"

Three attractive colors; Nile Green, Pale Lavender and Bleached White

The watermark reproduces exactly this dynamic slogan

If your florist supply house, or paper merchant, cannot supply you with samples and prices, write direct

Wholesale Florist Supply Houses

Your trade will soon demand this new novel wrapping paper

Our Drop Shipment plan merits your investigation

NOW is the time to act

Write for particulars TODAY

Orchard Paper Company

755 Spruce Street

SAINT LOUIS

A BARGAIN IN GLADIOLUS BULBS

Now is the time to plant Gladiolus bulbs for summer and early fall blooming. We offer you the following strictly first quality bulbs, properly kept and all in good dormant condition.

We still have a nice stock of Mrs. Frank Pendleton, which is the American Florists' favorite and flowers of which sell for $1.00 and $2.00 per dozen stalks more than any other variety. When introduced these sold for $5.00 per bulb. All florists should have this variety, as it is the leader of all Gladioli now in commercial use.

GLADIOLUS BULBS

	Per 1,000
America, large, soft, pink, 1¼-inch and up	$ 15.00
Halley, best and earliest salmon, 1¼-inch and up	25.00
Mrs. Francis King, beautiful orange scarlet, 1¼-inch and up	15.00
Meadowvale, pure white, penciled crimson, 1¼-inch and up	22.50
Panama, large, pink, 1¼-inch and up	30.00
Geo. Paul (Harvard), large, maroon, 1½-inch and up	22.50
Geo. Paul (Harvard), large maroon, 1¼-inch and up	15.00
Peace, large, white, tall stem, 1½-inch and up	30.00
Peace, large, white, tall stem, 1¼-inch and up	22.50
Pink Beauty, earliest rose, pink, 1¼-inch and up	35.00
Schwaben, best and largest yellow, tall grower and good keeper, 1¼-inch and up	35.00
War, deep blood red, shaded crimson black, wide open flowers, 1¼-inch and up	22.50

TUBEROSES

	Per 1,000
Dwarf Pearl Double, 3 to 4-inch	$20.00
Dwarf Pearl Double, 4 to 6-inch	32.50
Mexican Single, large	21.00

High Grade "Berlin" Valley Pips

June is a big flower month and Lily of the Valley will be the most popular flower used, for the Brides' bouquet and graduation exercises.

Your customers will ask you for Valley. Plant some now and you will not disappoint them.

250 Valley Pips ..... $10.00 **1000 Valley Pips** $37.00
500 Valley Pips ..... 19.50 **Original Cases of 2,000 and 2,500, per 1000** .. 35.00

Rubrum Lilies

Plant some Rubrums now and have Lilies at a time of year fine flowers always are scarce and in demand. No florist who grows for his own retail trade should be without them—a sure money-maker—and every wholesale grower who has empty space can make it pay its way with these.

7 to 9-inch, 250 bulbs to case ..... $27.50 per case
8 to 10-inch, 160 bulbs to case ..... 27.50 per case
9 to 10-inch, 130 bulbs to case ..... 27.50 per case
10 to 11-inch, 110 bulbs to case ..... 27.50 per case
5 cases or more at $25.00 per case

LILIUM ALBUM, 9 to 10-in., 130 to case, $30.00 per case

A. B. C.

"WATCH US GROW"

American Bulb Company

172 North Wabash Avenue, CHICAGO, ILLINOIS

Heavy Crop of Roses

IN ALL LENGTHS OF STEM

Buy Direct from the Grower

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

In Effect May 31

CURRENT PRICE LIST

Subject to Market Changes

	Per 100
RUSSELL	
Fancy Long	$20.00
Medium	$10.00 to 16.00
Short	6.00 to 8.00
COLUMBIA	
Fancy Long	$20.00
Medium	$10.00 to 16.00
Short	6.00 to 8.00
PREMIER	
Fancy Long	$20.00
Medium	$10.00 to 16.00
Short	6.00 to 8.00
HOOSIER BEAUTY	
Long	$20.00
Medium	$10.00 to 16.00
Short	6.00 to 8.00
OPHELIA	
Long	$10.00 to $12.00
Medium	6.00 to 8.00
Short	4.00 to 5.00
SUNBURST	
Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	6.00
WHITE KILLARNEY	
Long	$10.00 to $12.00
Medium	6.00 to 8.00
Short	4.00 to 5.00

ASSORTED ROSES
—OUR SELECTION—

Good short and medium, including some **Russell, Columbia and Premier.** In lots of 200 or more. $8.00 per 100, depending on length of stem.

Fancy Ferns, per 1,000	$4.00 to $6.00
Adiantum, per 100	$1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	.35 to .40
Adiantum, per 100	$1.50 to 2.00

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

HOT WEATHER AFFECTS STOCK.

Sunday, May 22, when the thermometer registered 91.2 was the hottest May day in 10 years, and the heat has affected stock to such an extent that it is arriving in very poor condition at this writing, Monday, May 23, and in some instances unfit for sale. The wholesalers are doing the best they can under the circumstances for the out-of-town buyers by selecting the best stock available for shipping orders, which is proving to be a difficult task owing to the fact that there is very little first-class shipping stock arriving. Stock in general, such as it is, continues to arrive in quantity. Columbia and Premier are in heavy supply and the receipts of Mrs. Chas. Russell are quite large. Ophelia, Sunburst, White Killarney, Butterfly, Crusader, Montrose, Hoosier Beauty, Dunlop, Milady, Killarney Brilliant, Ward, Cecile Brunner and all other varieties grown for this market are to be had in quantity. Carnations are seen in large numbers and while the supply in general is showing the effects of the weather there is some fairly good stock obtainable. Sweet peas are arriving in poor condition and in some instances unfit for sale. Lilies are more plentiful this week and callas are in fairly good supply. Peonies are to be had in fair-sized quantities, including some local stock, but are in strong demand and not any too plentiful. Daisies are plentiful. Snapdragons, feverfew, calendulas, orchids, pansies, Darwin tulips, statice, lupines, candytuft, iris, larkspurs, forget-me-nots, Cape Jasmines, lily of the valley and orchids are in large supply, together with all other miscellaneous stock, including local indoor grown and southern out-door gladioli. Greens are in fair supply but good ferns are scarce, although new stock is arriving.

NOTES.

Geraniums are scarce and in strong demand with Nutt the only variety offered in quantity, although a few Buchner, Richard, Poitevine and others are seen but almost completely sold out. The scarcity is due partly to the fact that a large quantity was sold for Mothers' Day. One grower made up special combinations for this occasion and found a ready market for three plants in a 6-inch pot at 75 cents each wholesale. Four-inch is about the only size offered and cost 15 cents each in bud and 18 cents in bloom at wholesale. Some poitevine sold wholesale the past week at 20 cents each and in some instances at 25 cents. The department stores, retailers, seed stores and cemeteries are offering stock at practically the same prices this season. Geraniums in four-inch pots are selling at 35 cents each; English ivy, 59 cents:

Do not take any fake or imitation thread, claimed to be the Meyer silkaline, or smilax threads. Be sure the name Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from and you will notice that our threads run full two ounces of thread to the spool. Be sure and get the Meyer thread.

BIG SUPPLY OF

ROSES

For Memorial Day

Exceptionally Fine Russell, Sunburst, Columbia, Premier, White Killarney, Killarney and Ophelia

CARNATIONS

Heavy Crop of White, Pink and Red

Place your orders with us this year for Memorial Day and you will not go wrong. We will be in full crop with both Roses and Carnations.

The demand will be strong—be prepared to meet it. We took extra good care of our customers for Mothers' Day—We will do the same for you for Memorial Day.

Buy Direct From the Grower — **MEMORIAL DAY PRICE LIST** — **Subject to change without notice**

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00 to $30.00
Select	20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
COLUMBIA	
Specials	$25.00 to $30.00
Select	20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
PREMIER	
Specials	$25.00 to $30.00
Select	20.00
Medium	12.00 to 15.00
Short	8.00 to 10.00
SUNBURST, OPHELIA	Per 100
Specials	$20.00
Select	$12.00 to 15.00
Medium	10.00
Short	8.00

		Per 100
Killarney / **White Killarney**	Specials	$20.00
	Select	$12.00 to 15.00
	Medium	10.00
	Short	8.00
ROSES, OUR SELECTION		$8.00
CARNATIONS		
Good and Fancy		$ 8.00 to $10.00
Peonies		12.00 to 15.00
Sweet Peas		$1.50 to $3.00
Adiantum		2.00
Asparagus, per bunch		50c to 75c
Ferns, per 1,000		$6.00
Galax, bronze and green, 1,000		2.00
Leucothoe Sprays		1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

HIGH-GRADE CUT FLOWERS

WEDDINGS AND COMMENCEMENTS

Premier, Russell, Columbia, Ophelia and Sunburst Roses, Carnations, Callas, Etc.

WIETOR BROS.

30 East Randolph Street, L. D. Phone: Randolph 2081 CHICAGO

vincas, 39 cents, and petunias 35 cents. Coleus in two-inch pots are selling retail at 10 cents each and pansies at 25 cents per basket of six plants and up. Aster plants out of flats are in good demand at 35 cents per dozen. Prices in some instances have been higher and lower but those given are the average obtained from the leading dealers in their respective lines each season. Some dealers have men canvassing this entire vicinity in quest of stock which probably accounts for the cancellations that the retailers are receiving on orders placed earlier in the season.

A. L. Vaughan & Co. report business as brisk this month, with the total sales up to May 15 showing an increase of over $1,500 for the same period of 1920. Mr. Vaughan was seen inspecting an R. & V. Knight sedan at one of the local auto sales and display rooms this week. Business surely is good at this establishment.

The Commercial Flower Growers' Association met at the Hotel Randolph, Thursday, May 19, when Chas. N. Miller and Brother, Morton Grove, and Spitze & Ollenburg were admitted as members. The Pageant of Progress was discussed but no definite action was taken. The annual banquet will be held in June when the nomination and election of officers takes place.

Allie Zech, George Mohn and E. C. Pruner and wives were the guests of Fred Longren at Des Plaines, May 22. Wm. Duntemann and wife of Bensonville joined the crowd in the evening and it is needless to add that everyone had a most enjoyable time.

The directors of the Allied Florists' Association held a meeting May 24 when plans were completed for the advertising campaign for Memorial Day. The possibility of raising money for the Pageant of Progress was discussed.

Norman Stuart, of the Bohannon Floral Co., has the sympathy of the trade in the loss of his sister, whose death occurred at Buffalo, N. Y., last week. Mr. Stuart and wife are expected home almost any minute.

Poehlmann Bros. Co. is cutting a good supply of gladioli in addition to its regular line of stock, which is coming in handy for Memorial Day. The supply department reports a heavy call for made-up wreaths.

N. J. Wietor says that Wietor Bros. are all through planting roses. Mrs. Chas. Russell will again be on their list of offerings next season and so will Butterfly, which is being given considerable bench space.

Tonner's cut their first peonies at their farm at Galewood, May 18, and the prospects are bright for a good supply for Memorial day. Red especially will be plentiful with them.

We lived, felt dawn, saw sunset glow,
Loved and were loved and now lie
In Flanders fields

FOUNDED BY FLINT KENNICOTT 1st

H. B. KENNICOTT, Pres.

KENNICOTT BROS. CO.
174 N. Wabash Ave.
MAIN FLOOR.

Principal location in the market.

Peter Hoefelder, of Kennicott Bros. Co., has purchased a Ford touring car which will be ready for delivery June 21. All Pete needs now is the girl and away he goes on his honeymoon.

Irving Stein, formerly of Seligman & Stein, New York, is calling on the trade here. He is in business for himself and expects to have permanent quarters here in the near future.

Geo. Lehmkuhl, formerly with J. M. Cochrane, 11,405 Michigan avenue, West Pullman, died at his home at Kankakee recently, after an illness extending over a year.

R. A. Simmen of La Salle was here on a combined business and pleasure trip May 20. His son Robert is attending the Morgan Park Military Academy.

Zech & Mann's supply of lilies has increased considerably this week owing to the warm weather. Peonies are in large supply at this establishment.

Miss M. C. Gunterberg is making frequent trips to St. Anthony's hospital where her mother is recovering from an attack of pneumonia.

Philip L. McKee, of the American Greenhouse Manufacturing Co., is in New York on business.

The Chicago Flower Growers' Association is supplying its trade with choice gladioli which it is handling in quantity.

A. Henderson, of A. Henderson & Co., attended the meeting of French bulb importers in New York this week.

Paul Amling, Henry Wehrmann and Bill Collatz are enjoying a few days' fishing at Lake Marie.

The American Bulb Co. is supplying the trade with artificial poppies for Memorial Day.

Big Supply Peonies

Roses, Carnations, Gladioli, Iris, Lilies, Callas, Stocks, Daisies, Calendulas, Valley, Orchids, Etc.

Filling shipping orders to the entire satisfaction of the buyers is an every day occurrance with us. Place your orders with us—Our service will stand the test.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572-
161 North Wabash Ave, Chicago

PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association
WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 CHICAGO

The June Weddings and School Closings

Will Find Us Prepared with the Choicest Stock Available in the Chicago Market---Bar None

Try Us on Valley, Orchids, Lilies, Callas, Peonies, Roses, Carnations, Sweet Peas, Gladioli, Daisies, Greens, Etc.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES
Absolutely the finest supply of Cut Lilies in this market.

ROSES
COLUMBIA
RUSSELL
White Killarney
Butterfly
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS
Valley Cattleyas

CARNATIONS
Callas Mignonette

SWEET PEAS
Candytuft
Yellow Daisies White
Snapdragons
Calendulas

PEONIES

GREENS
Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

LOCAL PEONIES

With years of concentrated efforts, we have been rewarded with elegant colors and keeping varieties in PEONIES.

TRY TONNER'S PEONIES
all through the month of June.

Tonner

CUT FLOWERS
SUPPLIES
30 E. Randolph St., CHICAGO
Telephone Central 6284

A. Miller, of the American Bulb Co., attended the meeting of French bulb importers in New York this week.

A. M. Pekarek will open his new store at 2456 South Homan avenue in the near future.

D. E. Freres & Co. are receiving regular shipments of peonies.

Vaughan's Seed Store reports good retail demand for plants.

Visitors: A. Peterson, Decatur; R. A. Simmens, La Salle.

Columbus, O.

STOCK SELLING READILY.

With good weather prevailing there has been a good trade in all kinds of flowers and bulbs. The rainy weather has at last ceased and bright sunny days have succeeded one another. All of the down-town florists are having a good steady business. Supplies are better now, and the demand just about absorbs the offerings. Roses, carnations, snapdragons and sweet peas are the best features to the trade. Prices are holding steady at previous levels. Pot plants are rather scarce and few are moving as a result. There is fairly good demand for vines and creepers for home decorations and greenhouses are securing a good business from that source. Funeral work has been rather good. There is also a fair number of parties, and receptions and graduation exercises with the attending social affairs are causing a demand for loose flowers and corsages.

The trade is making preparations for Memorial Day. This is expected to be exceptionally heavy this year because of the many bodies of soldiers which have been returned from France, and also the cause of the general feeling which is engendered around the day. Prospects are good for a heavy supply of flowers. Roses, carnations, sweet peas, snapdragons, lilies and many garden flowers will be used.

ANNUAL ROSE SHOW.

The third annual rose show to be given under the auspices of the Columbus Horticultural Society will be held in the Museum building, on the campus of the Ohio State university June 4-5. This is shown under the direction of Prof. A. C. Hottes, instructor in the department of floriculture at the university. The annual rose exhibitions have been attracting thousands of people and it is planned to make the 1921 show the best of all. Many varieties of roses will be exhibited.

J. W. L.

WASHINGTON, D. C.—Geo. W. Oliver, propagator to the Bureau of Plant Industry, Department of Agriculture, and wife sailed recently for Edinburgh, Scotland, and intend to stay four months abroad.

Heavy Supply of Roses

For June Weddings and Commencements

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA
SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red CARNATIONS

Including the finest Mrs. C. W. Ward on this market, bar none

Valley, Snapdragons, Lupines, Calendulas, Larkspur,
White and Blue Daisies, Sweet Peas, Forget-Me-Nots,
Lilies, Stocks and all other seasonable Cut Flowers.
Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri.
PEONIES, Cape Jasmines.

DOUBLE CORNFLOWERS, Blue—Lavender—Pink— $2.00 per 100; $18.00 per 1000.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

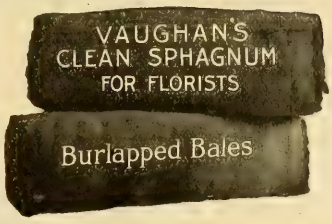
Lancaster County Florists Association.

The monthly session of the Lancaster County Florists' Association was held May 19, at the Brunswick hotel, Lancaster, Pa. Thirty-five members with their ladies were present. After the dinner a general discussion of the coming flower show was held, and the following committees were appointed to make a success of it:

B. F. Barr, general chairman; Publicity, Messrs. Albert M. Herr and Walter Markley; Decorative, Messrs Lemon, Landis and A. F. Strickler; Wholesale division, Messrs M. J. Brinton, Elmer Weaver and Chas. B. Herr; Retail division, Jack Moore, Mrs. Geo. Goldbach and Miss Carrie Steckman; Financial, Messrs. Harry Rohrer and J. Du Barry Heinitsh; Reception, Mesdames A. M. Herr, B. F. Barr, Ira Landis, Elmer Weaver, A. K. Rohrer and Miss May Brenneman.

A. C. Vick gave some good pointers on conducting a show from his experiences in the American Dahlia Society, and a very instructive talk on

CAR LOADS ARRIVING



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Wired Bales Cheaper

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 10-12 W. Randolph St. NEW YORK, 43 Barclay St.

VAUGHAN'S SEED STORE

Quality Cut Flowers

Roses, Carnations, Peonies, Valley, Sweet Peas, Daisies, Darwin Tulips, Calendulas and all other miscellaneous seasonable Cut Flowers. Complete line of Greens.

☛ Late Memorial Day orders given immediate attention

JOSEPH FOERSTER CO.

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ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

The E. F. Winterson Co.

Long Distance Telephone Central 6004

166 N. Wabash Avenue, Chicago, Ill.

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

publicity and show matters. John Moore, a Rotarian visitor with his brother Jack Moore, of the Rosary, thought we were working along the right lines by cutting out all commercial features and making it an educational show exclusively.

Mothers' Day was discussed from two viewpoints—production and selling. B. F. Barr, advocated the idea of cutting carnations back to have them come in heavier crop for this occasion. Messrs Chas. B. Herr and Elmer Weaver, two large growers, claimed this to be impractical and that weather conditions were alone responsible for the shortage of cut flowers. This use of more plants was suggested as a help, but some of the members seemed to think that a plant did not express the proper sentiment for Mothers' Day.

Walter Markley, sales agent and publicity man for the B. F. Barr & Co., establishment was elected to membership in the club. The programme committee reported a visit to the Du Point gardens for the June meeting. The following ladies won prizes in the drawing contest: Mesdames B. F. Barr, Lemar Landis, Rudolph Nagel, A. K. Rohrer, E. P. Hostetter, Phares Hostetter and J. Moore.

ALBERT M. HERR, Sec'y.

FERNS

Fancy Dagger

If quality counts with you, it will pay to give us a trial order.

Wire

Duncan Jackson, Kinston, Ala.

Mention the American Florist when writing

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .

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FLORISTS' SPECIALTIES

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(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

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CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Wire Hanging Baskets

The well made kind. Painted, bound with galvanized wire 6 at dozen rate. 50 at hundred rate.

10 inch.....$2.25 per doz.; $16.00 per 100
12-inch..... 2.50 per doz.; 20.00 per 100
14-inch.....$3.25 per doz.; $25.00 per 100
16-inch..... 4.25 per doz.; 35.00 per 100

GREEN SHEET MOSS Long Green Sheets for Hanging Baskets Per bag...$2.00 10 bags...$17.50

Michigan Cut Flower Exchange, 1452 Randolph St. DETROIT, MICH.

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Write for Catalog and Prices.

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FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

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George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

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Bailey's New Standard Cyclopedia of Horticulture

Price, $48.00.

Sold only in complete sets.

American Florist Co.

440 S. Dearborn St., CHICAGO

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST

		Dozen
Roses,	Beauty	$ 4.00 to $12.00
		Per 100
"	Mrs. Chas. Russell	8.00 to 40.00
"	Butterfly	8.00 to 35.00
"	Columbia	8.00 to 35.00
"	Dunlop	8.00 to 35.00
"	Premier	8.00 to 35.00
"	Hoosier Beauty	8.00 to 35.00
"	Killarney Brilliant	6.00 to 30.00
"	White Killarney	6.00 to 30.00
"	Mrs. Geo. Shawyer	6.00 to 30.00
"	Milady	6.00 to 35.00
"	Mrs. Aaron Ward	6.00 to 25.00
"	Sunburst	6.00 to 25.00
"	Ophelia	6.00 to 30.00
"	Dble. W. Killarney	6.00 to 30.00
"	Cecile Brunner	4.00 to 6.00
"	Our Selection	8.00
Calendulas		3.00 to 6.00
Peonies		10.00 to 15.00
Snapdragon, per bunch		1.50 to 2.00
Daisies		3.00 to 4.00
Mignonette		6.00 to 8.00
Sweet Peas		1.50 to 3.00
Cattleyas, per doz		7.50 to 9.00
Valley		8.00
Carnations		6.00 to 8.00
Lilies, per 100		15.00 to 20.00
Adiantum		1.50 to 2.00
Ferns	per 1,000	6.00
Galax	per 1,000	2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays		35c to 50c per bunch
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry		7.50
Cape Jasmine		$ 3.00 to $ 4.00

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WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

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Cut Flower Boxes

(Shallow Lids)

Sizes		Per 100
18x5x3	inches	$ 5.00
21x5x3	inches	6.00
24x5x3½	inches	7.50
30x5x3½	inches	8.50
24x8x4	inches	9.50
28x8x5	inches	12.00
36x8x5	inches	17.00

CUT FLOWER BOXES.

(Full Telescope Cover)

Sizes		Per 100
30x12x6	inches	$26.00
36x12x6	inches	30.00
42x10x6	inches	33.00
24x24x8	inches	50.00
20x20x8	inches	40.00
16x16x8	inches	30.00

25 boxes of a size billed at 100 rate.

ONE Floral Art Album given free with any order of $25.00 or more.

Geo. H. Angermueller Co.

Wholesale Florists

1324 Pine St., ST. LOUIS, MO.

Mention the American Florist when writing

A. L. Randall Co.,

ZANGO BRAND Wabash Ave., and Lake St. CHICAGO, ILL. ZANGO BRAND

Wholesale Cut Flowers, Florists' Supplies.

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ARTIFICIAL VALLEY

ARTIFICIAL FLOWERS

Write for prices

Grossberg-Tyler-Finnerman Co.

Manufacturers and Importers

30 E. Randolph Street, CHICAGO

Your Orders For School Commencements —AND— June Weddings

will be taken care of if placed with us. We expect to have plenty of Good Flowers and we recommend:

RUSSELL ROSES
PEONIES
VALLEY
ORCHIDS.

The demand will be mostly for the Better grades of stock.

These are very good reasons why you should place your business with us. Quality and Service are the most important.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

Philadelphia.

STOCK MOVING SLOWLY.

The warm weather of the past week has brought in quantities of flowers of all kinds, a production that greatly exceeded the demand. Roses have been particularly plentiful, splendid stock, much of it in the higher grades that had to be sold at very low prices, as buyers were loath to stock up, their customers being so few and far between. There are plenty of carnations, but aside from one or two varieties they grade low. Callas are almost over while Easter lilies are in good supply. Snapdragon is a feature. Cornflowers are plentiful. Cattleyas and lily of the valley are about equal to the demand. Local peonies are in and next week will find them at their flood. The commission men on the wharves, who handle country produce, have been selling them the past week at $3 to $5 per hundred, stock cut from the farmers' yards, much of it of inferior quality. The offerings from regular peony growers is exceptionally good, the heavy rains of the past month having been of great benefit. Southern gladioli will be a factor as it is coming in in large quantities. The quality is fine. A wholesaler sizing up the business of the week said that although it seemed very light, it was found on comparison to have been somewhat better than that of a year ago for the same period.

NOTES.

It is time the florists' baseball league was getting into working order. There is considerable detail in arranging dates satisfactory to all, and it must be certain that there are the requisite number of clubs composed of men who are enthusiastic enough to hold together to finish out the schedule. "Ringers" are to be provided against. Perhaps it would be well for the committee to prepare several questionnaires to be tried out on batteries whose standing as to membership in the trade is in doubt. The older members of the trade remember with pleasure the league of some 20 or more years ago when Henry Dreer, Inc., the Robt. Craig Co., Lonsdale & Burton, and a club of boys from the stores had for several seasons an interchange of games, that were always looked forward to with pleasure and very much enjoyed.

At this writing, all signs point to a big Memorial Day's business; many large advance orders have been received by the wholesalers, the out of town demand being exceptionally strong. In this city the American Legion, which has added largely to its membership the past year and is now well organized, is working hard to make the day a great patriotic event.

The drive to double the membership of the Society of American Florists is on. This city and community must do its part and at least increase its membership 100 per cent. Everybody get busy and let us go down to Washington, D. C., with a century of new names to add to the roll.

The closing meeting for the season of the Florists' Club, to be held on June 7, will be most interesting. Prof. E. I. Wilde, of Pennsylvania State College, will be the speaker, his subject being, "The College and its Relative Importance to the Trade." A higher education along scientific lines pertaining to the culture of plants and flowers has been discussed for some time in the trade press and Prof. Wilde's lecture will be most timely. The subject will then be taken up from the business men's point of view, the discussion being opened by Robert Craig.

The Robt. Craig Co., who have had a splendid spring business, are booking large orders for young ferns of the Boston types to be grown on for fall sales. Many plant growers find it more advantageous and cheaper to buy this young stock than produce it themselves.

The annual flower fair of the society people, the proceeds going to the benefit of charitable institutions, was held on Thursday last in Rittenhouse square. The trade, in their assistance both by donations of plants, cut flowers, salespeople and decorators, added greatly to its success.

J. Otto Thilow, of Henry A. Dreer, Inc., reports a wonderful demand for all kinds of flower and vegetable seeds and summer bulbs. He added there is no evidence of depression here as their business is constantly increasing all the time.

EDWARD REID

CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, MAY 25.

	Per 100
Roses, American Beauty	4.00@ 75.00
" Russell	4.00@ 20.00
" Dunlop	4.00@ 16.00
" Pilgrim	4.00@ 16.00
" Crusader	6.00@ 20.00
" White Killarney	4.00@ 16.00
" Ward	4.00@ 12.00
" Maryland	3.00@ 10.00
" Hoosier Beauty	4.00@ 12.00
" Columbia	4.00@ 16.00
" Hadley	6.00@ 25.00
" Ophelia	4.00@ 16.00
" Premier	4.00@ 20.00
Adiantum	2.00
Asparagus bchs., per bch.	.50@ 1.00
Asparagus Strings, doz.	12.00
B. Buttons	4.00@ 5.00
Calendulas	3.00@ 4.00
Carnations	4.00@ 6.00
Carnation, Laddie	10.00@ 12.00
Cattleyas, per doz.	9.00@ 12.00
Lily of the Valley	4.00@ 6.00
Longiflorum Lilies	20.00@ 30.00
Pansies	1.50
Smilax, per doz.	6.00
Snapdragons, doz.	1.00@ 2.50
Sweet Peas	2.00@ 3.00
Callas	2.50@ 3.50
Cypripediums	4.00
Marguerites	2.00@ 5.00
Myosotis, per bunch	.50
Gladioli	2.50@ 3.00

BUFFALO, MAY 25.

	Per 100
Rose, White Killarney	5.00@ 10.00
" Dbl. Wht. Killarney	6.00@ 15.00
" Richmond	6.00@ 12.00
" Maryland	6.00@ 12.00
" Sunburst	5.00@ 12.00
" Columbia	6.00@ 25.00
" Ophelia	5.00@ 15.00
" Russell	6.00@ 15.00
" Premier	5.00@ 20.00
" Cecile Brunner	4.00@ 6.00
Calendulas	3.00@ 8.00
Calla Lilies	8.00@ 20.00
Carnations	4.00@ 8.00
Easter Lilies	12.00@ 20.00
Mignonette	4.00@ 5.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	4.00@ 15.00
Sweet Peas	1.00@ 3.00
Tulips	3.00@ 5.00
For-get-me-nots, per bch.	.25
Delphinium	8.00@ 15.00
Peonies	8.00@ 10.00

Write For Our
Price List On Cut Flowers
H. G. BERNING
1402-4 Pine St., St. Louis, Mo.

Berger Bros.
The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, MAY 25.

	Per 100
Roses, Premier	4.00@ 15.00
" Russell	4.00@ 15 00
" Columbia	4.00@ 15.00
" Butterfly	4.00@ 15.00
" White Killarney	4.00@ 15.00
" Pink Killarney	4.00@ 15.00
" Sunburst	4.00@ 15 00
" Mrs. Aaron Ward	4.00@ 15.00
" Ophelia	4.00@ 15.00
" Baby Doll	3.00@ 4.00
Carnations	2.00@ 4.00
Easter Lilies and Callas	10.00@ 12.50
Ferns, per 1,000	4.00
Forget-Me-Not, bunch	.25
Galax, per 1,000	1.50
Leucothoe, per 1,000	5.00@ 6.00
Plumosus (south) per bch.	.25
Smilax, per string	.15@ .25
Snapdragons	6.00@ 8.00
Stocks, per bunch	.50@ .75
Calendulas	3.00@ 4.00
Sweet Peas	.50@ 1.00
Gladioli	10.00@ 12.50
Cornflowers	3.50
Jasmines	1.00

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS
PLANTS, BULBS
FLORISTS' SUPPLIES
MILWAUKEE, - WIS.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
JOS. G. NEIDINGER CO.
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Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers.
116-118 Seventh Street,
PITTSBURGH, - PA.

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506
444-446 Milwaukee Street
MILWAUKEE, WIS.

A wholesale dealer referring to Memorial Day cut flowers, stated that a full crop of peonies will be a great help to the market, as in this neighborhood most of the shrubbery which was always such a factor at this time is past.

The Leo Niessen Co. are prepared for a record Memorial Day's business. Advance orders have been very large. Mrs. Chas. Russell and other choice roses, peonies in quantity and carnations are leaders in their large assortment.

Edward Reid said of Memorial Day's outlook, "It's all right; we have the flowers and the orders as well, there is no question that it is going to be a hummer this year."

Lots of flowers and lots of business is the report of Berger Bros. for Memorial Day. Peonies, roses, carnations and snapdragons are features of their large stock.

Large shipments from the Roelfs, Pa., rose houses are being received by the Jos. Heacock Co. They anticipate a large Memorial Day business.

K.

Kansas City.

MARKET IN GOOD CONDITION.

The outlook for Memorial Day is good, especially the demand for wreaths. The late frost has limited the peony crop which is the leading flower for this occasion. If this warm weather continues the balance of the week all stock will be plentiful.

NOTES.

The sixth annual spring flower show of the Amateur Flower Gardeners' Association was held May 21 under the auspices of the American Iris Society. Peonies and irises were the only flowers entered.

Arthur Newell has an attractive Memorial Day window, featuring a large star spangled banner done in red, white and blue straw flowers.

W. L. Rock is preparing for heavy Memorial Day business with full supplies of excellent stock in all lines.

Wholesale Flower Markets

PITTSBURGH, MAY 25.	Per 100
Roses, Beauty, spl., per doz.	7.50
" " fcy., per doz..	6.00
" " ex., per doz...	5.00
" " No. 1, per doz	3.00
" Killarney	6.00@ 20.00
" Maryland	6.00@ 20.00
" Sunburst	6.00@ 20.00
" Mrs. Aaron Ward..	6.00@ 20.00
" Russell	8.00@ 30.00
" Columbia	6.00@ 25.00
" Ophelia	6.00@ 20.00
" Hilda	6.00@ 15.00
" Premier	8.00@ 25.00
" Madam Butterfly ..	6.00@ 20.00
Carnations	8.00@ 10.00
" Laddie	15.00
Cattleyas, each	1.00
Easter Lilies .....20.00@	25.00
Ferns, per 1,000.....	5.00
Galax, per 1,000.....	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.60
Calendulas ..... 3.00@	4.00
Sweet Peas ..... 1.00@	3.00
Smilax, per doz. strings...	4.00
Valley ..... 6.00@	8.00
Lilies, Calla .....15.00@	20.00
Snapdragons, per doz..... 1.50@	3.00
Peonies .....10.00@	15.00
Babybreath, per bch.....	.50

PHILADELPHIA, MAY 25.	Per 100
Roses, Beauty, special.....30.00@	50.00
" " fancy .....10.00@	20.00
" Mrs. Chas. Russell.. 6.00@	35.00
" Killarney ..... 2.00@	6.00
" Hadley .....10.00@	40.00
" Sunburst ..... 4.00@	10.00
" Wards ..... 3.00@	6.00
" Ophelia ..... 2.00@	10.00
" Columbia ..... 3.00@	20.00
" Premier ..... 6.00@	20.00
Adiantum ..... 1.50@	2.00
Asparagus, bunches	.50
Asparagus, strings ..... .75@	1.00
Calendulas ..... 1.50@	3.00
Carnations ..... 2.00@	6.00
Cattleyas ..... 1.00@	1.50
Easter Lilies .....20.00@	25.00
Lily of the Valley..... 6.00@	8.00
Smilax	.35
Snapdragons, per doz..... .75@	1.50
Mignonette ..... 3.00@	4.00
Callas .....10.00@	20.00
Sweet Peas ..... .25@	1.50
Freesia ..... 2.00@	4.00
Tulips ..... 2.00@	4.00
Larkspur, per doz..... 3.00@	5.00

Bryson Ayres, Independence, Mo., is supplying the trade with fine corn flowers.

Samuel Murray says his Mothers' Day business was the best on record.

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

ST. LOUIS, MAY 25.	Per 100
Roses, Premium ..... 3.00@	25.00
" White Killarney ... 2.00@	8.00
" Columbia ..... 3.00@	15.00
" Ophelia ..... 3.00@	15.00
" Killarney ..... 3.00@	6.00
" Russell ..... 6.00@	25.00
" Ward ..... 4.00@	8.00
" Sunburst ..... 4.00@	12.50
Calendulas ..... 2.00@	5.00
Carnations, Laddies .....10.00@	15.00
Carnations, fancy ..... 4.00@	6.00
Ferns, per 1,000..... 5.50@	6.00
Valley	6.00
Mignonette	8.00
Sweet Peas, per 1,000..... 2.00@	4.00
Smilax, per string.....	.20
Leucothoe	.75
Galax, green, per 1,000....	1.50
" bronze, per 1,000...	1.50
Violets	.40
Callas .....10.00@	15.00
Snapdragons, per doz..... 2.00@	5.00
Forget-me-nots, per bch...	.25

MILWAUKEE, MAY 25.	Per 100
Roses, Kill'n'y, W. Kill'n'y 8.00@	15.00
" Premier .....12.00@	35.00
" Ophelia ..... 8.00@	20.00
" Columbia .....10.00@	35.00
" Hoosier Beauty .... 8.00@	20.00
Callas, per doz..... 2.00@	3.00
Calendulas ..... 4.00@	8.00
Carnations ..... 8.00@	10.00
Sweet Peas ..... 1.50@	3.00
Tulips ..... 6.00@	8.00
Fancy Ferns, per 1,000....	6.00
Asparagus, per bunch..... .50@	.75
Daisies ..... 1.50@	4.00
Gysophila, per bunch.....	1.00
Valley ..... 8.00@	10.00
Snapdragons, per dozen... 1.00@	2.00

New York.

MARKET CONDITIONS BAD.

Not for many months has there been such a breakdown in prices as occurred the past week. Although up to May 21 the weather was exceptionally cool for the season, great stocks of roses, carnations and sweet peas came pouring in. On that day the weather suddenly turned hot, which further complicated the situation. Throughout the week there had been more than enough peonies to supply the demand and one day of heat was enough to bring an avalanche upon the market. It can be safely stated that for Memorial Day there will be more than enough of everything that will be wanted. The offerings in roses were so great that sales were practically at buyers' prices and everyone in the trade is well informed on that score. After a few specials were selected in the morning, Columbias, Premiers and Ophelias at from $10 to $12, and in an exceptional case, $15 per 100, the bulk of the stock literally went begging. Sweet peas and carnations did not fare much better. The former sold from 50 cents to $2 per 100; carnations $1 to $4, with a slight advance over the last figure on the best Wards and Laddie. American Beauty roses were slow at from $20 to $40 per 100 for long stems. In cattleyas a few gigas brought good prices, but mossiaes and gaskellianas ranged from $25 to $50 per 100. Lily of the valley was plentiful and cheap, good stock going as low as $3 per 100. Easter lilies, on account of a rather light supply, did better than other stocks, ranging from $15 to $25 per 100. There is little relief in sight for present conditions until the peony crop is out of the way. Memorial Day business, as we forecast it, will be merely an incident. It is only the cemetery and small town florists that do much buying for the occasion and they usually want cheap stock. In cool weather, Saturday is almost always a good day for the retailers, but the week of May 21 cut down their sales and the forecast is for continued warm weather.

May 23.—With temperatures ranging from 85 to 90 degrees on May 21-22, an immense quantity of stock is arriving, particularly in roses and peonies, and an over supply in practically all lines.

NOTES.

President Hendrickson of the Florists' Club acted as chairman of the committee on decorations for the Memorial Festival given to the American hero dead, held in the 22nd Regiment armory on May 20. Miss Julia Arthur recited the late Lieut-Colonel John McCrae's poem, "In Flanders Fields," just as a blanket of poppies were laid on a caisson covered by the American flag. There were elaborate decorations throughout the armory. The address for the occasion was delivered by Gov. Henry J. Allen of Kansas.

A pleasing ceremony took place on May 22 at Greeley square when Miss Daisie DeWitte at the head of a group of California girls crowned the statue of Horace Greeley with a large wreath of pink roses and sweet peas. Miss De Witte said that her grandfather had lived in this city as a young man and largely on Mr. Greeley's advice to young men to "Go west and grow up with the country," went to California in 1862. Members of Typographical Union No. 6, of which Mr. Greeley was a member, took part in the ceremony.

Forewarned is forearmed. Mrs. John W. Paris, president of the Flushing Garden Club, took out $1,500 rain insurance to protect the club against possible inclement weather spoiling the club's flower show which was held last week for the benefit of the Convalescents' Fund of Flushing hospital. Fortunately, at least for the insurance company, it did not rain.

Jacob Schaeffer, a florist of Middle Village, L. I., died recently in the Kings County hospital, following an operation, age 42 years.

John Koster has opened the store of Christatos & Koster at West End, N. J., which will be conducted throughout the summer season.

Charles Beckman, Elmhurst, is erecting two new houses from salvage bought at the Ward range, Queens, L. I.

Reports indicate that G. E. M. Stumpp is having good business at his Southampton, L. I., establishment.

William P. Ford, 107 West 28th street, is receiving fine stock in peonies.

A. F. F.

Evansville, Ind.

BUSINESS IN GOOD CONDITION.

Business has been good since Mothers' Day and the florists are expecting a fine trade for Memorial Day. Stock is obtainable at a fair price. Roses are plentiful with prices firm. Gladioli are arriving in fairly large numbers and the demand for them is good. Carnations are moving well and sweet peas also are in very good demand. The local dealers are looking forward to good business in June, due to the large number of weddings and school commencements.

The Lockyear Floral Co. experimented with the raising of tomatoes in its greenhouses this spring and will have them ready for the market in a few days. The tomatoes are unusually large and well matured and will sell readily on the local market. This company recently purchased the range of the old Halbrooks Floral Co., near the Oak Hill cemetery. The Halbrooks Co. had about 12,000 square feet of glass and was one of the best equipped plants in the city. The Lockyear Floral Co. announced a few days ago through Mel Lockyear, the president, that they would plant large quanities of tomatoes, lettuce and carnations this fall and expect to supply the local market during the winter months.

W. B. C.

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Gold and Purple Scripts.

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RICHMOND, VA.—The Danville Flower Co. has been incorporatd with a capital of $10,000. John L. Ratcliffe, president; Miss N. E. Floyd, secretary, and Geo. L. Sutton are the incorporators.

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Wholesale Flower Markets

NEW YORK, MAY 25.

		Per 100
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" Mdm. Butterfly	4.00@	15.00
" Pilgrim	3.00@	12.00
" Hadley	4.00@	20.00
" Dunlop	3.00@	10.00
" Dbl. Wht. Killarney	3.00@	12.00
" Columbia	1.00@	10.00
" White Killarney	2.00@	6.00
" Aaron Ward	3.00@	10.00
" Ophelia	2.00@	10.00
" Mrs. Chas. Russell	3.00@	15.00
" Premier	3.00@	15.00
" Scott Key	5.00@	35.00
" Sunburst	1.00@	8.00
" Ulrich Brunner	3.00@	12.00
Adiantum Croweanum and Hybrid	.75@	1.00
Asp. Plumosus, per bunch	.25@	1.00
Carnation Laddie	4.00@	6.00
Carnations	2.00@	4.00
Cattleyas	25.00@	150.00
Lilies, white	15.00@	20.00
Lily of the Valley	2.00@	5.00
Callas, per doz.	1.50@	2.00
Smilax, doz. strings	2.50@	3.50
Snapdragons, per dozen	1.00@	2.00
Daisies, yellow	1.50@	3.00
Larkspurs, per doz.	1.50@	2.50
Peonies	3.00@	5.00
Gladiolus, per doz.	2.00@	4.00
Iris, per doz.	.75@	1.00

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Zeeland, I. M. M. Lines (Antwerp)

June 2.

FROM NORFOLK, New York City, I. M. M. Lines (Bristol).

June 3.

FROM MONTREAL, Vitellia, I. M. M. Lines (London).

June 4.

Patagonier, Belgian Line (Havre-Rouen).
New Amsterdam, Holland-America Line (Rotterdam).
Lafayette, French Line (Havre).
Roussillon, French Line (Havre-Vigo).
Welshman, I. M. M. Lines (Liverpool).
Michigan, I. M. M. Lines (London).
Romeo, I. M. M. Lines (Manchester).
Ponnonia, I. M. M. Lines (Havana-Fiume).
FROM PHILADELPHIA, Vendelia (Avonmouth).
FROM PHILADELPHIA, Phrygia, I. M. M. Lines (Liverpool).
FROM BOSTON, Caledonian, I. M. M. Lines (Manchester).
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Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
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Newark, N. J.—Phillips Bros.
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St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Savannah, Ga.

JOHN WOLF

The Largest Grower of Cut Flowers in the South

Mention the American Florist when writing

Knoxville, Tenn.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee. Members F. T. D.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R. Summer Season.

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

"SAY IT WITH FLOWERS"

MacSchling Flowers

Schling Service
Nothing Better

785 Fifth Avenue
NEW YORK CITY

Member of Florists' Telegraph Delivery.

New York Telephone Audubon 6618
Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY.
Orders from Other Cities filled with promptness

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing

Salt Lake City, Utah

Evans Floral Co.

261 South State Street
Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.

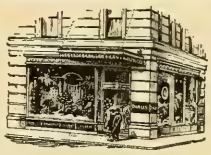
Mention the American Florist when writing

Oak Park, Ill.

AVENUE STATE BANK BLDG.
WILLIAM PALMER
FLORIST
Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.
Members of Florists' Telegraph Delivery.



DARDS

341 Madison Ave.
Opp. Hotel Biltmore
New York

The Leading Florist for nearly Half a Century

CHICAGO
75 E. Adams St.

HENRY Wittbold and Son DECORATORS FLORAL FLORISTS
EVANSTON, ILL. 3025 Central St.

Members of Florists' Telegraph Delivery.

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue
Member Florists' Telegraph Delivery

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST M.C.H.C.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florists
JOHN BREITMEYER'S SONS
1314 Broadway
PHILIP BREITMEYER, - President

Boston, Mass.
Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

New York. Established 1849
David Clarke's Sons
2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus.

Mention the American Florist when writing

WIRE YOUR ORDERS TO HARRY PAPWORTH
The Metairie Ridge Nursery Co. Ltd.
FLORISTS 135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS F.T.D.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to
The Dominion Floral Co.
484 St. Catherines St., West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

Mention the American Florist when writing

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

A. Mayer
Telephones: Lenox 2352 Lenox 7019
1062 Madison Ave., Near 80th St.
NEW YORK
Orders from other cities promptly filled.

Toronto, Can.
Canada's Best Known and Most Reliable Florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

Staten Island, N. Y. F. T. D.
ALEX. S. GEORGE
(Not Incorporated)
National Florist
FLORAL ARTIST
423-425 Richmond Terrace
(V. M. C.)

Nashville, Chattanooga and Atlanta THREE STORES
MEMBER Florists' Telegraph Delivery
Joy's

Mention the American Florist when writing

New York
Matthew A. Battista FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS. EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D. 799 Park Avenue
Telephone Rhinelander 3087

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Members of Florists' Telegraph Delivery.

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Hartford, Conn.

WELCH'S Flower Shop

Also Store at New Britain, Conn.
Established 1885.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Colo.

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

LOUISVILLE, KY

AUGUST R. BAUMER,

MASONIC TEMPLE
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Michigan — Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

CHICAGO OPPOSITE FIELD'S — DETROIT

Central Floral Co. 132 N. State, CHICAGO 1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros. Finest floral studio in Northwest. Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

New York

A. ECKRICH

(Successor to Charles E. Grunewald)

FLORIST

924 Madison Ave., bet. 73rd & 74th Sts.

Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

Mention the American Florist when writing

Salt Lake City

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass.

First-class stock and service. Usual discount. We reach the whole of Utah and to Central part of Nevada and Idaho

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

WICHITA, Kansas — Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers — Members
Personal Service — F. T. D.

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

Brooklyn, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

Mention the American Florist when writing

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel. Next annual meeting, will be held at St. Louis, June 20-21, 1921.

LOS ANGELES, Calif., reports still more rain.

THE Louisville onion set acreage is reported light.

ROY WHEELER, of the Pieters-Wheeler Seed Co., Gilroy, Calif., left Chicago for home, May 20.

MILWAUKEE field seed sales for April show great increases, especially in shipments of clover. Crop prospects are good to date.

BEAN planting in New York will require some good rains before starting the work, otherwise germination will not be satisfactory.

DUTCH growers are advancing the price on single white hyacinths, miniature grade, because of the higher prices of French Romans.

ROBT. D. EDWARDS, formerly with the W. Atlee Burpee Co., Philadelphia, Pa., is now manager of Beckert's Seed Store, Pittsburgh, Pa.

JOHN C. BODGER, of the John Bodger & Sons Co., Los Angeles, Calif., is planning to attend the seedsmen's convention at St. Louis, Mo., June 22-24.

WICHITA, KAS.—Ross McCausland, son of Mr. and Mrs. L. B. McCausland, will be married to Miss Ruth Ruberta Robison, June 6, at Towanda, Kas.

YANKTON, S. D.—D. B. Gurney, seedsman, is at the head of the big construction company, bridging the Missouri river here. A giant undertaking.

JOHN L. HUNT, of the Jerome B. Rice Seed Co., Cambridge, N. Y., is taking his summer vacation piecemeal this season and recently motored down to Doylestown, Pa., on a visit to Howard M. Earl and family.

MRS. BLANCHE BURPEE, Miss Peterson, David Burpee and Geo. W. Kerr, Philadelphia, Pa., left Chicago, May 21, for Los Angeles and San Francisco. Mr. Burpee says that while the mail order trade has been satisfactory, the wholesale demand has not equalled expectations. He will return via St. Louis, Mo., at the time of the seed trade convention.

EVANSVILLE, IND.—The public sale of the assets of W. H. Small & Co., May 19-20, netted about $100,000, according to the Mercantile Commercial bank, trustee. The assets consisted of stock, fixtures, buildings and real estate, the property being sold to 15 different firms and individuals. The Fulton avenue buildings were sold to a local hardware company.—C.

French Bulb Importers Meeting.

A meeting of importers of French bulbs was held at New York, May 23, to discuss and give their opinions as to the prevailing conditions. After considerable discussion, it was decided to cable the French exporters requesting them to so reduce their prices as to meet present conditions.

Where High French Prices Pinch.

The anxiety on the part of some American as well as Dutch jobbers of French bulbs, to keep prices low, seems to be caused by the fact that they have sold during the winter future deliveries of Paper White narcissus as low as $15.00 and $16.00 per thousand, and now must buy in France at lower prices than last year or lose money in filling these contracts, or "welch" on them, which latter course they can adopt if necessity develops—it has been done before.

French Bulb Situation.

Cable and mail advices to May 25 indicate that at least two Dutch houses represented in France have been buying bulbs of Narcissus, Grand Soliel d'Or and Roman hyacinths at the April prices made by the syndicate. This buying has, however, ceased for the moment, and prediction is made that the high prices of these items will not decline this season. It is thought the expected drop in prices of Paper White narcissus will not come for 30 days. The officials controlling the growers' syndicate are feeling confident because of prices maintained by them in recent years and are said to be ambitious to again add to their laurels.

English trade papers are suggesting that their dealers refuse to buy or use Roman hyacinth bulbs at the present asking prices, because the appearance of profiteering might injure their relations with private buyers.

Dutch growers are prompt to take advantage of the situation and are cabling quotations on prepared miniature hyacinths as substitutes for French White Romans. Poetaz sorts may take the place of Soliel d'Or.

Wholesale Grass Seed Dealers' Ass'n.

COMMITTEE ON GRIEVANCES.

At the meeting of the Wholesale Grass Seed Dealers' Association in Chicago on January 25, 1921, the Committee Grievances was created, consisting of seven members of the association, the association counsel being denominated as chairman. This committee has been duly organized.

The principal duties of the committee are to investigate and, so far as possible, to attempt to eliminate fraud or misrepresentation of quality in the sale of agricultural seeds, whether the offences complained of are by members of the Wholesale Grass Seed Dealers' Association or by non-members.

The methods of carrying on the work of this committee have been carefully thought out, after negotiations with various government agencies, and may be briefly summarized as follows:

1. In case of mistake or unintentional misrepresentation of quality correction by private agreement with the seedsmen.
2. Report of offender to members of the association.
3. Expulsion of member from association.
4. Presentment of complaint to the federal trade commission.
5. Prosection under federal or state seed laws.
6. Prosecution under postal laws.
7. Criminal prosecution for common fraud.

Any government official, seedsman, purchaser of seeds or other interested party, whether of the United States or of foreign countries, having a bona fide complaint against a seed grower or seed merchant dealing in agricultural seeds and resident in the United States, may file complaint with the chairman of the committee, and such complaint will be fairly, fully and promptly acted upon by said committee without cost. The services of the committee are not perfunctorily offered. The value of its services largely depends on the interest of those having and reporting bona fide complaints.

CURTIS N. SMITH,
Chairman and Counsel,
Committee on Grievances.

American Seed Trade Association.

ST. LOUIS CONVENTION JUNE 22-24.

The thirty-ninth annual convention of the American Seed Trade Association will be held in St. Louis, Mo., June 22-24, in the banquet room of the Hotel Statler. The first session will begin at 10 a. m. Wednesday, June 22, the annual dinner being held on the evening of June 23. It is expected that

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA
Company, Inc.

Flower Seeds for Summer Sowing

CINERARIA—Vaughan's Columbian Mixture.

ASPARAGUS.

PLUMOSUS NANUS.
100 seeds........**50c** 250 seeds.........**$1.00** 1000 seeds.........**$3.50**

SPRENGERI.
100 seeds.........**25c** 250 seeds.........**50c** 1000 seeds.........**$1.50**

BEGONIA—Sow now for winter blooming.

	Tr. Pkt.
Gracilie Luminosa, fiery dark blooming.	
Prima Donna, rose	.50
Erfordia, rosy carmine	.50
Erfordia, Grandiflora Superba, very fine	.50
Wurttembergia, new, beautiful rose	.50

CALCEOLARIA HYBRIDA. Vaughan's Extra Choice Mixed. Our mixture is composed of the choicest selections of the figured, marbled, spotted and variegated varieties. **Trade pkt. (1000 seeds)**........... .50
3 trade pkts. for $1.40.

CALENDULA, Orange King, selected stock; **lb. $6.00; oz., 50c**........... .20
Apricot. fine new color; **oz. 50c**........... .20

CANDYTUFT. Giant Hyacinth, Flowered; white, selected stock; **lb. $6.00, oz. 50c**........... .15
Umbellata Lilac. fine color; **lb. $4.00, oz. 50c**........... .15

CINERARIA.

Vaughan's Columbian Mixture. It consists of a mixture made up by ourselves of the choicest strains and cannot be excelled in variety of color, size, shape and substance of flowers and perfect habit of plant. **Trade pkt. (500 seeds), 50c; 3 trade pkts. for $1.40.**

Large-Flowering		Tr. Pkt.	Large-Flowering		Tr. Pkt.
White	500 seeds	**$0.35**	**Dark Blue**	500 seeds	.35
Crimson	500 seeds	.35	**Blood-Red**	500 seeds	.35
Azure-Blue	500 seeds	.35	**Soft Pink**	500 seeds	.35

Matador. Brilliant scarlet. Trade pkt.	500 seeds	.50
Old Rose. Pink, shading to coppery red	500 seeds	.50
Grandiflora. Semi-Dwarf. Mixed	500 seeds	.35
James' Giant, a fine English mixture	500 seeds	.50
Star Cineraria, small flowering variety for cutting and decorative purposes, mixed		.50
Blue tints in mixture		.50

PANSY.

Vaughan's International Mixture. Trade pkt., **50c**; ⅛ oz., **$1.50**; ½ oz., **$5.00**; oz., **$10.00.**
Vaughan's Giant Mixture. Trade pkt., **50c**; ⅛ oz., **75c**; oz., **$5.00**; ¼ lb., **$18.00.**
Vaughan's Cut Flower Mixture. Trade pkt., **25c**; ⅛ oz., **60c**; oz., **$4.00.**
Vaughan's P. P. (Popular Price) **Mixture.** Trade pkt., **25c**; ⅛ oz., **50c**; oz., **$3.00.**
Chicago Parks Bedding Mixture. Trade pkt., **25c**; ¼ oz., **50c**; oz., **$1.80.**
New Early-Flowering Giant Pansies. This new strain produces its giant flowers about four weeks earlier than any other known types. In early March, when the old type pansies hardly show any buds, the plants of the new strain often bear from three to five of their giant flowers.
Early-Flowering Giant White with eye, Yellow with eye, Light Blue, Dark Blue, Purple, Cornflower Blue, Pure White, Black and **Mixed,** each, trade pkt., **25c**; ⅛ oz., **50c**; oz., **$3.00.**

Write for List of Named Sorts with Prices.

DRACAENA, Indivisa, much used in window boxes; **lb., $5.00; oz., 40c**........... .10

GLOXINIA, Vaughan's Columbian Mixture, is made up by ourselves from the choicest spotted, tigered, edged, marbled and splashed sorts of the upright and horizontal types and we know that better seed is not to be had at any rate. **Trade pkt. (about 1000 seeds)**.... .50
1-32 oz., $3.00.

GYPSOPHILA, Elegans Grand. Alba. Fine for cutting. **¼ lb., 45c; lb., $1.60; oz., 15c.**
Elegans Rosea, oz., 25c........... .10

PRIMULA (Primroses).

CHINESE, Vaughan's International Mixture.
Packets (250 seeds), **50c**; 3 for **$1.40**; 1-16 oz., **$5.00.**

Malacoides, lilac, rose or white	each	.50
Forbesi, good pot plant	each	.50
Obconica Grandiflora Mixed	1000 seeds	1.00
Gigantea, Rosea, Kermesnia and mixed	1000 seeds	1.00

A New Pot Plant ISOLOMA (Hirsutum Multiflorum Hybridum).

The large leaves, which are of a texture similar to those of the Gloxinia, are of a rich dark green; the reverse of them, as well as the flower stalks are covered with bright red hair, which renders them very attractive. The flowers are produced in abundance and in various colors and color combinations, white, orange, yellow and scarlet. The plants grow from 12 to 18 inches high, are bushy and require no staking. Their culture is similar to that of the Gloxinia and other Gesneriaceas. Their constitution is very robust which enables them to thrive in living rooms. This is a most desirable pot plant and florists will do well to get familiar with it. Trade pkt., **$1.00**

Our List of "Flower Seeds for Summer Sowing" now on the press. Will be mailed shortly.

CHICAGO, ILL. VAUGHAN'S SEED STORE NEW YORK, N. Y.

Henry Berrien Fish

Carpinteria, Calif.

I have for immediate delivery seed stock of these varieties, hand-picked and ready for planting:

Fordhook Bush Lima
Wood's Prolific Bush Lima
Large White Pole Lima
Lazy Wife Pole

Write for Quantities and Prices.

Mention the American Florist when writing

JEROME B. RICE SEEDCO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations Throughout America. **Office: Cambridge, New York**

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS
SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.
Write for Special Contract and Spot Prices.
Office and Warehouse, **FREMONT, NEB.** Growing Station, **ROCKY FORD, COLO.**

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

amendments will be made to the following by-laws: Article 1, Section 5; Article 2, Section 1, and Article 2, Section 2. Members of the Southern Seedsmen's Association are planning to meet

McHutchison & Co.

OFFERS FROM STORAGE

VALLEY PIPS, Dutch or German type, in case lots of 2,500 pips. **LILY BULBS, Giganteum,** 6-8, 8-10, 9-10; **Magnificum** and **Rubrum,** 9-11. **BAMBOO CANES,** Japanese and domestic, natural and dyed green, all sizes. **RAFFIA,** natural and colored, 25 lbs. up.

SUMMER SHIPMENT.

FERNS IN FLATS, July-August shipment. **DRACAENA CANES,** May shipment. **PALM SEEDS, Kentia Belmoreana** and **Forsteriana, Cocos Weddeliana, Etc**

FALL SHIPMENT.

DUTCH BULBS, MANETTI STOCKS, CHINESE SACRED LILIES, VALLEY PIPS, JAP. LILY BULBS, DRACAENA CANES, FRENCH BULBS, FREESIAS and CALLAS, BEGONIAS and GLOXINIAS, Etc., Etc.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

Dutch and French Bulbs

C. J. Speelman & Sons | **Lagarde & Speelman**
Sassenheim, Holland | **Ollioules, Var. France**

NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

with the association following their meeting earlier in the week.

The St. Louis committee on arrangements has announced the first annual 18-hole blind bogy golf tournament of the seed trade to take place at the Kirkwood Country Club on Tuesday afternoon, June 21. A cup will be offered as first prize, donated by the seedsmen of that city, with the probability of consolation prizes being added as an incentive. All are urged to enter for the contest whether a player or not.

The rates at the Hotel Statler are $2.50 to $7 a day for one person, and $6 to $10 for two. Members are urged to make early reservations with R. L. Meyer, assistant manager of the Hotel Statler.

Catalogues Received.

Royal Palm Nurseries, Oneco, Fla., nursery stock; Steele's Pansy Gardens, E. 44th and Powell streets, Portland, Ore., pansies; Peterson Nursery, 30 N. La Salle street, Chicago, peonies and irises, and Alonzo J. Bryan, Washington, N. J., miscellaneous plants.

R. A. Van Der Schoot, Hillegom, Holland, Dutch bulbs.

Michell's Primula Seed

PRIMULA CHINENSIS

	½ tr. pkt.	Tr. pkt.
Michell's Prize Mixture. An even blending of all colors	$0.60	$1.00
Alba Magnifica. White	.60	1.00
Chiswick Red. Bright Red	.60	1.00
Duchess. White with zone of rosy carmine, yellow eye	.60	1.00
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Kermesina Splendens. Crimson	.60	1.00
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PRIMULA OBCONICA GIGANTEA

A great improvement over the old type; flowers much larger

	Tr. pkt.		Tr. pkt.
Lilacina, pale lilac	$0.50	**Rosea,** pink	$0.50
Kermesina, deep crimson	.50	**Alba,** white	.50
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Also all other Seasonable Seeds, Bulbs and Supplies. Wholesale Price List Free.

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KELWAY'S

choice strains of Florists' Flowers are unsurpassed and have received over 300 Exhibition Awards, gained in the worlds leading centers.

Prices available now—spot or growing crops. The address

KELWAY & SON, Wholesale Seed Growers, **Langport, England**
Cables: "Kelway, Langport."

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WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
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Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

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Grown for the Wholesale Seed Trade

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Lily of the Valley Pips

EXTRA FINE STRAIN EXHIBITION
Size GERMAN "LUBECK" PIPS
Just Arrived.

Price in cases, 1000, 500 or 250 each, on application.

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NEW YORK CITY
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Japanese Bulbs, Plants and Seeds

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GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds
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Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

VALLEY for JUNE WEDDINGS

NEW STOCK READY FROM COLD STORAGE

Bruns' Celebrated Chicago Market Brand

$35.00.....per 1000
20.00.....per 500
10.00.....per 250
5.00.....per 100

Florists' Money Maker Brand

$30.00.....per 1000
16.00.....per 500
8.00.....per 250
4.00.....per 100

I carry over 2,500,000 of the Finest Valley Pips in storage, and my facilities enable me to make shipments the same day or not later than the day following receipt of order.

If it's Valley, I can supply it. Tell me what you want.

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THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

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LANDRETH
Seeds Which Succeed
Bloomsdale Farm BRISTOL, PA.

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An experience of half a century in producing high grade
GARDEN SEEDS
at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.
S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

SEEDS
Flower, Vegetable and Farm
Send your inquiries to
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

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Wholesale Price List for Florists and Market Gardeners.
W. Atlee Burpee Co.
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JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

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DUTCH BULBS
Standard Bulb Company
BENTON HARBOR, MICH.
Ask prices.

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

R. & M. GODINEAU
Seed Growers
Angers, - - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

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I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

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GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

Before Placing Orders for SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June 22-24, 1921.

LOS ANGELES, Calif.—Fred Howard, of Howard & Smith, has gone to the mountains.

FROST injury to the grape crop in California will reduce the output of the much appreciated "Dago Red."

ONTARIO, CALIF. — The Armstrong Nurseries have increased their establishment to 350 acres, growing semi-tropical plants.

CLARKSBURG, CALIF. — The Clarksburg Nursery Co. was recently authorized to sell 250 shares of its capital stock, par value $100, to open up a tract in the Holland land project and to operate a nursery in this city.

DAYTON, O.—The Western Ohio Nurseries Co. has been incorporated with a capital of $10,000 to operate a nursery and deal in trees and shrubs. Among the incorporators are J. R. Conklin and E. E. Kumler.—J. W. L.

LAKE FOREST, ILL. — The North Shore Horticultural Society and the Garden Club of Illinois will hold their annual spring flower exhibit June 4-5, at Gorton school, this city. Mrs. Hugh McBirney Johnston, 1425 N. State parkway, Chicago, is chairman of the committee on arrangements.

Minneapolis Memorial Drive.

Theodore Wirth's great Victory Memorial Drive at Minneapolis, Minn., will be dedicated with much ceremony June 11. The drive is eight and one-half miles long and the memorial trees employed are closely selected American elms of the type with the gothic arch habit and budded or grafted. The work is well worth inspection and Mr. Wirth will cordially welcome all interested nurserymen and landscape gardeners on this occasion.

Labeling Plant Law Proposed.

Failure to label or mislabeling plants to be punished by imprisonment.

The Cramton bill, (house resolution No. 247), says that all nursery stock, which is defined as field and greenhouse grown plants, such as fruit trees, fruit tree stocks, trees, shrubs, vines, cuttings, grafts, scions, buds and all other plants or parts of plants for planting or propagation, shall, when shipped in interstate commerce, or when sold in the District of Columbia, or territories, have a label attached to the tree or plant or to the package, stating the true, accepted and correct name of the variety of stock, the name of the person who grew the same, and the place where it was grown. It is further provided that no person shall ship or deliver for shipment nursery stock which is not true to name, or that is wrongly or improperly labeled in a manner that will tend to mislead or deceive, and any person doing so is under penalty of a fine not exceeding $200, or of imprisonment not exceeding six months, or of both such fine and imprisonment.

CURTIS N. SMITH.

Fruit Via Panama Canal.

As a result of the high freight rates, the California Fruit Growers' Exchange and the Northwestern Apple Growers are combining to launch a gigantic water transportation system which will lay their products down in eastern markets by way of the Panama canal. Even with American coastwise ships required to pay Panama canal tolls, this transportation will be cheaper than the present cost of rail transportation. If congress should exempt American ships from payment of canal tolls, the water route would be still more advantageous to the Pacific coast shippers, and detrimental to the competition of rail transported midwestern apples in eastern markets. The plans will be perfected at a meeting in Seattle June 1. Apple growers of the north and citrus growers of the south have pledged 8,000 carloads, which, according to steamship men, is sufficient tonnage to keep a number of boats in active service for the period of the year.

Preventing Forest Fires.

Recognizing the value of normal grazing in fire protection of timberlands, a study of its application to national forests, say forest specialists of the United States Department of Agriculture, suggests:

The timely use of present ranges by the removal of rank vegetation before it becomes unpalatable.

The utilization of all suitable unused grazing lands by the development of water and trails and the elimination or control as rapidly as possible of all factors which prevent present use.

The closer consideration of the class of stock to be grazed where fire protection is involved.

The overgrazing of strategic points; minor damage at such points may result in saving large areas of forest from destruction by fire.

The study of lightning fires on the forests with a view to determining whether lightning zones exist and the possibility of utilizing grazing live stock to assist in preventing the spread of fire. The fuller enlistment of the moral and active support of some 25,000 additional persons in the forests on account of grazing uses.

The closer correlation of the live-stock industry of the forests with the fire-protection plans.

VIBURNUM PLICATUM

Also Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO — WEST GROVE PENN'A.

Robert Pyle, Pres. — Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing

The Barclay Nursery

Importers and Growers of
Seeds, Bulbs, Plants, Trees, Vines, Shrubs and All Hardy Perennials.
All Kinds of Decorative Plants.
Our Specialty—Everblooming Hardy Roses, Boxwood and Rhododendrons.
60 Barclay St., 14 West Broadway and 62 Vesey St., New York
Telephone: Cortlandt 1518.

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Storrs & Harrison Co.

PAINESVILLE NURSERIES
Catalogues and Price Lists Free on Application.
PAINESVILLE, - OHIO

HILL'S EVERGREENS

Best for over half a century. Firs, Spruce, Pines, Junipers, Arbor Vitaes, Yews, in small and large sizes. Send for price list.

The D. Hill Nursery Co., Inc.
Evergreen Specialists—
Largest Growers in America.
Box 404, - - DUNDEE, ILLINOIS

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.
342 pages, illustrated. Price, $2.25.
American Florist Co.
440 S. Dearborn St., CHICAGO

We have on hand the largest stock of
Boxwood in New England; all shapes.
RHODODENDRONS
Parson's Hardy American Seedlings.
FANCY EVERGREENS, for tubs.
300 BAY TREES
All sizes, standard shapes.
MONTROSE NURSERIES
Wakefield Center, Mass.
(Office and Salesroom) 31 Otis St., Boston, Mass.
N. F. McCarthy & Co., Props. Send for catalog.

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The Elm City Nursery Co.

IBOLIUM PRIVET
THE NEW HARDY HEDGE
To be introduced to the public this fall for the first time.

BOX-BARBERRY
Now too well known to need further description

2-Year Old IBOLIUM PRIVET

We are now ready to quote trade prices to houses who wish to catalog these novelties in their forthcoming issues.

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THE ELM CITY NURSERY COMPANY
Woodmont Nurseries, Inc.
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Don't Miss This Opportunity

We have a good supply of the stock advertised to fill orders.

ROSES

2¼-inch **Columbia** .....per 1000, $60.00 | 2¼-inch **Pink Killarney**...per 1000, $60.00
3½-inch **Sunburst**.....per 1000, 85.00 | 2¼-inch **White Killarney**..per 1000, 60.00

CARNATIONS

Rose Pink Enchantress, **White Enchantress**, **Pink Enchantress** — From sand.....per 1000, $18.00; From black soil.....per 1000, 25.00
Aviator, from sand.....per 1000, 18.00

A very fine stock of **J. Hamilton Lewis Pompon,** $20.00 per 1000.

Peter Reinberg

30 East Randolph Street, CHICAGO, ILL.

Bench Rose Plants

	Per 100	Per 1000
Russell	$10.00	$90.00
Sunburst	10.00	90.00

YOUNG STOCK

Ophelia, 3-inch	9.00	75.00
Sunburst, 2½-inch	9.00	75.00

Good stock.

GEO. REINBERG
30 E. Randolph St., CHICAGO, ILL

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Abundance of Stock

Size	100	1000
2¼-in. **Ageratums,** light or dark	$ 2.75	$25.00
2 -in. **Coleus,** red or yellow.	2.75	25.00
3 -in. **Cyclamens,** 8 varieties	15.00	....
2¼-in. **Fuchias,** 12 varieties..	3.00	27.50
2¼-in. **Heliotropes,** light or dark	3.00	27.50
2½-in. **Marguerites,** fine plants	3.50	30.00
2½-in. **Stocks,** Alice or Nice.	2.75	25.00
2¼-in. **Vincas,** variegata	5.00	45.00
3½-in. **Vincas,** variegata	13.00	125.00

Liberal Extras. Correspondence Solicited.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

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50,000 Dracaena Indivisa

From 2-inch pots, ready for 3 or 4-inch pots, at $4.00 per 100. From 2-inch pots, good strong average sized plants at $3.00 per 100.

GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

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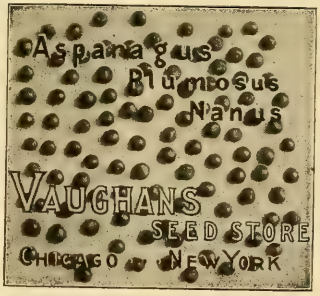
PLANTS

Now Ready
SEEDLINGS
$10.00 per 1000
1000
2¼ inch..$40.00
2½ inch.. 55.00
F. O. B.
Western Springs, Illinois



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Greenhouse Grown
1000 seeds, $3.50
5000 seeds at $3.25....per 1000
10,000 seeds for..... $27.50
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CHICAGO

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299 Broadway, New York

CARNATIONS

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Chrysanthemum Specialists

Catalogue Free.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

SPECIAL OFFER OF HEATHER

Heather Melanthera and Ovata, French Trumpet Hybrids, Coredenoides Veitchii, out of 1¾ inch pots ready for shift, $100.00 per 1000.

A. L. MILLER, Jamaica, N. Y

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Dooley, Cook County, Ill., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

Prices of Indoor Fruits and Vegetables.

Chicago, May 24.—Cucumbers, 2-dozen box, $2.50 to $3.25; leaf lettuce, per box, 30 to 32½ cents.

New York, May 20.—Cauliflower per dozen, $1.50 to $4; cucumbers, 50 cents to $1.25 per dozen; mushrooms, per basket, 50 cents to $1.75; radishes, 100 bunches, $2 to $5; tomatoes per pound, 10 to 25 cents.

Onion Growers Adopt Standard Grades.

The 1921 commercial crop of bermuda onions in the Coachella valley, Calif., is to be marketed on the basis of United States bermuda onion grades, according to an announcement of the bureau of markets, United States Department of Agriculture. This completes the standardization of practically the entire bermuda onion industry in the United States.

United States grades for bermuda onions were recommended by the Department of Agriculture in the spring of 1918. The same year the state of Texas legislated the compulsory grading of bermuda onions according to the grades promulgated by the department and adopted by the Texas state department of agriculture.

When the onion shippers in the Coachella valley requested inspection service from the California state department of agriculture in 1921, the department indicated that it would be impracticable to render such service unless suitable grades were agreed upon as a basis for inspection. Accordingly, the shippers made a comprehensive study of onion grades and decided finally to use the grades recommended by the Department of Agriculture. Perhaps the most important consideration leeading to this decisiion was the fact that since the adoption of the department's grades in Texas there has been a considerable decrease in the number of rejected Texas onion shipments.

Market Quotations Increase Income.

A few years ago it was the practice to ship most of the strawberries from the Hammond, La., district to Chicago. That was before every shipper knew the daily distribution of shipments. Today Louisiana strawberries are marketed in upward of 60 large cities from the Pacific to the Atlantic. Several carloads are also sent to Canada every season.

This increased distribution is attributed by the growers to the service rendered by the field station of the bureau of markets, United States Department of agriculture, at Hammond, La. Here reports of general market conditions and prices at important strawberry shipping and consuming centers and of car-lot movements everywhere in the United States are published daily. Weather conditions at shipping and marketing points are also reported upon, a service of great value in shipping highly perishable products. Despite the fact that 75 to 90 per cent of the Louisiana strawberry growers are Italians or other foreigners, a considerable number of whom speak no English, they have been quick to appreciate that to "know the markets" is a prime requisite in marketing farm crops. By keeping in daily touch with national marketing conditions they know when and where competition is to be met, the quantities of berries in the markets and rolling to market, and the markets offering highest prices. Not only has wider distribution resulted but the growers are realizing very satisfactory returns for their fruit.

Golden Yellow Sweet Peas

McClenahan's Yellow Flower Dye

Will quickly and uniformly dye white, light pink and rose-pink peas to golden yellow, apricot and burnt orange respectively.

For two years I have supplied dyed peas to the Olkahoma City market, and they are now more popular than ever. The peas take the dye perfectly. It never streaks, but diffuses through the petals so the veins are not distinguishable, and the dyed flowers appear so natural that many people search seed catalogues and make diligent inquiry for seed of these new colors.

White Carnations take the dye to a medium yellow, sometimes leaving part of the central tuft uncolored, but producing a charming effect.

So far as we have experimented, roses seem to take the dye as readily as peas do. Cecile Brunners quickly change to orange.

SEE WHAT A USER SAYS:

"We have been handling Sweet Peas for you for the last two years, and have always been more than pleased with the yellow, apricot, and the burnt orange, which you have colored with McClenahan's Yellow Flower Dye. The colors have always been clear and real, never showing streaks as we have noticed in other dyes. We know the dye to be a great success."
THE FOSTER FLORAL CO., Oklahoma City, Okla., April 30, 1921.

This dye keeps indefinitely in dry form, dissolves instantly, and we use same solution for one to two weeks.

Price, sufficient to make one quart, $1.00, prepaid. Six for $5.00.

H. S. McCLENAHAN

40th and Phillips Streets, OKLAHOMA CITY, OKLA.

Vanderschoot's Dutch Bulbs

If you are interested in Top Quality of

Hyacinths, Tulips, Narcissus, Crocus, Etc.

for delivery in August next, please ask for our quotations.

WHOLESALE TRADE GROWERS. Established in 1830.

R. A. VANDERSCHOOT, Hillegom, Holland

CYCLAMEN

We must have room and offer for one week.
2,500 2¼-in. **Cyclamen**, at $10.00 per 100; $90.00 per 1000.
3,000 3-in. **Cyclamen**, at $20 and $25 per 100.
1,000 4-in. **Cyclamen**, at $40.00 per 100.
Ask for our prices of **Easter Greeting Pelargoniums and Ferns.**

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, $1.00.

American Florist Co.

440 S. Dearborn St., Chicago.

Ageratum Fraseri

We feel confident in offering **Ageratum "Fraseri"** to our customers that we are offering what will be one of the most valuable acquisitions to the bedding plant line in recent years, that it is a blue, a decided blue, that would be continually in bloom. In our trial grounds last summer **"Fraseri"** attracted more attention than any other bedding plant. It only grew about 8 to 10 inches high and was covered the entire season with what can easily be classed as immense trusses of flowers, as many of them were over 2½ inches across, while the individual flower would be ⅞ of an inch in diameter. The plant spreads about 12 to 15 inches across. It can easily be used with Alternantheras as a border plant.

Being an early bloomer and dwarf, compact grower, it makes an excellent pot plant.

2-inch, $1.00 per doz.; $ 6.00 per 100.
3-inch, 1.50 per doz.; 10.00 per 100.

Be sure to get Our Monthly Bulletin.

R. Vincent, Jr. & Sons Co.
White Marsh, Md.

Mention the American Florist when writing

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD, Delaware County, PA.

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Ready Reference Section

15 CENTS, NET, PER LINE

ALTERNANTHERAS.

Alternanthera, yellow. Fine bushy stock, 2-inch, $3.50 per 100; $30.00 per 1,000. Cash.
JOSEPH BANCROFT & SON
Cedar Falls, Ia.

AMPELOPIS VEITCHI.

Ampelopsis Veitchii. A large stock of one and two year in all grades. Two year transplanted are heavy for grades. Some three year with heavy tops and roots. Light stocks for lining out very cheap. CHAS. BLACK, Hightstown, N. J.

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $12.00 per 1,000; 2¼-in. pots, $5.00 per 100; 3-in. pots, $10.00 per 100.
ROMAN J. IRWIN,
43 West 18th St. New York.

Asparagus Sprengerii, 4-inch, 20c; 3½-inch, 15c each. Asparagus plumosus, 4-inch, 20c; 3½-inch, 15c each. DAVIS FLORAL CO., Davenport, Ia.

Asparagus plumosus, 2-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

ASPLENIUM.

Asplenium Nidus Avis (Birdnest Ferns), good strong, healthy stock, ready for delivery June 1, 1921. 1¾-in., 20c; 2¼-in., 25c; 3-in., 35c each. WM. K. HARRIS, 55th and Springfield Ave., W. Philadelphia, Pa.

ASTERS.

Asters, best varieties, 4 colors, strong 2¼-inch, pot plants, $3.50 per 100. H. G. WALKER, 312 W. Chestnut St., Louisville, Ky.

BARBERRY.

Box-Barberry, well-rooted summer cuttings $25.00 per 1000. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

BEGONIAS.

20,000 BEGONIA MELIOR 2¼-IN. POTS.
From leaf cuttings, ready now, $35.00 per 100, $300.00 per 1000. Peterson, Cincinnati, Lorraine, ask for prices. Begonias 2¼-in., Chatelaine $7.00 per 100; Patten $8.00 per 100; the new Pride of Newcastle, $12.00 per 100. Begonia Rex, 2¼-in., $16.00 per 100.
ROMAN J. IRWIN,
43 West 18th St., New York.

Begonias, Metallica. Otto Hacker and Pres. Carnot, $10 per 100. The Storrs & Harrison Co., Painesville, O.

Begonia Chatelaine, 4-inch, $25.00; 3½-inch, $20.00 per 100. DAVIS FLORAL CO., Davenport, Ia.

BULBS.

Bulbs, Gladiolus. All bulbs are first-class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BULBS.

Bulbs. Gladiolus. Strictly first quality bulbs, properly kept and in good dormant condition. For varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

R. A. VAN DER SCHOOT
Hillegom, Holland
Extensive own culture of bulbs and plants. Prices on application.

CANNAS.

STARTED CANNAS.

	Per 100
City of Portland	$8.00
Yellow King Humbert	5.00
Indiana	4.00
Allemania	4.00
DORMANT CANNAS.	
Yellow King Humbert	4.00
Allemania	3.00

NORTH STAR NURSERY,
H. P. Schroeder, Mgr. Onarga, Ill.

CARNATIONS.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS, ROOTED CUTTINGS
Clean, healthy stock free from midge.
Standard Varieties.
Golden Glow, Early Frost, Charles Razer, Seidewitz and all other standard varieties. $3.50 per 100; $30.00 per 1000.
Pompons—Hardy Early Flowering, Single varieties. Anemones, $3.50 per 100; $30.00 per 1,000.
Choice Commercial Varieties.

Sun Glow	White Mistletoe
Glen View	Golden Mistletoe
Wells' Late Pink	December Gem
Yellow Turner	Odessa
Yellow Chadwick (ready May 25)	

Price on all above, $5.00 per 100; $45.00 per 1,000.
White Seidewitz, $6.00 per 100.
Hamburg Late White, $5.00 per 100; $25.00 per 1000. Pink Turner, $2.25 per dozen, $15.00 per 100.
Ask for Price List of Carnation Cuttings.
ROMAN J. IRWIN
43 West 18th St., New York.

CHRYSANTHEMUMS

	100	1,000
Early Frost	$3.00	$25.00
Marigold	3.00	25.00
Pink Chieftain	3.00	25.00
Smith's Ideal	3.00	25.00
Buckbee	3.00	25.00
Golden Queen	3.00	25.00
Oconto	3.00	25.00
Halliday	3.00	25.00
POMPONS		
	100	1,000
Godfrey	$3.00	$25.00
Buckingham	3.00	25.00
Golden Wedding	3.00	25.00
Volunteer	3.00	25.00
Hilda Canning	3.00	25.00
Irzola	3.00	25.00
Elizabeth	3.00	25.00

WIETOR BROS.,
Wholesale Florists
30 East Randolph St. Chicago, Ill.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrain, Mich.

CHRYSANTHEMUMS.

FOR SALE

1000	Uvalda	$4.00 per 100
600	Christmas Gold	4.00 per 100
200	Western Beauty	4.00 per 100
500	Carrie	4.00 per 100

BASSETT & WASHBURN
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Chrysanthemums. Caprice, five varieties. This is a fine variety for early pot plants. Stock is in good shape. 2¼-in. at $8.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

CINNAMON VINES.

Most beautiful and fragrant of all climbers. Easily handled, quickly sold. Good "money-makers" every day for florists. Now is your time. Particulars and colored plate free. Address largest grower in the world. A. T. COOK, Seedsman, Hyde Park, N. Y.

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COLEUS ROOTED CUTTINGS.
$1.50 per 100; $14.00 per 1,000, by express. If postpaid, special delivery and insured, at customer's risk, add 15c per 100; 75c per 1,000. Golden Bedder, Verschaffeltii, Queen Victoria, Beckwith Gem.
Ask for Price List on All Bedding Plants.
ROMAN J. IRWIN
43 West 18th St., New York.

Coleus. Best bedding varieties, $3.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CYCLAMEN.

From Amer. grown seed and superior in quality. Cyclamen Giganteum, 3-inch pot plants, now ready for delivery.

Glory of Wandsbek	White-Carmine Eye
Daybreak	Rose of Marienthal
Brilliant Red	Magnifica
Christmas Cheer	Lavender
Pure White	Rokoko Improved

$20.00 per 100; $175.00 per 1,000, net. Strong, hardy plants, a superior strain and grown cool.
J. A. PETERSON & SONS,
Westwood, Cincinnati, O.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

Cyclamen, 2½-in., good assortment, leading varieties, $12.00 per 100, May delivery. MATTHEWSON'S, Sheboygan, Wis.

DAISIES.

DAISIES, Single White, rooted cuttings, $3.00 per 100, 2½-inch, $6.00 per 100; $50.00 per 1000. Mrs. Sanders, Boston Yellow, 2¼-inch, $8.00 per 100.
Ask for Price List on Ferns, Cyclamen Seedings, Etc.
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Daisies. Marguerite, heavy bushy plants from 4-inch pots, coming in bud and bloom, $15.00 per 100. Cash. Just right for planting now.
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Cedar Falls, Ia.

Shasta Daisy, field-grown plants, $5.00 per 1.00. H. G. WALKER, 312 W. Chestnut, St., Louisville, Ky.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

DELPHINIUMS.

25,000 Delphinium Belladonna. 2¼-in., $6.00 per 100, $50.00 per 1000. WM. SWAYNE, Kennett Square, Pa.

DRACAENAS.

Draceana Indivisa. 2-in., ready for 3 or 4-in., $4 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

FERNS. Strong 2¼-in., $6.50 per 100; $55.00 per 1,000. Boston, Roosevelt, Scotti, Teddy, Jr., Verona, Whitmani, New Macawii, $10.00 per 100; $95.00 per 1,000. Larger sizes, ask for prices.

Table fern seedlings, $3.00 per flat, 5 flats at $2.75 per flat, 10 flats, $2.50 per flat. Best varieties, Pteris Wimsettii, Wilsonii, Cyrtomium, (Holly) Aspidium, Albo Lineata, etc.

ROMAN J. IRWIN
43 West 18th St., New York

FERNS
We are headquarters for
Strong Fancy Plants. Free from scale.

	Per 100	Per 1,000
Roosevelt, 2¼-inch	$6.00	$55.00
Whitmani, 2¼-inch	6.00	55.00
Boston, 2¼-inch	6.00	55.00
Teddy, Jr., 2¼-inch	6.00	55.00

Trade reference or cash.
THE AMERICAN ROSE & PLANT CO.
Springfield, Ohio

BOSTON FERNS
Good, Strong, Bushy Stock

5-inch	$ .50 each
7-inch	1.25 each
8-inch	2.00 each
10-inch	2.50 each

Add 5% packing charge.
DAVIS FLORAL CO.
Davenport Iowa

Ferns, Boston, Roosevelt and Harrisii, 2¼-in., $7.00 per 100; $65.00 per 1,000. Macawii, 2¼-in., $12.00 per 100; $100.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Ferns. Table and fern dish. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Ferns. Pot grown and in good shape. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns, Ill. descriptive list mailed.
L. MOSBAEK, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums, Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GLADIOLUS.

A bargain in gladioli. Five of the leading florists' varieties mixed, viz: Schwaben, Peace, America, Halley and Mrs. Watt. Planting Stock, ¼-in. to ¾-in., $6.00 per 1000. Bulblets, 75c per qt., $16.00 per bushel. Mrs. Watt, 1¼-in. to 2½-in., $27.00 per 1000. First class stock grown by a specialist. Cash with order.

CARL E. SCHMIDT
303 S. Seward Ave. Auburn, N. Y.

HARDWOOD ASHES.

Fertilize with hardwood ashes. They give strength to the stem and color to the flower. Delivered to you for $30 per ton. Terms: Your check upon arrival. GEORGE STEVENS, 364 Mark St., Peterborough, Ontario, Canada.

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FRENCH HYDRANGEAS—2¼-inch Pots.

	100
Avalanche, white	$ 8.00
Bouquet Rose	8.00
Baby Bimbinetti, rose	8.00
E. G. Hill, pink	10.00
General de Vibraye, rose	8.00
Tillie Mouillere, crimson rose	8.00
Ataksa	7.00
	100
Mme. E. Mouillere, best white	$ 8.00
Mme. Hamar, flesh	10.00
Mousseline, rose	8.00
Radiant, carmine	8.00
Souv. de. Chautard, rose	8.00
Trophee, reddest red	15.00

Larger sizes, ask for prices.

A fine lot of pot-grown, above kinds to grow on for next year. Ask for full list.

ROMAN J. IRWIN
43 West 18th Street, New York

IRISES.

Liberty Iris, assorted colors, $3.00 per 100. H. G. WALKER, 312 W. Chestnut St., Louisville, Ky.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

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English Ivy. The true hardy variety; fine strong plants, $4.00 per 100. H. G. WALKER, 312 W. Chestnut St., Louisville, Ky.

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Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

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Pelargonium Easter Greetings. In bud and bloom, extra fine plants, 5-inch, 40c; 4-inch, 25c each. DAVIS FLORAL CO., Davenport, Ia.

POINSETTIAS.

Poinsettias, 2¼-inch, ready June 15, $11.00 per 100; $95.00 per 1,000.
ROMAN J. IRWIN
43 West 18th Street, New York

PRIMULAS.

PRIMULA OBCONICA GIGANTEA, 2¼-in., grown from best Ronsdorfer strain, $7.00 per 100; $60.00 per 1,000. Following colors ready June 15:—red, rose, apple blossom, lavender, salmon, white, oculata and compacta. Primula Chinensis and Malacoides, 2¼-in., same price.
ROMAN J. IRWIN
43 West 18th Street, New York

Primula Obconica Giganteum. Our own strain and our reputation for this strain warrants us in saying that it is the best obtainable. The stock is in fine shape, ready to go out now; out of 2¼-in., at $7.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIVET.

Privet. Ibolium privet, hardy hybrid; cross between California and Ibota privet, [illegible] years, 2-3 ft., $2.50 each; 1 year, 1-2 ft., $1.00 each; summer frame cuttings, 50c each. The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn.

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INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

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Russell Bench Plants	$16.00	$150.00
Milady Bench Plants	15.00	140.00
Killarney Bench Plants	12.00	115.00
Ophelia Bench Plants	12.00	115.00
Sunburst Bench Plants	12.00	115.00
American Beauty	20.00	190.00

M. C. GUNTERBERG,
Wholesale Florist
8 East Randolph St. Chicago, Ill.

ROSES—OWN ROOT.
Plants from 2¼-inch pots.
All best varieties for forcing and bedding.
Write for general list and prices.
AMERICAN ROSE & PLANT CO.
Springfield, Ohio.

ROSE PLANTS.
Strong 3-inch own root stock.

Columbia	$175.00 per 1,000
White Killarney	120.00 per 1,000

STUPPY FLORAL COMPANY
St. Joseph, Mo.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

Roses. Own Root. Dunlop, 2-in., $20.00 per 100, $175.00 per 1000; Columbia, 2-in., $15.00 per 100, $125.00 per 1000; Ophelia, 2-in., $9.00 per 100, $80.00 per 1000. THE PARK FLORAL COMPANY, 1643 Broadway, Denver, Colo.

Roses. Nice thrifty plants; own root, from 2¼-inch pots. For varieties and prices see display advertisement elsewhere in this issue. The Good & Reese Co., Box 94, Springfield, O.

SALVIAS.

Salvia Splendius, 2¼-in., 4c; 3-in., 5c. H. G. WALKER, 312 W. Chestnut St., Louisville, Ky.

SEEDS.

Seeds. Seed stock of the following varieties, hand-picked and ready for planting: Fordhook Bush Lima, Wood's Prolific Bush Lima, Large White Pole Lima, and Lazy Wife Pole. Write for quantities and prices. Henry Berrien Fish, Carpinteria, Calif.

GARDEN SEED BARGAIN. Good money for florists. Big dollar box of earliest and best vegetable and flower seeds; 40 varieties; big packets; just what every planter must have, 25c, 6 boxes, $1.00; 100, $12.50 prepaid. A. T. COOK, Seedsman, Hyde Park, N. Y.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

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Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Son, Langport, Eng.

Asparagus plumosus seed of new crop. Greenhouse grown. True flat sprayed type. Per 1,000, $3.50; 5,000 lots at $3.25; 10,000 for $28.50; 25,000 at special price.
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Seeds. The largest French cultures of Primulas. Ask for prices 1921 crop. Malacoides, $22.69 per lb. JH. PAQUET, bd., Magnan, Nice (France).

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

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Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

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Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

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Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

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Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

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Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

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SNAPDRAGONS

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2¼-inch Pots		
Nelrose	$6.00	$55.00
Keystone	6.00	55.00
Silver Pink	6.00	55.00
Giant White	6.00	55.00
Giant Yellow	6.00	55.00

Fresh seeds of above at 50c per packet, except Keystone and Silver Pink which are $1.00 per packet. Seed of new Hybrid Pink and Golden Pink Queen, $1.00 per packet.

Ask for Prices of Roses, Grafted and Own Root.
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43 West 18th St., New York

Snapdragons. White and silver pink, strong 2½-in. pots, $5.00 per 100. H. G. WALKER, 312 W. Chestnut St., Louisville, Ky.

Snapdragons. Double June Hefko, rooted cuttings, $15 per 100; $125 per 1000; 2½-in., $17 per 100. T. D. Hefko, Marshfield, Wis.

SPHAGNUM MOSS.

Best moss at lowest prices. THOUSAND ACRE MARSH, Box 84, Warrens, Wis.

Sphagnum Moss and Green Sea Moss. For florists and nurserymen. Vaughan's Seed Store, Chicago and New York.

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SWEET POTATO PLANTS. NEW JERSEY GROWN. From the "sweets" centre, 50c per 100; $2.50 per 1000. WARREN SHINN, Woodbury, N. J.

VEGETABLE PLANTS.

NEW JERSEY GROWN VEGETABLE PLANTS. From the centre of the famous trucking section.

	100	1000
TOMATO	$0.50	$2.50
PEPPER	.75	4.00
CAULIFLOWER	.75	4.75
EGG PLANTS	1.00	7.00
SWEET POTATO PLANTS	.50	2.50
CELERY	.40	2.00
CABBAGE	.30	1.50

WARREN SHINN,
Woodbury, N. J.

VINCAS.

Vinca Variegata, 2¼-inch., $6.00 per 100. $50.00 per 1,000; 3½-inch, $14.00 per 100; 4-inch, $15.00 and $20.00 per 100.
ROMAN J. IRWIN
43 West 18th Street, New York

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Seed packets for 1921. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Pittsburg, Mass.

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Thomson's celebrated manure. Sold by all dealers or from sole makers. Wm. Thomson & Sons, Ltd., Clovenfords, Scotland.

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Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

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Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

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Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

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Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

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Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

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Everything in florists supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

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LABELS, for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

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Rusch & Co., Gust, Milwaukee, Wis.
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CONCENTRATED MANURES

Safe and dependable for every use under glass or in the field.

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32 Union Stock Yards, CHICAGO.

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The Insecticide that Kills plant Lice of many species

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A spray remedy for green, black, white fly, thrips and soft scale.

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For mildew, rust and other blights affecting flowers, fruits and vegetables.

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For eel worms, angle worms and other worms working in the soil.

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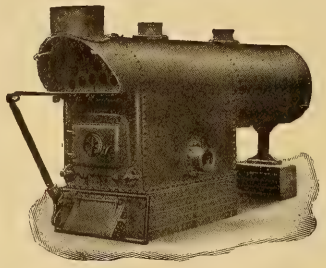

that to grow good flowers it requires good boilers in the greenhouses, so when installing a boiler be sure and consider

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THE AMERICAN FLORIST

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Vol. LVI. **CHICAGO AND NEW YORK, JUNE 4, 1921.** **No. 1722**

THE AMERICAN FLORIST

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

Government Information Bureau.

A bureau for the convenience of the public in securing information concerning governmental departments has been opened for business on the ground floor of the Post Office building, Pennsylvania avenue and Twelfth street, Washington, D. C.

Still More Bulb Men.

Bulb men are electricians who keep the incandescents fresh in the huge electric signs along Broadway. They now travel in little motor carriages with a supply of bulbs.

Seasick.

"Steward, I will give you five dollars if you will bring me that fern out of the music room and let me smell earth once more before I leave this vale of tears."

Wore Six Thousand Carnations.

Robert Lee Jones, Jr., of Des Moines, Ia., has worn a carnation in his buttonhole every day for 18 years, actually 6,570 blooms.

SUGGESTIONS FOR PLANT GROWERS.

Cleaning Up.

The bedding season is over, the year's work is practically finished, the young stock for another year in preparation, and now is the time to clean house. Do not leave a lot of worthless stock scattered around the houses that takes a man's time to water, but what it is desired to save block up all together where it can be watered in a short time, and, above all things, throw out anything that has passed its usefulness. How often have we seen plants that would never have been of any value left standing in the greenhouses until fall planting; neglected, yet taking more or less room, to be thrown out at last, and the houses never thoroughly made ready for the coming crop. Get the plants that need care and attention all together, and clean up the other houses. If the stock is grown in benches, these will need repairing, and if badly decayed take them down and rebuild. Those who have cement benches are fortunate, for they will only need repairs. Throw out all the old soil and clean up under the benches and in all the corners, and throw out any old, rotting boards or pieces of crocks, and thus get rid of the vermin that invariably infest greenhouses. After the benches are cleaned out, give them a good, thick coat of whitewash in which sulphur was mixed while the lime was slacking. The advantage of this is too little appreciated by many growers. It costs but little and the prevention from fungus will often amount to a great deal. After the whitewash has dried throw a few ashes or a mulch of some kind on the benches to protect them from the hot rays of the sun. Give the inside of the house a good coat of white paint; this should be done at least every other year, for the difference in the amount of light in a clean white house and in a dirty one during the dark short days is material, and the increased quality and quantity of stock will more than repay for the expense and labor. Any repairs that the heating system needs should be made at once and the boilers cleaned up ready for fall. Too often the boiler is never thoroughly cleaned out after the last firing, and ashes and clinkers are left lying around in a moist condition, rusting the boilers. The steam boilers should either be emptied or filled, for if the water is left standing, rust will form inside just above the water line and rapidly eat into the iron. These are all necessary details to be looked after at the earliest possible moment.

Canterbury Bells.

There is always a demand in the spring for something different than the flowers which the buyers have seen all through the winter, and many growers have a call for some of the forced perennials. Canterbury bells are grown for this purpose, and if well grown find a ready sale. Seeds sown now and grown on in pots, being shifted into larger sizes as may be required, will bloom next spring and help furnish the grower with a variety of stock. They should be grown cool during the early winter, a violet house or one of a similar temperature being about right, and then brought into a warmer house with a temperature of 50 degrees in late winter, where they will produce fine blooms for early spring. By bringing a few at a time into the warmer house, a succession of blooms may be had.

Ardisia Crenulata.

The seeds of ardisia may be sown at any time during spring and, as it will take until another year to grow plants that will fruit, it is not material at which particular time they are sown. The seeds are a little slow in germinating and it is better to sow them in the manner of sowing cyclamen, about half an inch apart. In early summer they should be potted in 2½-inch pots, and are better grown in a frame than

in the greenhouse. In the fall, when brought into the houses, they should again be potted in 3 or 4-inch pots and grown in a temperature of 50°. The plants are of a woody nature and grow slowly, and should not be potted into too large pots, for it is far better to allow the roots to fill the pots before shifting. The following spring they will bloom and should then be potted in 6-inch pots and given a cool location in the houses. After the fruit has formed and grown to good size the plants should be given a good, sunny position, that they may take on a bright color by Christmas. If the plants are grown too warm the foliage will be thin and lack the substance and luster which make them so much admired in the cooler grown plants, and the warmer grown stock gets chilled very easily, when the berries will drop off. The only insect which infests this plant is the brown scale, which, if not destroyed, will cover the plant stem completely. These should be carefully removed and continually guarded against. If there are any old plants that have dropped their lower leaves, the tops of these can be rooted in a similar manner to rooting rubbers, that is, by cutting into the stem and mossing the cut and, after the roots have appeared in the moss, the tops cut off below the moss and potted.

Calceolarias.

A plant that always attracts attention and is as decorative as cineraria or other plants of that kind, and yet but little grown, is the calceolaria. The culture is very similar to that of the cineraria, and is fully as easy. The seeds should be sown at once and shaded until they have produced one or two leaves, when the shade should be made lighter. As soon as large enough they should be potted into small pots and shifted along into larger sizes as fast as required. They should, as soon as well established, be given a light, airy location, not shady enough for them to become drawn, but if in the full sunlight they will have to be watched closely that they do not get dry. They will require cool quarters during the winter, if nice, stocky plants are desired, and under this treatment fine 6-inch pot plants may be had in bloom in early spring that will surely attract attention. For the last potting a good, rich soil will be required, and when they begin to bloom, watering with liquid manure will be beneficial. Like the cineraria, they are quickly ruined by aphis, and constant fumigation will be necessary. Many growers stand the plants on tobacco stems, which are renewed as the strength is lost.

GAFFNEY, S. C.—H. D. Wheat is adding one house, 35x200 feet.

ROCKFORD, ILL.—Manager Johnson of H. W. Buckbee's is calling on Ohio growers this week.

DARIEN, CONN.—Chas. Isselee, specializing in nursery stock, recently built one greenhouse here.

DALLAS, TEX.—The Lang Floral & Nursery Co., in addition to the extensive range acquired last year, is building five new houses, each 30x200 feet.

WHEELING, W. VA.—Construction will soon commence on greenhouses at the state prison in this city, to provide plants for the prison farm and other agricultural land owned by the state.

THE RETAIL TRADE

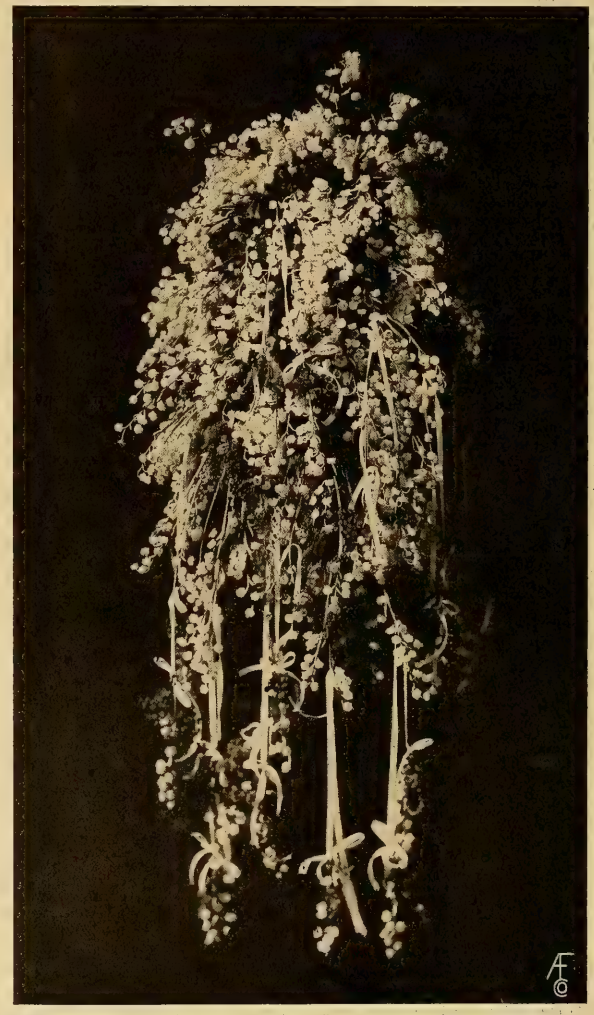
Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

The coming week with its weddings and commencements should find all the live wires busy as bees in a clover field, the result of their preparatory work in display and general publicity that brought them the business. It is the wide awake, progressive hustler who is always on the job that can display a "busy" card almost any day in the year. There are always a number of occasional buyers who have no particular place at which they deal, and the man who by his attractive store and advertising keeps himself in the public mind and eye is the most likely to get this transient trade. Many florists work on the principle that the stock should sell itself, no effort being made to feature or display it in artistic arrangement, which if they could only be made to realize it is the greatest factor in attracting attention to their plants and flowers and creating new business.

The backward spring has greatly retarded the setting out of bedding plants, filling window boxes, vases and other outdoor plant work. The little bargain baskets of assorted plants should still be good stock to feature and display on the street front. Porch plants labeled as such will attract attention, help decorate the store and find ready sale.

It will soon be vacation time, for with the closing of the schools, the country and sea shore homes are quickly made ready for the summer. It is best to get the books well cleaned up before this exodus takes place, better have the money in the bank now, than be waiting for it in the autumn when



BRIDAL BOUQUET OF LILY OF THE VALLEY.

the chances are not perhaps as good. Each dollar lost in bad debts is the profit on $10 worth of business, as very few balances can show even this margin for the year's work. If this fact was kept constantly in mind there would be a much closer scanning of accounts and very few uncollectible bills.

Now that Memorial Day is out of the way, it will be well to sit down and make a note of the business of the week in all its details. While the matter is fresh in your mind is the time to make such a record, which will be a reliable guide for 1922. It is a good plan to make a note of the stock you had on hand, that for which there was the greatest demand, and a little inventory of what was left, if any; how you featured the event, the window decorations, and a line on the quantity of wreaths and their construction.

There should also be a description of the business of Mothers' Day. This important floral holiday is rapidly coming to the front; it has already in places where the trade is alive to its possibilities, become of great importance. Make a note that you will start featuring the occasion well ahead of the event, and that the slogan, "Your Mother's Favorite Flower" shall be kept to the front so that the call shall be for all flowers and not just one kind.

Southern gladioli are now a factor in the market, the higher grades are fine and work nicely into sprays, adding to the variety at this season. The gladioli are a great summer flower, fitting to be used for the most artistic work. Always carry a few made up corsages; they are certain to be admired and frequently create a desire that leads to their purchase.

Feature a window of outside garden flowers, each vase correctly named. White lattice screens at the back will give a good boundary effect that will be quite decorative and add a realism to the picture.

Large tubs of hydrangeas that have been kept dormant and will come in about the same time as the outdoor plants are good stock to feature at this time. They make beautiful ornaments for the lawn, either for the country or seashore. A few letters to customers who are likely to be interested will be pretty sure to create trade along this line.

Sprays of the green or variegated privet are fine to use as a background for clusters of all long stemmed flowers. They also work in, particularly the variegated kinds, taking the place of flowers and adding a touch of golden color that produces a very good effect.

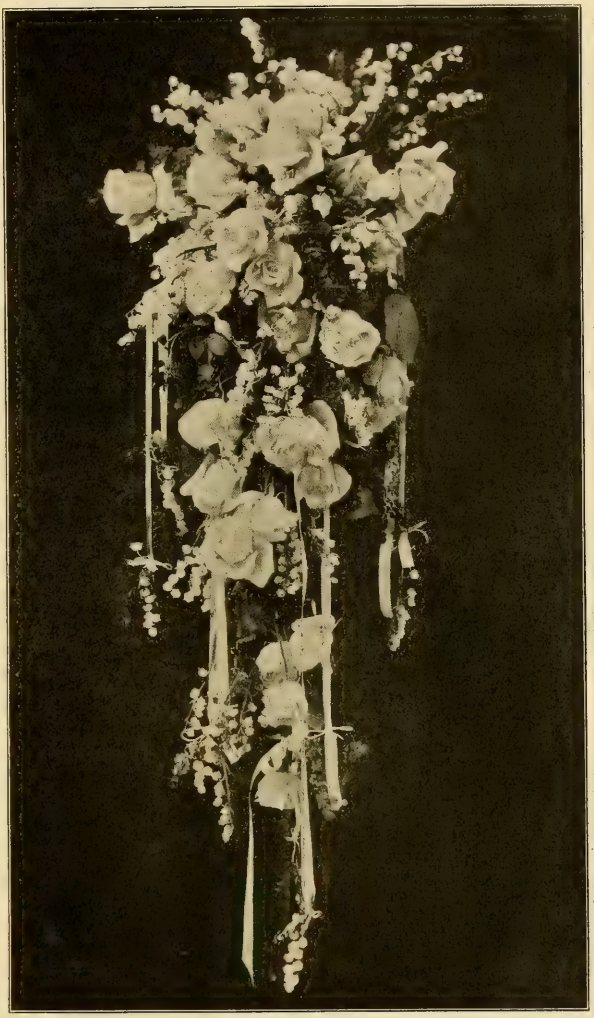
Members of the store trade should interest themselves in the "Every Member Get a Member" campaign of the Society of American Florists. This grand old society has done more in a practical way to advance the interests of the business in all its branches, than any other agency. Every man who belongs to the florists' fraternity should join this parent society out of which has grown so many efficient branches, every one of these being of more or less direct benefit to his business. If you are not affiliated join at once and get one other friend to help the good cause along.

What of the Future?

We have been having during the past few years a success in the floral kingdom causing us to act as though it were a natural condition, in spite of the fact, that not many years ago florists throughout this broad land of ours had to plough hard to get by. It is not so very long ago that with the rank and file in our business it was some task to meet the coal bills when even long overdue, let alone pay promptly as is now the case. It is not very long ago that with the grower it was early and late in the greenhouse, and not eight or nine hours a day as at present. Nor was it so very long ago that a majority of the growers could tell whether they were on the profit or loss side of the ledger. But at present conditions are different.

Most everyone these days comes to town in their automobiles and also have their business in such shape as to enable them to know what crops and varieties pay them the best; which to eliminate and which to develop, and in the main are enjoying much deserved success. This is some change from former years. We all appreciate that nothing succeeds like success, but we must also plan for the rainy day. Many lines of business that were very successful during and after the war period have lately felt the reverse condition to the extent that they have almost been wiped out, such as wool, leather, cotton, shoes, etc.; but the florists have not realized that they stand on the crest at this time and that we have passed the pivoted point of our unusual progress. We must now check ourselves up and find out what the future holds for us.

To the man who is planning ahead, whether he be grower or retailer, there is a desire to help continue to progress and he knows that in order to continue his prosperity he must make allowance for continued advertising to help create sales and build good will, and that the essential means to bring this about is to expend a part of his an-



BRIDAL BOUQUET.

nual sales to help keep the ball a rolling. Many of the florists who were alert to the needs of advertising and felt the effects of good times were glad to put a part of their earnings into a national campaign fund, just to help it along, much like dropping a nickel into a blind man's hat; it might do some good, and if it didn't the cost was not great anyway. That is the way some entered into the spirit of our national campaign; others, however, took a more serious attitude and gave liberally, were interested in its work and undoubtedly reaped the benefits by tying up to the campaign locally or otherwise.

Now, we come to the point. The advertising that the florists have been doing, whether local or national, has helped materially in point of sales and also to arouse many to the needs of advertising. Many have overlooked the fact that it must be carried on continually to be of real benefit and that if we lie down at this time it means getting back to the old conditions of years ago. There are, however, too many men in the craft who have felt its pulse and who wish to further continue the work laid out by the national publicity committee who are seriously and intensely interested, referring, of course, to the men behind the National Growers' Association and those interested in the allied florists trade associations. These men have seen the light and are doing a big and unselfish work trying to make others see the need of a continuance of the work, and unless we all follow in line we will fall back to former conditions. We have made progress, let us continue.

HENRY PENN, Chairman,
National Publicity Committee.

The Grower-Retailer.

A very important branch of the business is that of the grower-retailer, many of whom are situated in the suburban residence districts of the large cities, in what was considered open country when the first greenhouse was erected. There was no thought of retailing their plants and flowers at that time; they were sold in the market, peddled around the stores, or sold through the commission men. As the residences began to go up in their neighborhood, there developed a local retail demand, through which their stock was disposed of to much better advantage and which they were not slow to cater to and encourage.

As the trade increased and customers desired orders sent, a small line of folding boxes was laid in. Then came the orders for funeral work, and not having the facilities to handle it, and doubting their skill to make a creditable job, this trade was turned over to a friendly retailer. By and by however as the demand increased, and at times when there must be immediate delivery, sprays were tied up that passed muster. About this time, the grower-retailers were discovered by the florists' supply concerns, and persuaded to lay in a small line of design frames, baskets, a few made up magnolia wreaths, chiffon, stemming material, etc.

From this period on the retailing of flowers became an important factor in the business. Previous to this time, all transactions had been closed in the greenhouse shed, the flowers being wrapped up on the potting bench. Finally waiting on trade began seriously to interfere with the necessary work of the greenhouses; customers, who made light purchases, would follow the salesman through all the houses and take up more time than they were worth. Then came the evolution of the street end of the shed into a small store with a show window. Some shelving and a counter, with a good display of the various supplies, together with a selection of foliage and flowering plants, transformed the former unattractive entrance into a complete little flower shop, that could not fail but make a favorable impression on the customers and visitors.

The store was about the depth of the width of the first house extending at right angles from the shed. A section of this with rearranged benches or tables was turned into a show house, which had a very attractive appearance from the store. Here were seen samples of all stock grown on the place and which in its arrangement made a much better display than when scattered in small batches in all the houses.

The retail business had now grown until it was a department in itself, and required the undivided attention of one person. If fortunately there was a son or daughter of the right age to take charge of the store, the evolution of the business was perfected, and its expansion and success assured.

THE SMALLER GROWER.

Many smaller growers who are situated in communities where the demand takes but a portion of their stock, send their main supply to be sold on commission. This splitting of their product is not advantageous, as a rule, as when flowers are scarce they seldom get as much at retail as would be returned from the wholesale house.

A grower with a considerable line of stock whose establishment was situated two miles from a large town tiring of this dual plan, decided to put in a telephone and advertise flowers from the greenhouse direct. In a short time he worked up a trade that took all he grew and frequently he had to buy from his neighbors to help fill orders.

The grower-retailer has a great advantage in that his stock being kept in the greenhouse is always at its best. He can also carry a larger line than is possible in the stores. Should the stock or certain specimens get larger or too high priced for his trade, he is certain of a market with prominent retailers, who are always glad of extra fine specimens.

Memorial Day in the Chicago Stores.

The Memorial Day business in the retail stores was disappointing and the total sales, according to most reports, were far below those of last year. The Allied Florists' Association carried considerable space in the daily papers with very appropriate copy and several of the leading retailers had good sized advertisements including A. Lange, George Wienhoeber, Alpha Floral Co., Schiller's and Henry Wittbold.

The department stores did a tremendous business in cut flowers and plants, which were sold to the public at ridiculously low prices, consequently the loop florists suffered heavily on this account. The street merchants and elevated stands had all the business they could conveniently handle and florists on the outskirts and those who sell at the cemeteries each year, reaped a harvest.

Stock was in exceptionally large supply, owing to the hot weather, but was of poor quality, although it improved considerably toward the end of the week. Peonies were to be had in quantity in the wholesale market at prices ranging from 25 cents to $1.50 per bunch or dozen flowers, according to quality. Home-grown peonies were in fair supply and brought high prices. Roses in practically all the varieties grown for this vicinity were plentiful and no trouble was experienced in securing all the stock necessary at low prices. Bedding stock sold well, especially geraniums, which were scarce. Feverfew, gladioli and lilies stood the hot weather best and were good sellers. Miscellaneous stock was in heavy supply and offered the buyer a great variety to select from. Magnolia wreaths were featured everywhere with the demand principally for low priced ones. Statice played an important part in some of the wreaths and took well. Some of the retailers had plenty of stock left unsold after the Memorial Day business was over. One of the retailers noticed that the street merchants were doing most of the business in his locality so he moved one of his tables out on the sidewalk and disposed of his stock the same way at sacrifice prices in order to move it.

DOOR-YARD HYBRID ROSE AT DR. VAN FLEET'S, BELL'S STATION, MD.

A Visit to Dr. W. Van Fleet.

To the lover of roses, there is no more interesting spot in this country than the experiment or test garden of the government at Bell's Station, Maryland, about 15 miles from Washington. This rose hybridization nursery is in charge of Dr. W. Van Fleet, than whom there is no higher authority, or one who has won greater

ROSE AMERICAN PILLAR AT DR. VAN FLEET'S, BELL'S STATION, MD.

achievement. He has delved into the secrets of hybridization of fruits and flowers from boyhood, and has had unusual success in many lines. A wonderful gooseberry, improved mulberries, well flavored strawberries that will bear all summer, superior raspberries and blackberries, disease resisting chestnuts, berberis in a number of varieties that are much more ornamental than the Japanese, and a number of new irises are but just a part of his successes in addition to his many creations in roses.

In these government gardens, there are several acres devoted entirely to hybridizing and trying out new varieties of roses. There are found growing here all the native species from Japan, China, and, in fact, all parts of the world. These are crossed and recrossed with one another and with all the cultivated varieties of the garden and greenhouse.

Dr. Van Fleet is an indefatigable worker. All through the spring and early summer, he is up and in the field at 4:30 a. m., preparing the blooms for fertilizing by removing the pollen. This is necessary, for as soon as the pollen bursts, fertilization takes place. Nearly all of the florets or flower petals are also taken so that the bloom will no longer attract bees or other insects. Pollen for crossing is ready as soon as the stamens burst or open. It must be kept absolutely dry. All the forcing and hardy garden varieties are used as pollen parents. Nearly, if not quite all the work, is done out-of-doors. Growing a number of the varieties, (species) in pots under glass, would facilitate matters for quicker results, particularly in the forcing sorts, but the spring is the best time, when the growth is not so gross as in early winter under glass. Dr. Van Fleet does not think strangulation of the rose stem is of much, if any, assistance in perfecting the flower for fertilization, nor filing, cutting or soaking the hard seed covering, will assist it in generating. The hips are gathered out-of-doors from August until frost. The seeds should be planted at once as soon as the hip colors up. The ripening of the seed goes on in the soil after planting. The seed are sown about 50 to a 6-inch pot. Use clean pots, clean crocks, in bottom for drainage, good loam half way up, then clean, but not rich soil, to within an inch of the top. Then sow the seed and cover with half an inch of clean sand. Hardy varieties are best placed in a cold frame to start evenly, as in the greenhouse, strong growers will start first.

It takes anywhere from six months to five years for seed to germinate at the gardens. The frame in which the pots are plunged, has a concrete border 10 inches deep with a wire mesh bottom which protects from mice. A wire guard encloses the beds to keep out the rabbits in winter. Last season, the 17-year locusts destroyed many of his early crosses which had been made with great care. Branch after branch, covered with seed hips which had taken nicely, were punctured by the locusts and destroyed beyond this point. This was a great disappointment and loss to Dr. Van Fleet as they could not be renewed or made again.

The number of varieties and the crosses and recrosses are bewildering. There is a magnificent collection of the rugosas which he has greatly improved. Many of the species from China and Japan are new. First and second crosses from these look very promising. There are a number of new varieties, the results of careful hybridization of the past 10 years that are ready to go out. These are exceptionally fine in many respects, being very hardy, a quality Dr. Van Fleet is continually working for. A variety, pure white with yellow stamens, is very hardy and wonderfully floriferous, the foliage being almost concealed by the blossoms. It is a great door-yard variety. W. S. 18, a salmon blush turning to white, single, with two-inch flowers in wonderful clusters, carrying them in great masses, is another rose for everybody. Another superb variety is a cross between the Beaute de Lyon, a Bagatelle garden first prize winner, and Wichuraiana. This is a superbly beautiful rose, blush fading to pure white as it remains open, flowers four inches in diameter and very profuse. It is a most vigorous grower and very hardy. It should have an open position with good soil, and will make a wonderful record. W. C. No. 237 is another winner, a luminous pink, semi-double with three-inch flowers. This is a wonderfully bright flower that will stand out anywhere. It is one of his best. W. M. 5 is a brilliant carmine, golden stamens, very distinct two-inch flowers, much more brilliant and striking than Hiawatha. W. C. 124 is a tall-growing double-pink with flowers five inches in diameter. (Testout x Wichuraiana). It is the largest flowered of the Wichuraiana seedlings. A cross between Canina and Moyesii is an intense crimson scarlet, stamens bright yellow, which blooms May 20, before

BEAUTE DE LYON X WICHURAIANA, ONE OF DR. VAN FLEET'S BEST ROSES.

rose chafers appear. It is a tremendous grower. A prolific creamy white Cherokee x Wichuraiana, is remarkably free and very hardy.

A new type is a hardy everblooming tea rose, a cross between Jersey Beauty and Isabella Sprunt. This is creamy yellow, with a small flower borne in great clusters, which form on all new growths. The bush was round, as if sheared, and six feet in diameter. Its first flowers make it a mass of color all over. Rosa Helenea is the best of the new Chinese species. It has small flowers but large clusters, and is very promising for crossing. The Chinese species, sertata, is a new type as its flowers hang down underneath the branches like fuchsias. The foliage is fine cut, lace like, as are many others of the Chinese varieties. Rosa multibracteata has very beautiful foliage. There is also a cross between Hugonis and altaica which has handsome foliage, and flowers, a fine yellow, three times larger than Hugonis. Another of the same parentage is almost double, also a fine variety. Rosa Willmottiæ is the earliest of all in flower, is very profuse, with beautiful foliage. Engelmanii has a long season of bloom. Crossed with Moyesii, it has shown fine results. One selection is an intense, fiery crimson with flowers three inches in diameter. Other crosses are also most promising. Rosa Gentiliana, a new species, is a climber, single white, from north central China. The flowers are said to resemble the mock orange, but are purest white, and nothing in nature that the doctor has ever seen, exceeds it in profusion of bloom. Great results are expected from crosses with this variety. An imported rose, Emily Grey, a British gold medal winner, is being grown for crossing purposes. It is described as a superb yellow.

There are many other very beautiful varieties, and hundreds that will flower this year or next spring for the first time. The work that Dr. Van Fleet is doing here is of the greatest benefit to the entire nation. His aim is to produce hardy, disease-proof, everblooming roses that will grow out-of-doors in all sections of the country.

The equipment at the garden appears very inadequate for such a great work, there being but one small greenhouse 12 feet in length. It would seem as if the doctor should have the assistance of young men to relieve him of detail clerical work in recording his thousands of crosses made every year and many other matters that would make his task lighter. Such associates would gradually become familiar and be of the greatest assistance in the work that the rapid increase of varieties entails.

Arrangements are now being made through the American Rose Society, looking to the dissemination of Dr. Van Fleet's finished varieties.

MEDFORD, WIS.—V. A. Thomas will make an addition to his greenhouses in the near future.

ST. PAUL, MINN.—The First National Bank will hold its second annual peony show during th early part of June in the bank building.

SAWTELLE, CALIF.—Walter Armacost & Co. recently doubled their greenhouse area, growing cyclamens, roses and other stock.

PIERSON, FLA.—The acreage of Asparagus plumosus grown here for shipment to northern points, totals approximately 10 acres.

Society of American Florists.

CHAMBER OF COMMERCE MEMBERSHIP.

Formal notification has been received that the Society of American Florists has been elected to membership in the Chamber of Commerce of the United States. Affiliation with the national chamber gives the society a voice in the activities and affairs of that constantly growing business organization, which now numbers about 1,400 commercial and trade organizations.

Closely following its election to the national chamber, President Thomas Roland appointed John K. L. M. Farquhar, of Boston, Mass., national councillor, who will serve as a connecting link between the society and the national chamber in Washington, D. C. Hereafter when policies affecting business are under discussion by the federal authorities, the society will have a chance to express itself, in as much as one of the chief functions of the Chamber of Commerce, is to voice the business sentiment of the country. From time to time referenda are sent out by the national chamber for purpose of ascertaining for the benefit of congress and the government departments, opinions prevailing throughout the country on questions of importance.

The views and opinions of the nation's business men, expressed through the national chamber, are listened to with respect. In fact, the views of the chamber, on important legislative matters affecting trade are sought. Never before in the history of the United States have business interests been so efficiently represented at the national capital, toward which there seems to be an increasing business centralization all the time.

The national chamber will soon have a home of its own, just across Lafayette square from the White House. A $2,500,000 fund for this building has practically been all subscribed. It will be an elaborate workshop for American business, in the study and solution of its national problems. In order to be of greater service to its members, and the business men of the nation generally, the business organization of the national chamber, was recently divided into departments, the various sections being: Foreign trade, insurance, transportation and communication, domestic distribution, fabricated production, natural resources and civic development. The aim of these sections, is to help the business man solve his problems, and gain new markets for American trade. Members have the privilege of utilizing them, which virtually amounts to the Society having a special Washington representative. Membership in the national chamber entitles the society to receive a weekly general bulletin containing news of commercial interests, a weekly legislative bulletin while congress is in session, which follows the progress and gives a digest of legislation having relation to the conduct of business. They also receive a special bulletin which is issued whenever any matter of commercial importance arises which is not regularly covered, as well as "The Nation's Business," the official magazine of the organization.

JOHN YOUNG, Sec'y.

Forcing Dutch Bulbs.

The first thing the forcer has to do after receiving the bulbs is to unpack immediately. Frequently one is inclined to leave the bulbs in the boxes till one has time for potting. But it is not only necessary to take the bulbs out of the boxes, but they must also be taken out of the paper bags, and other materials in which they were packed. When this has been done, the bulbs must be spread out thinly in an airy, not too dry place where the temperature varies between 60 degrees to 70 degrees, Fahr. In about two or three days the bulbs will be sufficiently dry for potting, but if one has no time to do this so quickly, the bulbs must be put in a cooler place, where the temperature does not rise higher than 60 degrees Fahr. A high temperature will delay the development of the new flower and, of course, that is of great harm to the forcer. The first days after unpacking also attention must be given that the temperature does not rise higher than 70 degrees Fahr., and afterwards till potting not higher than 60 degrees Fahr. A common practice is to spread the bulbs in an empty greenhouse, but as may be learned from above this is a bad system.

Bulbs for early forcing must be potted in the first week of September. For forcing in the second part of January and after that date, potting in October will give good results. It is a wise man who orders his bulbs for early forcing as soon as he can. Then the bulb exporter has opportunity to prepare the bulbs in the best way and pay attention to all things necessary for good bulbs for early forcing.

The soil for potting is an important thing. This should never have been previously used for the same purpose. Many failures of tulips are caused by using soil in which bulbs have already been grown. The best soil for our purpose is not manured, pure mould or old leaf mould. Manure in the soil is not

THE CROPPS IN THE WOODS.
Carl Cropp, of Vaughan's Seed Store, Chicago, and Mrs. Cropp Enjoying the Maytime in the Woods Near Their Western Springs Home.

necessary, as the bulbs have sufficient food to develop flowers and leaves. Fresh manure is always hurtful.

For pots we only use those in which other plants have been grown one or two seasons, specially for hyacinths. We have seen very bad results with hyacinths which were planted in new pots, though these had been laid two months in water before using. By inspection the roots of the hyacinths were brown and burnt. In some cases no flowers at all was developed and in others one of third quality.

Tulips are often grown in boxes, but we cannot sufficiently emphasize the need to clean these thoroughly. The best way to do this is just after forcing. We have seen failures in large batches of tulips only as a result of uncleaned boxes. Therefore take particular care in this matter.

After potting the bulbs, the boxes, pans or pots must be laid in a pit. This pit may be four to six inches, but not deeper. A wet place is not suitable for making a pit because wetness causes delay in development. If the place is too dry, the regular rooting of the bulbs is hindered. A shaded position is better than a sunny for early forcing.

For covering the boxes and pots, one must use pure soil, if possible pure sand. If all these things have been done the whole pit is readily kept properly moist. To make it possible to get out the boxes or pots in winter, one may cover the pit with leaves, reeds or heat dust.—Hollandia in British Horticultural Advertiser.

San Francisco.

QUIET TONE IN MARKET.

Trade was decidedly quiet last week in all branches. The slump in the demand for stock left large supplies in the hands of the wholesalers and very low prices prevailed for most offerings. There is again a great oversupply of roses and in many cases it has been at buyers' prices. We have seen first-grade Mrs. Chas. Russell sell as low as $1 per bunch. Premier and Columbia were a trifle higher. American Beauties are scarce and will hardly figure in the market again this season. Ophelia and Hadley are in good supply with very little demand. Ulrich Brunner is quite plentiful; Cecil Brunner is also in large supply. Carnations are holding up well considering the low figures being received for other stock. All varieties of first-class grade are bringing $2 per hundred; Laddie is much higher. Sweet peas are selling for $1 per dozen bunches. There has been some improvement in the quality of the stock offered. Gladioli of the finest quality are coming in and wholesale readily at $1.50 per dozen. Peach Blossom and Bride gladioli are also plentiful and are offered at $1 per 100. Orders for Memorial Day for this stock are being booked at prices ranging from $1.50 to $2 per 100. Lily of the valley holds firm at $8 per 100. Gardenias have shown great improvement during the past few weeks, and cleans up well. Orchids just about supply the demand with no change in prices. Snapdragons of fair quality are coming in freely. Giganteum lilies are still to be had but in limited quantities only. There are plenty of irises. For basket work there is a great variety of outdoor perennials to choose from and all find a market in limited quantities. It is expected that next week will usher in the June bride and create a better movement of all cut stock. There is a good supply of all foliage and ornamental plants. Flowering plants with the exception of rhododendrons are scarce. Flowering eucalpytus in variety is being carried by all the stores. Greens and ferns of every description arrive on a well filled market.

NOTES.

Ernst Jacobsen, a well-known florist of this city, died at Bayes Springs on May 15. For many years Mr. Jacobsen conducted a flower store at 509 Haight street. He was a native of Hamburg, Germany, and is survived by a widow and daughter. He was a prominent member of the Germania Club and a charter member of the Retail Florists' Association. Mr. Jacobsen was held in the highest respect and esteem by all in the trade. Many members of the trade were in attendance at his funeral. His business will be conducted as heretofore by David Rosenberg, who has been a partner in the firm for a number of years.

M. H. Ebel, Sacramento, was in the city during last week, arranging for his Memorial Day supply of cut flowers.

Mrs. R. E. Darbee was in a fine position to handle her Memorial Day shipping business, as her growing establishment at San Leandro produced heavily of gladioli.

The preliminary prize list for the fall flower show to be given under the auspices of the Pacific Coast Horticultural Society and the Retail Florists' Association at the Exposition Auditorium on October 26-28, has been issued.

Secretary F. C. Burns of the Dahlia Society of California said that many growers are taking advantage of the new trial grounds at the University of California to test their new productions.

The Retail Florists' Association sent out notices to all stores to remain open on Sunday, May 29, if they desired to do so, in order to handle the large volume of business.

Arrangements for the mass meeting to be held in this city by all connected with the floral industry on Tuesday evening, June 7, are progressing favorably.

Nels Peterson, of the Peninsula Nursery, San Mateo, is sending in the finest gladioli of the season.

A public rose show was held by the California Seed Company at its Market street store on May 19-21.

At the June meeting of the Menlo Park Horticultural Society a sweet pea show will be held.

The Art Floral Co. used large space in the daily papers last week for Memorial day.

JAMES T. LYNCH.

Chilean Nitrate Sale.

Announcement is made of the sale of 2,000,000 tons of nitrate, by the Chilean Nitrate Producers Association to a nitrate pool in London, at 14 pounds per ton, $56 at present exchange rates. Should the pool be forced to sell below this price, the loss will be borne equally by the pool and the producers. Payment of export duties to the Chilean government is guaranteed, even if there are no sales by the pool. The shipment will begin in September. This arrangement was made in view of the decision of President Alessandri to urge a law for the nationalization of nitrate sales. Discussion of this step will be held in abeyance until every effort has been made to relieve the stagnation in the nitrate business. Producers are urging that the export duty be slightly reduced, and that the government guarantee to help toward the maintenance of the industry.

NORWICH, CONN.—N. Silverman, of Boston, Mass., opened a flower shop in this city recently.

ONEONTA, N. Y.—Louis Angelillo recently opened a new flower shop at 220 Main street.

OBITUARY.

James F. M. Farquhar.

James F. M. Farquhar, vice-president of the R. & J. Farquhar Co., of Boston, Mass., died at the Boston City hospital, May 23, age 68 years. His death was the outcome of an apoplectic shock received eight years ago. Mr. Farquhar was born in Fyvie, Scotland, in 1853, and came to the United States when 17 years of age, making Providence, R. I., his home. A few years afterward he located in Boston and had charge of Forest Hills cemetery. With increasing experience he decided to embark in the seed business with his brother Robert, and in 1882 formed the R. & J. Farquhar Co. Robert Farquhar left the business shortly afterward, and another brother, John, who became associated with him in the enterprise, eventually became president of the company, and continued the business after Mr. Farquhar's retirement eight years ago, because of ill health. He was a member of various horticultural societies, and the New England Seed Trade Association. He had made his home at the Hotel Oxford, in Boston, for many years. The funeral services were held in the chapel at Forest Hills cemetery, May 25. For one hour on that day the nurseries at Dedham and the store in Boston were closed in respect to the founder of the company.

Mr. Farquhar is survived by his wife, Jennie Hunt Farquhar, and three brothers: John, of Boston; Robert, of Cambridge, and Dr. William Farquhar, of Aberdeen, Scotland. Mrs. Geo. Nurison, of New York, and Mrs. James Henderson, of Scotland, are two sisters who survive him.

Mrs. Joseph A. Budlong.

Mrs. Budlong, wife of the late J. A. Budlong, and mother of Albert H. Budlong and Mrs. Florence B. Schupp, died at her residence, 2418 Foster avenue, Chicago, May 25. She was owner of the J. A. Budlong business up to about two years ago, when Albert H. Budlong took over the greenhouses and her son-in-law, Philip Schupp, the wholesale store known as the J. A. Budlong Co. Mrs. Budlong was well-known to the trade, although she was not active in business.

There were many floral offerings from the trade at the funeral, which was held from Rosehill chapel, May 28, at 2 p. m. It was largely attended and the family have the sympathy of the entire trade in their great loss.

William H. Fierabend.

William H. Fierabend, Poughkeepsie, N. Y., died at his home in that city on May 28, in his thirty-ninth year. He had been in poor health for about six months and confined to his bed for three weeks before his death. It has been stated that the beginning of his illness was from an ulcerated tooth which developed fatal complications. Although a comparatively young man, Mr. Fierabend had established a fine business and his carnation range was one of the largest and most productive in the state of New York.

He is survived by his wife and three sons and a brother, Louis Fierabend, Jr.—A. F. F.

TOPEKA, KANS.—Mrs. M. E. Hollcraft, who has been engaged in the retail florist business here for many years, died May 30.

JERSEY CITY, N. J.—Mrs. Bonnot, wife of E. Bonnot, florist, 115 Monticello avenue, died May 15.

THE AMERICAN FLORIST

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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A DOLLAR in the bank is worth two on the books.

THE window display with a punch to it makes the hit.

THE Porto Rico Pineapple Co. is offering dracaena canes.

THE Bermuda crop of Lilium Harrisii bulbs is said to be looking well.

REPLIES by return mail means a clean desk and a reputation for attention to business that is well worth while.

BEDDING plant growers should specialize with the best and discard the rest. Too much variety creates a stock that soon eats its head off.

Glass Combine.

A nation-wide scheme of manufacturers of "flat" glass to close the plants for fixed periods each year, limiting the production and maintaining prices at a level four or five times above that of pre-war days, was disclosed by Samuel Untermeyer before the Lockwood committee on housing, in New York.

Each Member Get a Member.

The great drive to double the membership of the Society of American Florists this year should receive the hearty co-operation of the entire trade. Every florist should join the organization and take pride in his membership in it. The society has such a record of acheivement, and in its personnel of the best men of the trade, is sure to confer mutual benefit to all members.

National Flower Growers' Association.

Every grower in the land should join this live organization of practical greenhouse men who are banding together for the betterment and expansion of the business. Join your local body, or if none has yet been formed, interest your fellow workers in getting together and organizing at once. It is by far the greatest movement ever fathered by the trade and has wonderful possibilities.

Public Rose Gardens.

This month the rose gardens everywhere will be at their best, presenting a gorgeous display that does much to encourage and create a desire for similar garden adornment at home. As a publicity movement the florists of every community should get together and present to the powers that be a plan for a public rose garden. Prominent citizens, most of them customers of the trade and lovers of flowers, would be sure to join in such a movement and insure its success. Once planted and established it will be found to be a great factor in creating a love for plants and flowers and the planting of home lawns with ever-blooming and rambler roses.

Cornell University

DEPARTMENT OF FLORICULTURE.

Prof. E. I. Wilde, of Pennsylvania State College is doing some special work in the department of floriculture, under the direction of Prof. E. A. White and Dr. A. C. Beal.

A. W. W. Sand, who is working on the Gorus iris, spent a week in New York and Philadelphia, Pa., where he made a special study of the varieties in flower at the present time. He was given valuable assistance by John C. Wister, president of the American Iris Society.

Prof. E. A. White, head of the department of floriculture, will leave for Europe in the very near future. He expects to spend some time at the Kew Gardens and from there he will go on to Holland, Belgium and France.

The rose test garden is in excellent condition and the matrial came through with a much smaller percent of injury than usual. The peonies, irises and phlox are also in fine shape for this season of the year. S. C. Hubbard, who is in charge of the test gardens says that the peonies will be better than they have been for a good many years.

Harold A. Pratt, who is temporarily in charge of the greenhouses at Massachusetts Agricultural college will return to the university some time next month to resume his duties in the Department.

Arthur Bool, who is in charge of the growing for the Bool Floral Co., Ithaca, N. Y., has a wonderful collection of bedding stock for the spring trade. He also has a fine lot of Cincinnati begonias ready for shipment. Ralph Roskelly, who is in charge of the store, reports a considerable increase in his Mothers' Day trade over previous years. The average run of business also shows an improvement.

Washington Convention Railroad Rates.

The Southwestern Passenger Association, comprising the states of Missouri, Kansas, Oklahoma, Texas, Arkansas and Louisiaia, has granted a rate of a fare and one-half on identification certificates to the convention of the Society of American Florists, to be held in Washington, D. C., August 16-18. This is in addition to the reduced rates authorized by other trunk lines and passenger associations as announced in our issue of May 28, page 906.

The dates of sale for tickets from points in Texas are August 11-13, with a return limit to August 24, inclusive. For Missouri, Kansas and Oklahoma, the purchasing dates are August 13-15, tickets being good until August 22, inclusive. Tickets can be purchased in the states of Arkansas and Louisiana from August 14-16, inclusive, with August 21 as the return limit. Validation dates for the entire territory are from August 16-19, inclusive.

The following southwestern lines are not a party to the reduced rates announced above: Arkansas, Louisiana & Missouri R. R.; Ft. Smith & Western R. R.; St. Louis, El Reno & Western R. R.; Jonesboro, Lake City & Eastern R. R.; Kansas, Oklahoma & Gulf R. R.; Memphis, Dallas & Gulf R. R., and Mississippi River & Bonne Terre R. R.

Memorial Day Trade.

The reports received from many centers indicate the Memorial Day business was fully equal to that of a year ago. Cool weather which prevailed in the east had the tendency to shorten the supply to a great extent, and many dealers were unable to supply the public with sufficient stock. Unusually warm weather in the west brought flowers forward with a rush, and in some cases affected their quality. All plants and cut flowers sold well, with peonies the favorites in many sections. Prices were somewhat lower than last year.

A very considerable demand developed for artificial Flanders poppies, other wax and crepe flowers not making their competition felt.

Poppies for Memorial Day.

The American Legion having adopted the poppy as the flower to be worn in the buttonhole on Memorial Day, created a demand that for the present can only be supplied by artificial material. Poppy flowers made of silk have been imported for this purpose, and sold for the benefit of soldiers' orphans in France. Flanders field poppies in flower would find ready sale at this time and should not be difficult to the average grower. The custom of wearing a flower as suggested by the Legion should be taken up and featured by the trade, red carnations or red roses being offered where the poppy is not available.

Personal.

Alfred Unger, formerly of the L. Boehmer Co., Yokohama, Japan, has been heard from at Heidelberg, Germany.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

Chicago, June 9, 8 p. m.—Chicago Florists' Club at Randolph hotel. Fred. Lautenschlager, secretary, 452 W. Erie street, Chicago.

Chicago, June 8, 8 p. m.—Gardeners' and Florists' Union, No. 10,615 at 180 W. Washington street. Bernard Wahlsted, secretary, 851 N. Trumbull avenue, Chicago.

Columbus, O., June 6, 8 p. m.—Columbus Florists' Association at the Neil house. E. A. Munk, secretary, 19 S. High street.

Hartford, Conn., June 10, 8 p. m.—Connecticut Horticultural Society at County building. S. H. Deming, secretary, Hartford.

Holyoke, Mass., June 7, 7:30 p. m.—Holyoke and Northampton Florists' and Gardeners' Club at member's place of business. James Whiting, secretary, French hall, M. A. C., Amherst, Mass.

La Crosse, Wis., May 10, 8 p. m.—Associated Florists of La Crosse at the Flower Shop. L. E. Metcalf, secretary, 501 Main street, La Crosse.

Lenox, Mass., June 8, 7:30 p. m.—Lenox Horticultural Society at Town hall. Hy. Herremans, secretary, Lenox.

Louisville, Ky., June 8, 8 p. m.—The Kentucky Society of Florists at Y. M. H. A. hall. Joe Abele, secretary, Louisville.

Madison, N. J., June 8, 8 p. m.—Morris County Gardeners' and Florists' Society at Masonic hall. Edw. Reagan, secretary, Morristown.

Newark, N. J., May 9, 8:30 p. m.—Essex County Florists' Club at Rover's hall. David Murphy, secretary, 181 Clinton avenue, Irvington, N. J.

Newport, R. I., May 9, 8 p. m.—Newport Horticultural Society at Music hall, Thames street. Fred. P. Webber, secretary, Nelville, R. I.

New York, May 8, 8:30 p. m.—Greek-American Florists' Association at 119 E. 23rd. street. Spiros Sakas, 260 Third avenue, New York.

New York, May 11, 4:30 p. m.—Horticultural Society of New York at Botanic Garden, Bronx Park. Geo. V. Nash, secretary, New York Botanic Garden, New York.

Poughkeepsie, N. Y., May 8, 2 p. m.—Dutchess County Horticultural Society at Fallkill building. Theo. H. De Groff, secretary, Hyde Park, New York.

Rochester, N. Y., May 10, 8 p. m.—Rochester Florists' Association at 95 E. Main street. Irving W. Briggs, secretary, Rochester.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—First class rose grower and foreman in good Texas city. Four room house on place. $175 to $200 per month to right party. Address

Key 562, care American Florist.

Wanted—Alfred E. Hachet, or anyone knowing or seeing him, write Rosa Hachet, Chattanooga, Tenn., Highland Park. Very important; estate to settle.

For Sale—Flower store; established 25 years; to be sold because of illness. Call **G. Carajanes, 2594 Eighth Avenue,** New York.

Situation Wanted

By all around gardener and florist, German, age 32, single. Life experience in all branches. Desire to work in good retail place again with chance to renew experiences in designing, etc. If suitable would buy place later. West or coast preferred. Address

Key 563, care American Florist.

Help Wanted

Experienced salesman and designer. Good wages to the right party.

MANGEL, Florist,
17 East Monroe St., CHICAGO

For Sale

First-class flower store on north side. Chicago's big hospital trade. Long lease and low rent. $4,000 cash required.

FLORIST
2110 North Halsted Street, CHICAGO

BARGAIN

100 canvas army covers, rubber army boots, oil skin suits, out door night automible covers, army coco door mats and matting, second hand wire rope, second hand fire department hose, old garden hose, it is used around trees; army horse blankets, tents, cots, blankets, large brass cannon suitable for country residence, church bells, large sugar cane knives for cutting down trees, corn, etc.

E. J. KANE, 59 Ann Street, NEW YORK CITY

For Sale

Good location for Florist or Gardener. Contains 10 and 4/10 acres. Nearly new 8-room house, hot water heat, 100 ft. chicken house or kennel, other out buildings. Land all clear. Clear land in vicinity $1000 per acre. Selling price $10,000, half cash. Location good for florist.

ANDREW R. KENNEDY
WESTBURY, L. I., N. Y.

FOR SALE

Glass: 16x24, 16x20, 16x22, per box	$5 50
16x16, 14x16, per box	4.50
12x16, 10x16, per box	4 00
1¼ in. wrought iron pipe, per foot	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each	2.50
Rafters or sash bars, per foot	.02
Shafting (heavy), per foot	.10
Shafting (light), per foot	.06
Ventilating arms, each	.25
Ventilating hangers, each	.10
Garland iron gutters, per foot	.40
	Per 1000
6 ft. wire stakes	$13.50
5½ ft. wire stakes	10.00
5 ft. wire stakes	10.00
4 ft. wire stakes	7.50

PETER REINBERG
30 East Randolph Street, CHICAGO

For Sale

Four 72 in. x 18 ft. used Ames return tubular boilers. Price very reasonable. immediate delivery.

Advance-Rumely Company
Battle Creek, Mich.

For Sale

GOOD SECOND-HAND PIPE

All sizes, for water and steam purposes. Also pipe for culverts, grape arbors, fence and corner posts. Cheaper than wood and lasts longer. Send us your inquiries and let us quote our prices.

MAX ZEIGLER & BROS., Muncie, Ind.

Forced Sale

Exceptionally fine greenhouse property in Evanston, Illinois, must be sold by order of court to close litigation. Located on corner, 173x251 feet; greenhouses cover over 30,000 square feet and are equipped with concrete benches. There is also a 7-room heated dwelling on the premises and necessary sheds, etc. Property worth double what you can buy it for now.

Frederick H. Brammer
138 North La Salle Street
CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $8.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Home-Grown Stock

Greatly Increased Demand

If you have any to offer, or are likely to have any soon, **advertise in these columns now.**

AMERICAN FLORIST CO.
440 South Dearborn Street, CHICAGO

June Brides

June Brides and Valley have always been synonymous and as usual June will be a banner month for Valley. Do you know how many Valley you will need for the June Bride?

Prepare now to meet the usual demand for Valley.

We have prepared and will have a large supply of Poehlmann Valley—another "Flower of Superior Quality." It will be possible for you to secure enough quality flowers to meet your demands.

We urge you to place orders at once for future delivery.

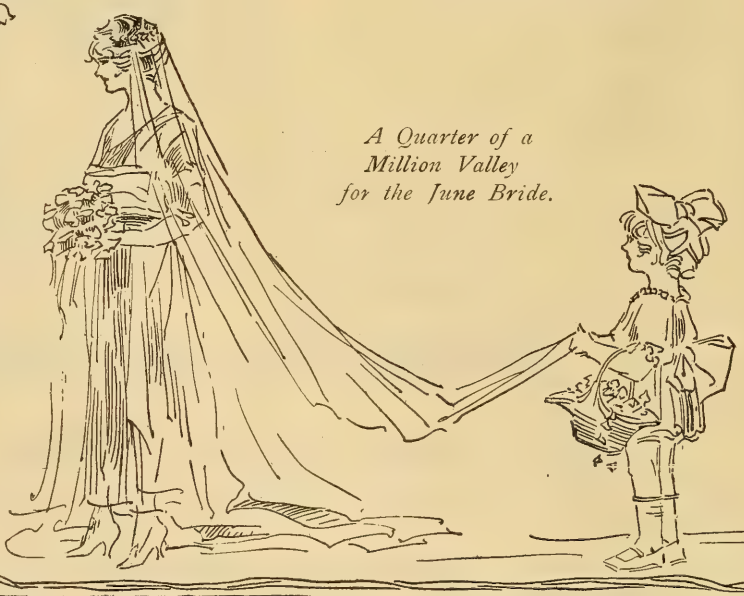
POEHLMANN BROTHERS COMPANY

The Largest Growers of Flowers in the World

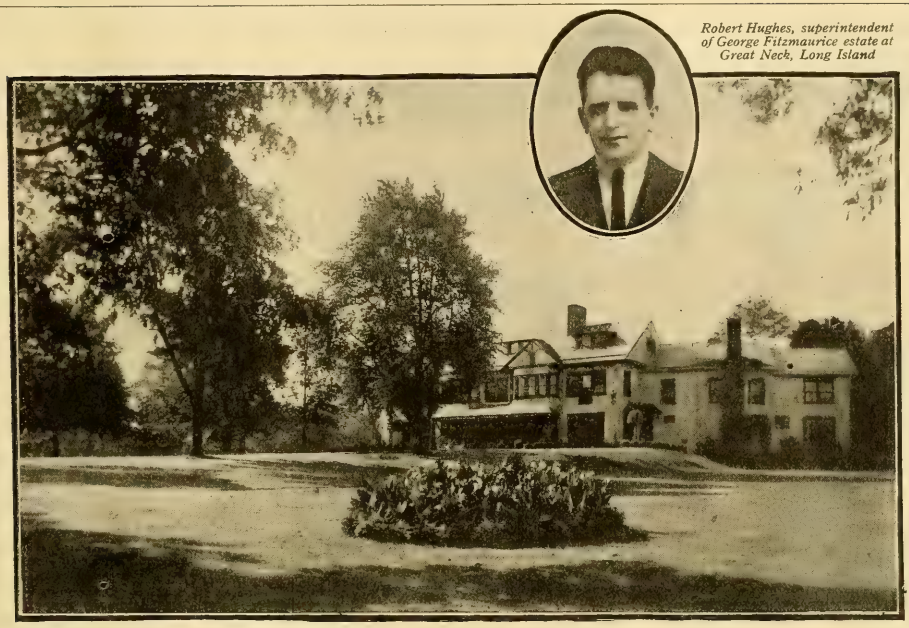
CHICAGO

Phone Randolph 35

66-72 East Randolph Street



A Quarter of a Million Valley for the June Bride.



Robert Hughes, superintendent of George Fitzmaurice estate at Great Neck, Long Island

A view of the beautiful George Fitzmaurice estate at Great Neck, Long Island, showing several of the magnificent trees which it was the privilege of Davey Tree Surgeons to assist in saving

Work on a tree of the George Fitzmaurice estate, illustrating the Davey method of sectional filling. Notice how well the bark has healed in 3 months over the edges of the filling, which, in time, will be completely covered

JOHN DAVEY
Father of Tree Surgery

"I gladly recommend your company"

The tribute of Robert Hughes to Davey Tree Surgery

The Davey Tree Expert Co., Inc., Great Neck, L. I.
Kent, Ohio

Gentlemen: I am taking this opportunity to write and express my entire satisfaction with the work done by your men under my direction on the Fitzmaurice estate at Great Neck, L. I.

It has been my privilege to see a great deal of tree surgery performed in different sections of the country, but I never saw trees respond to treatment so readily. The bark has healed nearly one-half inch over the cement filling, which seals the cavity completely in a few months' time.

To anyone desiring real service in connection with the saving of old trees, I would gladly recommend your company.

Sincerely yours,
Robert Hughes, Superintendent.

Every gardener and estate superintendent has a most important work in the saving of the trees under his care.

Davey Tree Surgery brings to his aid the highest development of science plus a generation of experience. A careful examination of your trees will be made by appointment.

THE DAVEY TREE EXPERT CO., Inc., 2306 Elm St., Kent, Ohio

Branch Offices with telephone connections: New York City, Astor Court Bldg.; Chicago, Westminster Bldg.; Philadelphia, Land Title Bldg.; Boston, 19 Pearl Street, Wakefield; Baltimore, American Bldg.; St. Louis, Central National Bank Bldg. Write nearest office.

Permanent representatives available in districts surrounding Boston, Springfield, Lenox, Newport, Hartford, Stamford, Albany, Poughkeepsie, White Plains, Jamaica, L. I., Montclair, New York, Philadelphia, Harrisburg, Baltimore, Washington, Richmond, Buffalo, Toronto, Pittsburgh, Cleveland, Detroit, Cincinnati, Kansas City, Louisville, Indianapolis, Chicago, Milwaukee, St. Louis. Canadian address, 252 Laugauchitere West, Montreal.

DAVEY TREE SURGEONS

Every real Davey Tree Surgeon is in the employ of The Davey Tree Expert Co., Inc., and the public is cautioned against those falsely representing themselves. An agreement made with the Davey Company and not with an individual is certain evidence of genuineness

ROSES

We still have in nice thrifty plants, own root, the following Roses from 2¼ inch pots.

$6 00 per 100

The Bride
F. R. Patzer
Rosarie (Deep Pink Tausendschoen)
Tausendschoen
Lady Gay
Crimson Rambler
Flower of Fairfield
Safrano
Bridesmaid
Golden Gate
Aviateur Bleriot (Best Hardy Yellow Climber)
Excelsa (Red Dorothy Perkins)
White Dorothy Perkins
Mdlle. H. Cambier
Mdlle. Franciska Kruger
Mrs. B. R. Cant
Dorothy Perkins
Veilchenblau (Blue Rambler)
Yvonne Vacherot

$6.50 per 100

Maman Cochet
Helen Good
Papa Gontier
Cl. White M. Cochet
Rhea Reid
Wm. R. Smith
White Banksia
Lady Hillingdon
White Maman Cochet
Cl. Lady Ashtown
Marie Guillot

$7.00 per 100

Radiance
Sunburst
Crown Princess Victoria (White Malmaison)
Tip Top (Baby Doll)
Mad. Norbert Levavasseur (Baby Rambler)
Henrietta
Geo. Elger
Clothilde Soupert
Red Radiance
Marechal Neil
Baby Echo
Etoile Luisante (Baby Herriott)
Mdlle. Cecile Brunner, (Sweetheart or Mignon)
President Taft
Gen. McArthur
Etoile de Lyon
Erna Teschendorff
Orleans

$8.00 per 100

Mrs. Aaron Ward
Cl. Perle des Jardins
Geo. Dickson
Mad. Segond Weber
My Maryland
Ophelia
Mrs. Chas. Bell
Columbia
Ellen Poulsen
Premier
Mad. Butterfly
Frank W. Dunlop
J. B. Clark

GLADIOLI EXTRA FINE BULBS

America Gladioli No. 1.....$20.00 per 1000. America Gladioli No. 2.....$15.00 per 1000.

THE GOOD & REESE CO., The Largest Rose Growers in the World, Box 94, **Springfield, Ohio**

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Wendland & Keimel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Welland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
Harry O. May, Summit, N. J.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
Stephen Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., **Cromwell, Conn.**

Rochester, N. Y.

HEAVY MEMORIAL DAY DEMAND.

Memorial Day trade was excellent the past week. Plants of all kinds sold well, but because of the high prices asked for cut flowers, stock moved slowly. Peonies were just in bud, due to the cold weather during the week, and very few found their way to the market. Carnations sold at $2 per dozen. Roses were not much in demand. Liberal offerings of irises, snapdragons, arabis, larkspurs, Darwin tulips and stocks were received. A good call for lily of the valley and orchids was had. Bedding plants for the garden and porch boxes were much in demand.

NOTES.

Geo. T. Boucher, decorated a Memorial Day window consisting of magnolia wreaths and orchids. The background was draped with purple and lavender plush.

The Memorial Day display at H. E. Wilson's store consisted of large magnolia wreaths on easels, draped with American flags.

Some fine campanula was seen at John B. Keller & Sons establishment.

All of the stores reported excellent sales of magnolia and galax wreaths.

CHESTER.

Milwaukee, Wis.

MEMORIAL DAY TRADE EXCELLENT.

May was the most profitable month that the florists have enjoyed this year. The weather all last week was unseasonably hot, which increased the daily cut for Memorial Day, but it affected the quality of the stock to such an extent that it was poor policy to hold over supplies from one day to the next. The demand was excellent and the offerings were adequate. More colored stock could have been readily disposed of as the white varieties were used as a substitute. The call for spring plants was very great and everything with a flower was sold before Saturday. When these were gone good plants with buds, whether showing color or not sold readily. Memorial Day business this year is considered the best ever experienced by the trade.

Richard Lietz was overcome by the intense heat on May 30 and is confined to his bed.

A. Reinhardt sailed from New York, May 28, on the S. S. Ryndam for Europe. E. O.

MADISON, WIS.—The New York Floral Co., formerly located in the Fuller Opera House building, will take up new quarters after July 1 in a store recently vacated by the Buckmaster Jewelry Co., at W. Mifflin and Carroll streets.

IRVINGTON, N. J.—Hugo Haas, second son of Wm. Haas, 40th street, takes over the greenhouses of his father-in-law, Chas. Deisler, 1311 Springfield avenue, June 1. Wm. Haas, Sr., also has retired and given his eldest son, William, his home and greenhouses on 40th street.

FORCING BULBS FOR IMPORT

When you buy imported bulbs from us, you buy them by measure, in centimeters or inches and so accepted by us. This means much, as against those people who sell "firsts," "seconds" or "thirds" and give you no assurance as to what such grades measure.

For 40 years VAUGHAN'S SEED STORE at New York and Chicago has supplied the most critical FLORISTS with forcing bulbs. If you have not placed your ORDER or you have not confirmed your order at stated prices why not send us your list for pricing. Where prices are not fixed we can give you valuable information.

1st. **Long and satisfactory connections with the best foreign houses.**

2nd. **Credit arrangements and closest buying at favorable exchange rates.**

3rd. **First early shipments, followed by one or more later ones covering entire shipping season.**

4th. **Earliest deliveries of early forcing items which cannot rightly be delayed for main supply.**

5th. **Covering by us of all "Special Expenses" excess brokers' fees and port charges at New York, in which nearly every U. S. Florist grower has been persistently robbed for the past five years. We eliminate this.**

6th. **Because of the above, we ask that you submit to us a list as nearly as possible of what you expect to use between now and next November in these imports, part of which we specify below, and let us submit to you approximate prices and certain further details regarding delivery dates which we know will interest you.**

We take this opportune time to list here a few vital reasons why Vaughan's Seed Store at New York and Chicago is especially well prepared to take the responsibility of supplying in season at right prices your whole list of Forcing Bulbs both American grown and imported French, Dutch and Japanese.

Write for SPECIAL IMPORT OFFERS (They're Good)

FREESIAS (Improved Purity)

	1000
3/8 to 1/2-inch	$ 7.50
1/2 to 5/8-inch	12.50
5/8 to 3/4-inch	16.50

COLORED FREESIAS

	1000
General Pershing	$30.00
Viola	30.00
Rainbow Mixed, all colors, including Pershing and Viola	30.00

NEW YORK **VAUGHAN'S SEED STORE,** CHICAGO

Bulb Importers and Quantity growers of **Gladiolus, Cannas, Etc.**

Summer Roses Our Specialty

BUY DIRECT FROM THE GROWER

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST

Subject to Market Changes

RUSSELL	Per 100
Fancy Long	20.00
Medium	$10.00 to 16.00
Short	6.00 to 8.00

COLUMBIA	
Fancy Long	$20.00
Medium	$10.00 to 16.00
Short	6.00 to 8.00

PREMIER	
Fancy Long	$20.00
Medium	$10.00 to 16.00
Short	6.00 to 8.00

HOOSIER BEAUTY	Per 100
Long	$16.00 to $20.00
Medium	10.00 to 12.00
Short	5.00 to 6.00

OPHELIA	
Long	$10.00 to $12.00
Medium	6.00 to 8.00
Short	4.00 to 5.00

SUNBURST	
Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	6.00

WHITE KILLARNEY	
Long	$10.00 to $12.00
Medium	8.00
Short	5.00 to 6.00

ASSORTED ROSES

—OUR SELECTION—

Good short and medium, including some **Russell, Columbia and Premier.** In lots of 200 or more. $6.00 per 100, depending on lenth of stem.

Fancy Ferns, per 1,000.....$4.00 to $5.00
Adiantum, per 100..... 1.50 to 2.00
Sprengeri, per 100..... 3.00
Galax, green, per 1,000..... 2.00
Galax, bronze, per 1,000..... 2.00
Asparagus Sprays, per bunch, ...35 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Mention the American Florist when writing

Chicago.

HEAVY DEMAND FOR MEMORIAL DAY.

The demand for stock for Memorial Day was exceptionally heavy and large quantities were shipped out and used locally for this occasion. Stock was in exceptionally large supply, owing to the warm weather and some of it arrived in very poor condition and had to be dumped or sacrificed in order to move it. First-class stock was scarce and brought high prices, but the market cleaned up better than anyone expected, considering that there was probably more stock offered in this market for this occasion than at any other time. Roses were in large supply and sold at different prices, according to quality. Mrs. Chas. Russell was in strong demand and there was a good call for Premier, Columbia, Dunlop, Butterfly, Crusader, Milday, Killarney Brilliant, White Killarney, Ward, Ophelia, Sunburst and all the other varieties grown for this market. Carnations had a good call considering the hot weather and first-class shipping stock, such as it was, commanded fair prices. Peonies were quite plentiful and good stock sold for $8 per 100 up to $15 per 100. Sweet peas were poor and practically unfit for sale. Lilies and callas found ready buyers. Candytuft was in good demand and some fancy feverfew brought 75c and $1 per bunch. Calendulas, irises, larkspurs, daisies, corn flowers, forget-me-nots, stocks, snapdragons, poppies, statice, Cape Jasmines, gladioli, dephiniums, and all other miscellaneous stock was in large supply and in some instances cleaned out completely. Greens were in strong demand and commanded high prices, especally smilax, which brought 50 cents a string in some instances. Prices as a whole were not as high as last year and it is a question whether the total sales will be as large, but considering the extremely hot weather everyone appears to be pretty well satisfied with the results, which were better than expected earlier in the week.

NOTES.

The Central Floral Co. had an order for a large horseshoe of roses and carnations, which were delivered to the Apollo theatre on the opening day, May 30. This firm's Memorial Day window was up to its usual high standard and in keeping with the beautiful displays across the street.

A. E. Shaw, dealer in fancy cut ferns, with headquarters at George Reinberg's store, will leave for Michigan this week to secure stock, if possible, for his early summer trade. He will have his usual supply of eastern stock to offer next season.

The Fleischman Floral Co. had the order for the two baskets that adorned the entrance of the Apollo theatre on the opening date, May 30. They were artistically arranged in the usual Fleischman style.

Wietor Bros. report an exceptionally heavy call for chrysanthemum and pompon stock and if the orders keep coming in the way they have been the past few days they will be sold out in short order.

Mrs. Florence B. Schupp and Albert H. Budlong have the sympathy of the trade in the loss of their mother, whose death occurred last week, an account of which appears in the obituary column.

The E. F. Winterson Co. is receiving regular shipments of iris from the proprietor's farm at Highland Park. This firm will have a steady supply of outdoor stock from the same place all season.

Do not take any fake or imitation thread, claimed to be the Meyer silkaline, or smilax threads. Be sure the name Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from and you will notice that our threads run full two ounces of thread to the spool. Be sure and get the Meyer thread.

Mention the American Florist when writing

Zech & Mann had a big Memorial Day business with both a strong local and out-of-town demand for stock. Matt Mann gave the regular force a lift during the rush.

Adolph Poehlmann celebrated his sixty-first birthday May 28. He is as active as ever and is on the job every day at plant B.

Tonner's had a good cut of local peonies for Memorial Day and cleaned up completely in this item before the rush was over.

A. T. Pyfer & Co. were pleased with their Memorial Day business and cleaned up completely before the rush was over.

Ove Gnatt and Fred Henoch, of the Ove Gnatt Co., La Porte, Ind., were welcome visitors May 27.

D. E. Freres & Co. had a good supply of poppies for Memorial Day.

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

ROSES and CARNATIONS

Heavy Supply of Both at Reasonable Prices

Buy Direct From the Grower — **CURRENT PRICE LIST** — **Subject to change without notice**

	Per 100
MRS. CHAS. RUSSELL	
Specials	$20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00
COLUMBIA	
Specials	$20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00
PREMIER	
Specials	$20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00
SUNBURST, OPHELIA	Per 100
Specials	$15.00
Select	12.00
Medium	$ 8.00 to 10.00
Short	4.00 to 6.00

		Per 100
Killarney / **White Killarney**	Specials	$15.00
	Select	12.00
	Medium	8.00 to 10.00
	Short	4.00 to 6.00
ROSES, OUR SELECTION		$5.00
CARNATIONS		
Good and Fancy		$ 3.00 to $ 4.00
Peonies		6.00 to 8.00
Adiantum		2.00
Asparagus, per bunch		50c to 75c
Ferns, per 1,000		$6.00
Galax, bronze and green; 1,000		2.00
Leucothoe Sprays		1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

Discriminating Buyers

always place their Cut Flower orders with us when they have to depend upon quality. This was particularly true last week during the hot weather. **There's a reason.**

Complete Line of Wedding and Commencement Flowers

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

The American Bulb Co., received last week from Roy Wilcox & Co., Montebello, Calif., a car of palms for the Poehlmann Bros. Co., and the George Wittbold Co. The plants arrived in excellent condition, also a quantity of large-leaved box.

Henry Wittbold & Son, 75 East Adams street, had the order for the Yates wedding at Oak Park, May 28, consisting of the bride's bouquet and nine bridesmaids' bouquets, in addition to the church and home decorations.

Poehlmann Bros. Co. is cutting a large supply of Mrs. Chas. Russell roses, which are in good demand at the store. The rose Butterfly has supplanted Ophelia at the Poehlmann greenhouses and is being grown on an extensive scale.

The Boston store had an exhibit of iris, May 26-27-28, consisting of 30 varieties grown by the Wing Nurseries, Mechanisburg, O. The show was advertised extensively in all the dailies and was well attended.

A. L. Vaughan & Co. had a brisk Memorial Day trade with a heavy call for stock from out-of-town points. This firm's sales for last month show a wonderful increase over those of May, 1920.

Fred. Lautenschlager of Kroeschell Bros. Co. has returned from a business trip to Virginia and other eastern states.

John Bruckner, 248 West 59th street, has purchased several acres of land on the Dixie highway near Homewood.

Peter Reinberg had a good Memorial Day trade with a brisk call for roses and carnations.

The Forest Preserve will be given police protection.

HIGH-GRADE CUT FLOWERS

WEDDINGS AND COMMENCEMENTS

Premier, Russell, Columbia, Ophelia and Sunburst Roses, Carnations, Callas, Etc.

WIETOR BROS.

30 East Randolph Street, L. D. Phone: Randolph 2081 CHICAGO

Miss M. C. Gunterberg has the sympathy of the trade in the loss of her mother, whose death occurred at St. Anthony's hospital, where she was receiving treatment for pneumonia. She was 57 years of age and well-known to members of the trade, who had occasion to partake of her hospitality on several occasions. The funeral was held from the residence, 2335 South Millard avenue, June 1, at 9 a. m., with services at St. Paul's church and interment at St. Boniface cemetery. The funeral was largely attended and the floral offerings from the trade were many and beautiful.

The South parks flower beds along Drexel boulevard, always elaborate and effective are planted with geraniums and cannas. The Lincoln park bedding south of the conservatory is begun.

Fred Price and G. Hanke rolled 1,172 in the two-men team event in the recent Illinois Bowling Association meet. Bill Lorman and Peter Olsen got 1,152 pins and W. Wolf and A. Dow 1,120.

The fourth spring show of the North Shore Horticultural Society, associated with the Garden Club of Illinois, will be held at the Gorton school, Lake Forest, Saturday and Sunday, June 4-5.

A floral tribute was placed on the grave of David Kennison, one of the founders of the Improved Order of Red Men in Lincoln Park, Memorial Day.

Ronsley's new store on South Wabash avenue is improving wonderfully in appearance as the finishing touches are added to the interior.

Vaughan's Seed Store will reduce its store force. Travelers will begin their summer trips. New freesia bulbs are due soon.

The Chicago Flower Growers' Association is receiving large shipments of gladioli in addition to its regular line of stock.

Kennicott Bros. Co. took good care of all its customers on peonies for Memorial Day and moved a large quantity of stock.

The Joseph Foerster Co. is handling a large and fine supply of peonies in addition to its regular line of stock.

Willard A. Kervan, of the Kervan Co., New York, was a visitor in the wholesale market May 26.

The Florists' Club will meet at the Hotel Randolph next Thursday evening, June 9, at 8 o'clock.

In the Memorial Day parade, the boys of '61 came first, 450 of them as against 1,300 last year.

Carl Netschert and Oscar Leistner, dealers in artificial plants and flowers, are in a legal tangle.

Bassett & Washburn are cutting heavily in roses, especially Russell, Columbia and Premier.

Visitors: E. C. Francis, Attica, Ind.; Ove Gnatt, La Porte, Ind.; C. W. Johnson, Rockford.

We co-operate with the Grower and Retailer wherever possible.

FOUNDED BY FLINT KENNICOTT 1st

KENNICOTT BROS. CO.
174 N. Wabash Ave.
MAIN FLOOR.

Principal location in the market.

Oklahoma City, Okla.

GOOD DEMAND FOR STOCK.

From all expectations and advance demand, Decoration Day business will exceed last year's trade. Magnolia wreaths are very popular, ranging in price from $4 to $25. Peonies are to be had but are not of excellent quality. Gladioli are in heavy demand and command $4 to $6 a dozen. Carnations and Cape Jasmines are having a brisk call, and roses are holding their own from $3 to $10 a hundred. Sweet peas are in large supply and move freely at 75 cents to $1 a bunch. Darwin tulips are selling at $3 a dozen. Bedding plants as usual are having a heavy call and all good stock is gone. Geraniums bring $3 to $6 a dozen and lantanas $3 a dozen retail. The wholesale prices on geraniums in pots range from 12 to 50 cents each, lantanas 12 cents in 3-inch pots, vincas 15 cents, thunbergia 10 cents, double petunias 20 cents and coleus eight cents each.

The retailers here are suffering from the competition of the department stores. Growers in other cities who have an agreement not to sell stock to these establishments in their home towns sell their surplus to department stores in other centers.

PAUL RICHMOND.

WOBURN, MASS.—Eric Anderson recently purchased the Waban Rose Conservatories from the Park Trust Co., of Worchester, Mass.

FARGO, N. D.—The next meeting of the Tri-State Florists' Association is scheduled for June 28-29, but the dates are subject to change.

HEAVY SUPPLY

PEONIES--ROSES

Snapdragons, Callas, Stocks, Statice, Calendulas, Gladioli, Valley, Lilies, Pansies, Daisies, Candytuft, Iris, Carnations, Cornflowers, Feverfew, Larkspur, Sweet Peas, Etc. Complete Line of Greens.

THE OUT-OF-TOWN BUYER

can rest assured that all orders entrusted to us will be filled to his entire satisfaction. Strictly fresh stock, selected to arrive safely, is placed on all shipping orders. **Join the ranks of our satisfied customers.**

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
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161 North Wabash Ave, Chicago

PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association
WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 CHICAGO

Wedding and Commencement Flowers

Finest and Most Complete Supply in the Chicago Market--Bar None

St. Louis.

HEAVY DEMAND FOR STOCK.

The weather has been unusually hot during the past week and all plants have come on with a rush. Due to this excessive heat, many cut flowers have not held up well. Southern greens show the effect of the weather very noticeably. Business was very slack during the fore part of the week but has stiffened up perceptibly the last few days and a very large trade is now being handled. All florists were pushed to the limit to fill their Memorial Day orders on time. Pot plants of all kinds are in great demand. The nurseries are doing a good business and report that all flowering shrubs are selling well. Their best sellers are pot plants, hardy hydrangeas, spiraeas, diervillas, magnolias and Philadelphus. Combination flower baskets are selling readily. Roses of excellent quality are plentiful and the prices are moderate. The demand for such varieties as Mrs. Chas. Russell, Premier, Columbia, Butterfly, Milady, Ward, Ophelia and Killarney is exceptional. Carnations are plentiful and their quality is good. They sell well, all dark varieties getting the preference. Many white flowers were disposed of for Memorial Day. The supply of peonies is gradually increasing. Some fancy Japanese varieties are among the floral offerings and they bring a good price. Delphiniums are limited and clean up rapidly. Only shades of blue have appeared on the market as yet. Cattleya's are scarce this week and the demand for them is brisk. Many are being used in corsage work. A limited number of cypripediums have made their appearance and clean up rapidly. Large

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Milady Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MISCELLANEOUS

Valley Cattleyas

CARNATIONS

Callas

Yellow Daisies White

Snapdragons

Calendulas

PEONIES

Cornflowers

GREENS

Plumosus Sprengeri

Bronze and Green Galax

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood

numbers of gladioli are arriving and find a ready market. Loveliness and Hadley are the two most prominent kinds. Their quality is superb and the prices as yet are high. A limited supply of fine cut stocks are among the offerings and enjoy a good call. Pot plants of stock are offered by a very few tradesmen. Daisies, both yellow and white, are plentiful and are seen in practically all windows, both as a cut flower and pot plant. Some exceptionally fine Shasta daisies are beginning to make their appearance and they are much preferred to the common yellow and white daisies. As yet the supply is limited and the price high. Corn flowers are coming in in large quantities in colors of pink, blue and white. Snapdragons are few and far between. Sweet peas of first quality are not numerous but there is an abundance of large flowered, very short-stemmed stock. Calceolarias are becoming scarce. Lilium Harrissii is not plentiful, but may be had at most establishments. The blooms are of good quality and the demand is fair. Lily of the valley is hard to obtain. Irises of the German variety are more than plentiful, having replaced the Spanish iris. It sells well, however, and is being used as a combination flower in baskets. Calendulas are numerous. Callas are limited and are valuable property this week. Thousands were sold for Memorial Day and funeral work. Begonia plants are good sellers this week and the prices are moderate. Novelties such as pandanus, dracaenas, cibotium and bird's nest ferns, artemisia and crotons show no change in price. Bedding plants are selling at a good rate. They are not very plentiful this season. Plants of ageratum, geraniums, marguerites, stocks, yellow callas, etc., are for sale in practically all establishments and their demand is excellent. Greens are plentiful this week but good ferns are scarce. All southern stock being shipped in turns brown very shortly. Good ferns are in big demand and bring $5 per 1,000.

NOTES.

The second annual flower show of the Garden Club was a big sucess and it is anticipated that it will be even better next year. All are invited to help make it a show never to be forgotten.

W. J. Pilcher, Kirkwood, is kept busy with roses and gladioli, most of which find their way to this market.

Max Klanger of Grimm & Gorly reports the complete recovery of his wife, from her recent illness.

Memorial Day business was unusually heavy with the St. Louis Wholesale Cut Flower Co.

The Windler Wholesale Floral Co. is enjoying an excellent business in roses and carnations.

The Bourdet Floral Co. found a ready market in pot plants for Memorial Day.

W. A. Rowe, Kirkwood, had an unusually successful season with his gladioli.

Both cut flowers and pot plants sold well at the Fred H. Weber establishment.

Fred C. Weber is displaying a window of foliage plants and begonias.

Irises and snapdragons were specialties last week with Geo. Waldbart.

A good funeral trade has been enjoyed by the Mullanphy Floral Co.

Carnations and gladioli were leaders last week with C. A. Kuehn.

H. G. Berning was rushed with Memorial Day orders.

Visitor: Walter Baer, Peoria, Ill.

R. D. M.

Washington, D. C.

STOCK SELLS READILY.

With the offering of stock about equalling the demand and prices about the same as they were last year with the exception of peonies, which were lower, and roses, which were a trifle higher, the trade is well pleased with the returns from their Memorial Day business. The rather unseasonable weather that has been prevailing here for some weeks was responsible for rather a poor cut of peonies and outdoor stock generally. The top price last year on peonies was $20 per hundred; this year the limit was $5 per hundred or under that figure, the retail price both years being $3 to $4 per dozen. A large part of the supply came from northern points. Roses are not used for Memorial Day here, but there are many school commencements, and following the holiday come the June weddings. Fine grade Mrs. Chas. Russell has been quoted as high as $35 per hundred for the best. The retailers are placing orders for these, and for lily of the valley, orchids and all high grade stock, and it is expected that the coming week will develop a demand in excess of the supply. Carnations and sweet peas are not good, but the best bring fair prices. The week's offerings were limited by the lack of outdoor flowers and in many instances orders for Memorial Day had to go unfilled because of their late arrival.

NOTES.

Geo. C. Shaffer will be the representative of the trade of this city on the committee of the Merchants' and Manufacturers' Association which is to undertake a trade-boosting trip into Virginia. About 200 local business men will board the steamer, The "Midland," June 18, bound for Yorktown, Norfolk, Virginia Beach and intermediate points. The business opportunities of this city will be advertised at all stopovers and "Say It With Flowers" slogan and the Florists' Telegraph Delivery Association service will be featured to the fullest extent. Mr. Shaffer is also chairman of the outing committee of the Optimist Club which will stage a big event at the Almas Club, June 16. He is planning to act as host to his entire male sales force on that occasion.

The commissioners of the District of Columbia have sent a letter to Chair-

Heavy Supply of Roses

For June Weddings and Commencements

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA
SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red CARNATIONS

Including the finest Mrs. C. W. Ward on this market, bar none

Valley, Calendulas, Larkspur, White and Blue Daisies, Lilies, Sweet Peas, Forget-Me-Nots, Stocks and all other seasonable Cut Flowers. Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri. PEONIES, Cape Jasmines.

DOUBLE CORNFLOWERS, Blue—Lavender—Pink— $2.00 per 100; $18.00 per 1000.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

man Ball of the senate District of Columbia committee endorsing the Jones daylight saving bill. The measure covers only the various government departments and agencies. The commissioners believe that private establishments would avail themselves of daylight saving if the Jones bill is adopted.

The Florists' Club will meet in the quarters of the local Chamber of Commerce at 8 p. m., June 6, to discuss the coming convention of the Society of American Florists. Committee work will be outlined by Otto Bauer, president of the club.

A number of local florists last week paid their respects to Adolph Gude and wife, who were here over Memorial Day, returning to Wernersville, Pa., where Mr. Gude is seeking a much needed rest. B. F. L.

EVANSVILLE, IND.—The Lockyear Floral Co. recently purchased the range of the Halbrooks Floral Co., consisting of 12,000 square feet of glass.

Columbus, O.

GOOD DEMAND FOR STOCK.

There was a rather active demand for all kinds of flowers during the week preceding Memorial Day. Flowers are now coming in rapidly and the quality is generally good. Peonies are not up to the standard of previous years because of the excessive rainfall during the week, but other varieties have been good. The demand has just about absorbed the supply and as a result there was none held over to any extent. Peonies are the new flowers on the market. Roses are selling quite well and the same is true of carnations. Snapdragons are also moving fairly well at previous prices. In fact, there was no advance in prices for Memorial Day, as the florists are figuring on a fair business at former price levels. Plants are coming in better now and there is a good demand for the entire list. Funeral work was very active during the past week. There is also some party work and arrangements are being made for graduation exercises, which always stimulate the demand for flowers. Weddings are also rather numerous.

Tonner

CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

A state meeting of the National Flower Growers Association has been arranged to be held here June 21, at the Deshler hotel.

ROSE SHOW.

The third annual rose show was held in the Museum building, on the campus of the Ohio State university, May 28-29, under the auspices of the Columbus Horticultural Society. A long schedule of prizes was announced covering all varieties of roses grown in central Ohio. The committee in charge of the exhibition consisted of Samuel Hudson,

The E. F. Winterson Co.

Long Distance Telephone, Central 6004

166 N. Wabash Avenue, Chicago, Ill.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

chairman; George Woodward and wife; F. O. Evertz, Miss Grace Innis, Mrs. Theodore Wagner, Mrs. W. Ranchous, T. J. Tune and wife, Thomas Roderick and wife, and Miss Mary Hane. The displays were especially large as the past week was excellent for the development of roses. Prof. A. C. Hottes of the Ohio State university was in charge of the judging. Prizes were also awarded for decorative baskets, peonies and irises.

Complete indorsement of the poppy selling campaign of the committee headed by Mrs. John H. Arnold to secure funds to be turned over to the American-French Children's League, was given by the Chamber of Commerce commission on solicitation. The time authorized was between May 26-30. J. W. L.

Boston, Mass.

EXCELLENT MEMORIAL DAY TRADE.

The market was very poor at the opening of the week, but gained strength very quickly later on. Carnations, roses, and peonies were mostly in demand, the colored varieties bringing a premium over the white. Good colored carnations sold at $12 a hundred, and white kinds brought as low as $3 to $4. The same conditions prevailed as to roses. The flowers for bouquet work sold very well. Feverfew brought 75 cents a bunch at the start, then went to $1, finally slumping to 50 cents. Candy tuft was quite scarce and very poor in quality. The hot weather of a week ago spoiled considerable of it. Colored stock had a good call with white selling only by forcing. No native peonies were received, but southern stock was of fine quality. Callas were very scarce, while Easter lilies were plentiful. Roses were fairly reasonable in price, except red varieties, due to the stock shipped in from other markets. Red roses sold from 12 to 50 cents each. The anticipated slump in cut flower sales did not materialize. The stores expected a very poor business for Memorial Day, owing to the expected demand for artificial stock. The wax and crepe flowers received a body blow. Most of the department stores had from $50 to several hundred dollars' worth left over. The opinion of the trade in general is that artificial stuff will not be seen in such large quantities again for many years. The retail shops in town report one of the best Memorial Days in the history of the business, and the wholesalers did at least 50 per cent more trade out of town than last year, which is showing a healthy condition for the business in general.

SAM SELIGMAN

FLORISTS' SPECIALTIES

116 W. 28th St., New York

IMPORTER—MANUFACTURER

Among the winners of prizes offered at the May exhibition of the Massachusetts Horticultural Society, May 28-29, was Thos. D. Little, 1st, for a miniature rock garden, filled with named wild plants and flowers. A. C. Burrage received a gold medal for a collection of odontoglossums.

Eric Anderson, Woburn, has purchased the Waban Rose Conservatories from the Park Trust Co. of Worcester. Israel Nursky, of the Flower Exchange, is now a salesman for the output of the conservatories. E. F. S.

Cincinnati, O.

EXCELLENT MEMORIAL DAY BUSINESS.

Memorial Day business the past week was the best in many years. Plenty of stock was on hand, and prices were reasonable. Many of the growers who attempted to dispose of inferior grades at a higth price met with little success. Roses arrived in poor condition due to the hot weather. Peonies of excellent quality sold from $6 to $10 per hundred. The offerings of gladioli were limited. Carnations went quickly at $6 to $8 per hundred. Lilies, gaillardias, coreopsis, Cape Jasmines, feverfew, cornflowers and other miscellaneous seasonable stock sold at a reasonable price and cleaned up well.

NOTES.

C. E. Critchell had a banner week in the sale of Cape Jasmines, and is also very busy supplying greenhouse men with hanging baskets, moss and other accessories. He reports the best Memorial Day trade in several years.

The Cincinnati Cut Flower Exchange is receiving some fair snapdragons from Aug. Juniet, North Fairmount, and some excellent Schwaban gladioli from Chas. Windram, Cold Springs, Ky.

FERNS

Fancy Dagger

If quality counts with you, it will pay to give us a trial order.

Wire

Duncan Jackson, Kinston, Ala.

Mention the American Florist when writing

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

Mention the American Florist when writing

H. W. Sheppard's store has undergone a few changes in interior decorations. A new delivery truck has been purchased. He reports a busy week in telegraph orders.

Peter Weiland is now receiving some very good Harrisii lilies and peonies of the Festiva Maxima variety from his greenhouses at New Castle, Ind.

We are happy to report that Miss E. F. Kyrk, Avondale, and Fred Rupp, Lawrenceburg, Ind., are recovering their health.

E. A. Forter, of N. Fourth street, has had a record week in basket work and has filled orders for a number of weddings.

P. J. Olinger & Co. are obtaining excellent gladioli and Radium carnations from their greenhouse at New Castle, Ind.

Some exceptional hydrangeas of the French variety and outdoor sweet peas have been received by the Wm. Murphy Co.

An excellent Memorial Day and funeral trade was had by Julius Baer the past week. G. K.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

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Write for Catalog and Prices.

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Mention the American Florist when writing

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Mention the American Florist when writing

Bailey's New Standard Cyclopedia of Horticulture

Price, $48.00.

Sold only in complete sets.

American Florist Co.

440 S. Dearborn St., CHICAGO

Mention the American Florist when writing

Wire Hanging Baskets

The well made kind. Painted, bound with galvanized wire 6 at dozen rate, 50 at hundred rate.

10 inch.....$2.25 per doz.; $16.00 per 100
12-inch..... 2.50 per doz.; 20.00 per 100
14-inch.....$3.25 per doz.; $25.00 per 100
16-inch..... 4.25 per doz.; 35.00 per 100

GREEN SHEET MOSS Long Green Sheets for Hanging Baskets Per bag....$2.00 10 bags....$17.50

Michigan Cut Flower Exchange, 1452 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST

	Dozen
Roses, Beauty	$ 4.00 to $12.00
	Per 100
" Mrs. Chas. Russell	4.00 to 35.00
" Butterfly	4.00 to 30.00
" Columbia	4.00 to 30.00
" Dunlop	4.00 to 30.00
" Premier	4.00 to 30.00
" Hoosier Beauty	4.00 to 30.00
" Killarney Brilliant	4.00 to 30.00
" White Killarney	4.00 to 30.00
" Mrs. Geo. Shawyer	4.00 to 30.00
" Milady	4.00 to 30.00
" Mrs. Aaron Ward	4.00 to 20.00
" Sunburst	4.00 to 20.00
" Ophelia	4.00 to 20.00
" Dble. W. Killarney	4.00 to 20.00
" Cecile Brunner	4.00
" Our Selection	6.00
Calendulas	2.00 to 4.00
Peonies	6.00 to 10.00
Snapdragon, per bunch	.75 to 1.00
Daisies	2.00 to 3.00
Sweet Peas	.75 to 1.50
Cattleyas, per doz.	36.00
Valley	8.00
Carnations	4.00 to 6.00
Lilies, per 100	15.00 to 20.00
Adiantum	1.50 to 2.00
Ferns ....per 1,000	4.00 to 6.00
Galax ....per 1,000	2.00
Leucothoe	1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch
Mexican Ivy	1.00
Boxwood, 35c per lb., case	9.00
Huckleberry	7.50

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

Cut Flower Boxes

(Shallow Lids)

Sizes	Per 100
18x5x3 inches	$ 5.00
21x5x3 inches	6.00
24x5x3½ inches	7.50
30x5x3½ inches	8.50
24x8x4 inches	9.50
28x8x5 inches	12.00
36x8x5 inches	17.00

CUT FLOWER BOXES.

(Full Telescope Cover)

Sizes	Per 100
30x12x6 inches	$26.00
36x12x6 inches	30.00
42x10x6 inches	33.00
24x24x8 inches	50.00
20x20x8 inches	40.00
16x16x8 inches	30.00

25 boxes of a size billed at 100 rate.

ONE Floral Art Album given free with any order of $25.00 or more.

Geo. H. Angermueller Co.

Wholesale Florists

1324 Pine St., ST. LOUIS, MO.

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

ARTIFICIAL VALLEY

ARTIFICIAL FLOWERS

Write for prices

Grossberg-Tyler-Finnerman Co.

Manufacturers and Importers

30 E. Randolph Street, CHICAGO

Your Orders For School Commencements —AND— June Weddings

will be taken care of if placed with us. We expect to have plenty of Good Flowers and we recommend:

RUSSELL ROSES
PEONIES
VALLEY
ORCHIDS.

The demand will be mostly for the Better grades of stock.

These are very good reasons why you should place your business with us. Quality and Service are the most important.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

Philadelphia.

WEATHER CONDITIONS SHORTEN SUPPLY.

The past week started in with an overstock of flowers, particularly roses, of which all the shipments were large. The cold snap which began on Monday and continued through Tuesday, immediately cut the supply down to one-third, which condition continued the balance of the week with the result that when the great demand came there was not nearly enough to go around. It was as one of the large dealers said, much like the situation at Mothers' Day—lots of flowers and no call, followed immediately by a great demand and no flowers. The weather was to blame in both instances, a condition from which there is no comeback, although it means a loss of thousands of dollars in the returns. The situation regarding the peony was unusual. Owing to the buds having been destroyed by the early frosts, there was only about one-third the usual crop, yet as it hit the market at the right time it was sufficient for all demands and there was a complete clean-up at top prices. All good stock sold readily at from $10 to $12 per 100 with a few lots of fancies bringing $15. Carnations were a disappointment, most of the stock being poor in form and quality, they were for the most part too soft to ship and had to be jobbed out to the street men at low prices. Some growers, however, sent in a higher grade, possibly one-fourth of the supply, which was sold at from $8 to $12. Outside shrubbery, which is usually a factor, was all past, the only garden flowers being cornflower, feverfew, and the dwarf and long stem larkspur. There was a considerable quantity of sweet peas, short snapdragons and calendulas. Easter lilies, which were plentiful, did not appear to be in as great demand as other flowers, bringing $15 to $20. Cattleyas and lily of the valley, while scarce, were equal to the demand. The volume of trade was if anything better than expected, orders were continuous throughout the week from out of town and later the local trade woke up and there was better buying for home consumption than for several years. It is safe to say that the increase was at least 10 per cent over that of last year.

HOLIDAY BUYING.

One of the large wholesalers, in speaking of the market and its various demands, stated that conditions were changing. The time was when it was difficult to handle their large stocks at holidays, but now the trouble is to get enough stock or a much larger and constantly increasing demand. The public, it seemed, were paying more attention to these various floral events, and the retailers were obliged to handle this business which was almost forced upon them. The difficulty now is to get dealers to carry stock between these events, and try to sell flowers to people when they will buy, just for the love and the joy they would give to the folks at home. If business men in other lines were to sit down and wait for the trade to come to them, many would be forced out of business. They make the people come by their continued advertising and featuring, and then by good salesmanship, work off their stock. If the majority of flower shops would carry a better and fuller supply and study ways of featuring to make it more attractive, they could soon double their business and benefit the entire trade.

FLANDERS FIELD POPPIES.

The feature of the decorations for Memorial Day was the poppy, the flower which was selected by the American Legion as their emblem to be worn on the lapel of the coat on that day. It was adopted at once all over the country, wholesale supply houses being called on for great quantities. H. Bayersdorfer & Co. sold thousands of gross of artificial poppies, which in form and color had a very natural look. They were quickly taken up by the local trade who worked them into sprays on magnolia wreaths and other designs for cemetery decoration. All the stores paid more or less attention to featuring the event in their windows with flags, made up wreaths, American Legion emblems, poppies, etc.

NOTES.

The street men who were selling poppies on Market street on Saturday last were ordered off the thoroughfare on complaint of the American Legion authorities, who declared they had the

EDWARD REID

CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, JUNE 1.	Per 100
Roses, American Beauty	4.00@ 75.00
" Russell	4.00@ 20.00
" Dunlop	4.00@ 16.00
" Pilgrim	4.00@ 16.00
" Crusader	6.00@ 20.00
" White Killarney	4.00@ 16.00
" Ward	4.00@ 12.00
" Maryland	3.00@ 10.00
" Hoosier Beauty	4.00@ 12.00
" Columbia	4.00@ 16.00
" Hadley	6.00@ 25.00
" Ophelia	4.00@ 16.00
" Premier	4.00@ 20.00
Adiantum	2.00
Asparagus bchs., per bch.	.50@ 1.00
Asparagus Strings, doz.	12.00
B. Buttons	4.00@ 5.00
Calendulas	3.00@ 4.00
Carnations	4.00@ 6.00
Carnation, Laddie	10.00@ 12.00
Cattleyas, per doz.	9.00@ 12.00
Lily of the Valley	4.00@ 6.00
Longiflorum Lilies	20.00@ 30.00
Pansies	1.50
Smilax, per doz.	6.00
Snapdragons, doz.	1.00@ 2.50
Sweet Peas	2.00@ 3.00
Callas	2.50@ 3.50
Cypripediums	4.00
Marguerites	2.00@ 5.00
Myosotis, per bunch	.50
Gladioli	2.50@ 3.00

BUFFALO, JUNE 1.	Per 100
Rose, White Killarney	5.00@ 10.00
" Dbl. Wht. Killarney	6.00@ 15.00
" Richmond	6.00@ 12.00
" Maryland	6.00@ 12.00
" Sunburst	5.00@ 12.00
" Columbia	5.00@ 25.00
" Ophelia	5.00@ 15.00
" Russell	6.00@ 15.00
" Premier	5.00@ 20.00
" Cecile Brunner	4.00@ 6.00
Calendulas	3.00@ 8.00
Calla Lilies	8.00@ 20.00
Carnations	3.00@ 6.00
Easter Lilies	12.00@ 20.00
Mignonette	4.00@ 5.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	4.00@ 15.00
Sweet Peas	1.00@ 3.00
Tulips	3.00@ 5.00
For-get-me-nots, per bch.	.25
Delphinium	8.00@ 15.00
Peonies	8.00@ 10.00

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Price List On Cut Flowers
H. G. BERNING
1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

Berger Bros.
The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, JUNE 1.	Per 100
Roses, Premier	4.00@ 15.00
" Russell	4.00@ 15.00
" Columbia	4.00@ 15.00
" Butterfly	4.00@ 15.00
" White Killarney	4.00@ 15.00
" Pink Killarney	4.00@ 15.00
" Sunburst	4.00@ 15.00
" Mrs. Aaron Ward	4.00@ 15.00
" Ophelia	4.00@ 15.00
" Baby Doll	3.00@ 4.00
Carnations	2.00@ 4.00
Easter Lilies and Callas	10.00@ 12.50
Ferns, per 1,000	4.00
Forget-Me-Not, bunch	.25
Galax, per 1,000	1.50
Leucothoe, per 1,000	5.00@ 6.00
Plumosus (south) per bch.	.25
Smilax, per string	.15@ .25
Snapdragons	6.00@ 8.00
Stocks, per bunch	.50@ .75
Calendulas	3.00@ 4.00
Sweet Peas	.50@ 1.00
Gladioli	10.00@ 12.50
Cornflowers	3.50
Jasmines	1.00

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS
PLANTS, BULBS
FLORISTS' SUPPLIES
MILWAUKEE, - WIS.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.
Mention the American Florist when writing

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers.
116-118 Seventh Street,
PITTSBURGH, - PA.

sole right to handle this emblem, the proceeds for which are to be turned over to help support orphan children of French soldiers. These are to be given in return for any amount the purchaser desires to present to the cause.

The Rose Flower Shop on 60th street had their car stolen from the front of the store on Friday night last. It had a patent steering gear lock, which however was no bar to the thieves. Complaint was at once made to the police and the car was discovered in a down town section of the city the next morning, and returned but little the worse for its escapade.

The London Flower Shop has purchased the store property they have occupied for a number of years on the southwest corner of 18th and Chestnut streets. Alterations are contemplated that will make it conform to the needs of their business.

Benj. Gibbs, Eugene Bernheimer's right hand man, visited the store for the first time since his serious illness on Saturday last. He is much improved and after a summer spent in the country expects to resume his former position.

"We found a good demand for everything in the list," said Edward Reid. "It was the best Memorial Day business for some time." Peonies, roses and carnations were his strong stocks.

The Leo Niessen Co. report a very satisfactory Memorial Day business. The outlook is good for the next two weeks, there being a big booking of flowers to supply June weddings.

K.

YOUNGSTOWN, O.—At a recent meeting of the Youngstown Florists' Association, plans were discussed for holding a flower show in this city in the near future. The following officers were elected for the ensuing year: Harry Walther, president; Wm. Meine, vice-president; John P. Navin, secretary, and R. W. Dimond, treasurer.

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506
444-446 Milwaukee Street
MILWAUKEE, WIS.

Wholesale Flower Markets

PITTSBURGH, JUNE 1. Per 100

Roses, Beauty, spl., per doz.		7.50
" " fcy., per doz..		6.00
" " ex., per doz..		5.00
" " No. 1, per doz		3.00
" Killarney	6.00@	20.00
" Maryland	6.00@	20.00
" Sunburst	6.00@	20.00
" Mrs. Aaron Ward..	6.00@	20.00
" Russell	8.00@	30.00
" Columbia	6.00@	25.00
" Ophelia	6.00@	20.00
" Hilda	6.00@	15.00
" Premier	8.00@	25.00
" Madam Butterfly ..	6.00@	20.00
Carnations	8.00@	10.00
" Laddie		15.00
Cattleyas, each		1.00
Easter Lilies	20.00@	25.00
Ferns, per 1,000		5.00
Galax, per 1,000		2.00
Plumosus, per bunch		.50
Sprengeri, per bunch		.60
Calendulas	3.00@	4.00
Sweet Peas	1.00@	3.00
Smilax, per doz. strings		4.00
Valley	6.00@	8.00
Lilies, Calla	15.00@	20.00
Snapdragons, per doz.	1.50@	3.00
Peonies	10.00@	15.00
Babybreath, per bch		.50

PHILADELPHIA, JUNE 1. Per 100

Roses, Beauty, special	30.00@	50.00
" " fancy	10.00@	20.00
" Mrs. Chas. Russell..	6.00@	35.00
" Killarney	2.00@	6.00
" Hadley	10.00@	40.00
" Sunburst	4.00@	10.00
" Wards	3.00@	6.00
" Ophelia	2.00@	10.00
" Columbia	3.00@	20.00
" Premier	6.00@	20.00
Adiantum	1.50@	2.00
Asparagus, bunches		.50
Asparagus, strings	.75@	1.00
Calendulas	1.50@	3.00
Carnations	2.00@	6.00
Cattleyas	1.00@	1.50
Easter Lilies	20.00@	25.00
Lily of the Valley	6.00@	8.00
Smilax		.35
Snapdragons, per doz.	.75@	1.50
Mignonette	3.00@	4.00
Callas	10.00@	20.00
Sweet Peas	.25@	1.50
Freesia	2.00@	4.00
Tulips	2.00@	4.00
Larkspur, per doz.	3.00@	5.00

CUMBERLAND, WIS.—D. E. Melander, of Excelsior, Minn., recently purchased 11 acres of land near this city for nursery purposes.

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.
Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

ST. LOUIS, JUNE 1. Per 100

Roses, Premium	3.00@	15.00
" White Killarney	2.00@	10.00
" Columbia	3.00@	12.50
" Ophelia	3.00@	12.50
" Killarney	2.00@	6.00
" Russell	3.00@	20.00
" Ward	2.00@	6.00
" Sunburst	4.00@	10.00
Calendulas	2.00@	5.00
Carnations, Laddies		10.00
Carnations, fancy	3.00@	8.00
Ferns, per 1,000	5.00@	6.00
Valley		6.00
Mignonette		6.00
Sweet Peas, per 1,000	2.00@	4.00
Smilax, per string		.20
Leucothoe		1.50
Galax, green, per 1,000		1.75
" bronze, per 1,000		1.75
Violets		.40
Callas	10.00@	15.00
Snapdragons, per doz.	2.00@	5.00
Forget-me-nots, per bch		.25

MILWAUKEE, JUNE 1. Per 100

Roses, Kill'n'y, W. Kill'n'y	8.00@	15.00
" Premier	12.00@	35.00
" Ophelia	8.00@	20.00
" Columbia	10.00@	35.00
" Hoosier Beauty	8.00@	20.00
Callas, per doz	2.00@	3.00
Calendulas	4.00@	8.00
Carnations	8.00@	10.00
Sweet Peas	1.50@	3.00
Tulips	6.00@	8.00
Fancy Ferns, per 1,000		6.00
Asparagus, per bunch	.50@	.75
Daisies	1.50@	4.00
Gysophila, per bunch		1.00
Valley	8.00@	10.00
Snapdragons, per dozen	1.00@	2.00

New York.

TRADE FAIRLY ACTIVE.

A sudden change to cooler weather on May 24, was an advantage to the trade, as it decreased to some extent the arrivals of stock and steadied the market, which was becoming chaotic. But business was light up to May 27 when, largely on account of orders from other cities, a more active movement set in. The Memorial Day business of the local retail florists is always negligible. While they receive a few orders from nominal residents, who for the time being are residing elsewhere, the sum total is not great. Near all the large cemeteries there are numbers of florists who get the trade from the city and it is largely cheap trade. The cemetery florists are always well stocked with plants that comprise a considerable portion of their business. The seed and plant stores of the down town district have also been doing a good business in rose, bedding and other flowering plants. As above noted, the wholesale cut flower markets were fairly active on May 27 with considerable advance in prices on the shorter grades of roses, carnations and the best peonies, some of the better bringing $2 per dozen, and ordinary stock 75 cents to $1 per dozen. No. 2 and No. 1 roses, such as Columbia and Ophelia, that the previous week had been going from $1 to $6 per 100, went up to $4 to $10 per 100. Yet it was evident that a considerable quantity of stock was being held back and as the temperature is again rising there are prospects for a much heavier supply for May 30. The supply of sweet peas, which was enormous during the week ending May 21, was considerably reduced by the cool wave. There is little change in prices on orchids and lily of the valley, both being slow. As there was considerable funeral work the past week, Easter lilies and callas have been holding their own, the cool weather extending the time of the callas. In miscellaneous flowers, a noteworthy feature is a large stock of the wild spirea which seems to sell readily. It was stated in the wholesale district that business was not as good on Saturday, May 28, as it had been on the previous day. Visits to the cemetery florists showed that they were largely engaged in pushing bedding and larger plants. The representative of one of the leading florists doing business at Greenwood Cemetery, Brooklyn, stated that their business was about equal to previous years. The wholesale stores were open on Sunday, May 29, but there was little business to reduce the heavy stocks of roses, carnations and sweet peas that were on hand. Carnations, the asking prices of which were $6 to $10 per 100 on May 27, dropped to $4 to $6, with few buyers.

May 30.—With an abundant supply of stock on the market there is little business. Memorial Day trade has been unsatisfactory. The demand for good stock in roses, carnations and sweet peas was disappointing. There was a considerable stock of poppies on the market at $2 to $4 per dozen, and while there was some demand for them, they did not clean up.

NOTES.

Among the incidents preceding Memorial Day were the sales of paper poppies. Two organizations with French connections got into a squabble over the rights for selling them on the streets, and both were finally allowed to sell. The local dealers in artificial flowers also took up the business. This came about through the adoption of the poppy by the American Legion.

Theodore Malandre of Malandre Bros., Broadway at 72nd street, recently purchased a fine four story residence of stone construction, located at the southwest corner of West End avenue and 72nd street, and now occupies it with his family.

Gold Letters

BESTQUALITY——LOWEST PRICES
Gold, Silver and Purple Letters.
Gold and Purple Scripts.
Write today for samples and greatly reduced prices; it will be worth your while.
J. LICHTENBERGER, 1560 Avenue A, NEW YORK CITY

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Wholesale Florist
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Joseph A. Millang
WHOLESALE FLORIST
55-57 W. 26th St., New York
Telephone: 2046 Watkins
Mention the American Florist when writing

A beautiful wreath in memory of the late Quentin Roosevelt, who was killed while in the air service in France, was made by Young & Nugent. It was placed on the grave of his father, the late Col. Theodore Roosevelt, on Memorial Day.

The store of James Weir, Inc., 324 Fulton street, Brooklyn, had a very handsome Memorial Day window; a bust of Lincoln and many fine wreaths made by Manager McCarthy, being featured.

David Clarke's Sons, Boardway at 75th street, were busy during the past week with orders for the school commencements.

A. F. F.

Pittsburgh.

ALL STOCK CLEANS UP NICELY.

Memorial Day trade was extended over a period of five days. The rush started May 26 and continued until Monday, and while there were no record breaking sales for any one day, still it is expected that business will compare favorably with last year. The wholesale houses were open on Sunday and Monday mornings to accommodate those who ran short of stock at the last minute. Peonies were uncertain, the local crop came in early and it was a question if they would last until Memorial Day or not, but at the end there was plenty for everyone. Stock of all kinds was plentiful and prices were more reasonable than last year, with the result that practically everything cleaned up. Next to peonies, carnations had the biggest call, with roses close behind, and considering the extremely warm weather stock of all kinds was in excellent condition. Delphiniums and Sweet Williams were in heavy supply and cleaned up nicely. Snapdragons sold on sight. In fact, the only item that did not sell was sweet peas and they were of inferior quality. Taking it all in all it was a very satisfactory holiday for all concerned, as the plant men all report a big business.

E. C. T.

HENTZ & NASH, INC. WHOLESALE COMMISSION FLORISTS CROWER AGENT 53 and 57 West 26th St. N.Y.
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A. T. Young & Co.
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WHOLESALE FLORIST
Everything in Cut Flowers
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S. H. RUSSIN
Importer and Manufacturer of
Baskets, Novelties and Florists' Supplies
Opposite the New Flower Market
55 West 19th St., NEW YORK
Telephone Watkins 4443.

HOUSTON, TEX.—At a recent meeting of the Horticultural Society of Houston, the following officers were elected: R. C. Kerr, president; John Bell, vice-president, and C. L. Brock, secretary, and treasurer.

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Prompt and careful attention to your interests. Consignments Solicited.
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J. K. ALLEN
Wholesale Cut Flower Commission Dealer
43 West 18th Street, NEW YORK
Near the main entrance on 18th Street Wholesale Flower Market.
We are in short supply of Roses, Carnations, Valley and Orchids. Would be glad to correspond with small or large growers, same particular attention is given to all. Give me a trial and be convinced.
Established 1887. Telephones Watkins 167 / 3058
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, JUNE 1.

		Per 100
Roses, Beauty	$5.00@	50.00
" Columbia	2.00@	12.00
" Pilgrim	3.00@	12.00
" Hadley	4.00@	20.00
" Dunlop	3.00@	10.00
" Dbl. Wht. Killarney	3.00@	12.00
" Columbia	1.00@	10.00
" White Killarney	2.00@	6.00
" Aaron Ward	3.00@	10.00
" Ophelia	2.00@	12.00
" Mrs. Chas. Russell	3.00@	15.00
" Premier	3.00@	15.00
" Scott Key	5.00@	35.00
" Sunburst	1.00@	8.00
" Ulrich Brunner	3.00@	12.00
Adiantum Croweanum and Hybrid	.75@	1.00
Asp. Plumosus, per bunch	.25@	1.00
Carnation Laddie	4.00@	6.00
Carnations	2.00@	4.00
Cattleyas	25.00@	150.00
Lilies, white	15.00@	20.00
Lily of the Valley	2.00@	5.00
Callas, per doz.	1.50@	2.00
Smilax, doz. strings	2.50@	3.50
Snapdragons, per dozen	1.00@	2.00
Daisies, yellow	1.50@	3.00
Larkspurs, per doz.	1.50@	2.50
Peonies	4.00@	8.00
Gladiolus, per doz.	2.00@	3.50
Iris, per doz.	.75@	1.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Watkins
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments Solicited.
Mention the American Florist when writing

HERMAN WEISS
121 W. 28th St., NEW YORK
'Mums, Snapdragons, Roses, Carnations, Bouvardias, Pompons and Orchids.
As Well As All Other Flowers in Season.
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New York Wholesale Florists' Protective Ass'n
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Telephones 4422 4423 Watkins D. J. Pappas, President
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK

PHONE 2335 2336 WATKINS
WM. KESSLER
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
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Wholesale Florist
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Everything in Cut Flowers
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Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
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The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

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WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK

Traveling Wholesale Florist
INC.
31 and 43 W. 18th St., NEW YORK
Telephone 9760 Chelsea.
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

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Our Motto: Satisfaction, Quality and Service.

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The Exotic Gardens

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Prompt Deliveries to All Points in Southern Florida

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Albany, N. Y.

EYRES

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Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York

BROADWAY FLORIST

2094 Broadway, S. E. Cor., 72d St.

Phone Columbus 5468

Branch: 840 Westchester Ave., Bronx.

Phone: Intervale 4990.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

BOHANNON FLORAL CO.

75 East Monroe Street, CHICAGO

Member of F. T. D.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST

ELEVEN STORES

Main Store— Lewis Ave. Cor. Hancock St.

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Members of Florists' Telegraph Delivery.

Washington, D. C.

Louise Flower Shop

Connecticut Ave., at N. St., N. W.

Miss Louise W. Daugherty, Proprietress

Phones—Franklin 3579, 3841, 3842

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City

Tacoma, Wash.

California Florists

will take care of all telegraph orders.

Mention the American Florist when writing

ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

(Members F. T. D.)

Bees Ltd

Bold Street

LIVERPOOL

Steamers arriving at or leaving any port can be served at a few hours' notice.

(Members F. T. D.)

Mention the American Florist when writing

Boston, Mass.

MEMBER

Houghton Gorney Flower Shop

UNDER THE PARK STREET CHURCH

Centrally located. Each order receives my personal attention. Best facilities for shipping

Mention the American Florist when writing

LITTLEFIELD, Florist

WORCESTER, MASS.

Mention the American Florist when writing

TERRE HAUTE, IND.

THINK OF HEINL'S

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

A. LANGE, Chicago

77-79 East Madison Street

Member of F. T. D.

WE ARE AWAITING YOUR ORDER.

Best Flowers, Service and Delivery

No Order Too Small or Too Large. Careful Attention to All.

We are located in the heart of Chicago, and make all deliveries in the city and suburbs

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Chicago

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders
We have the Best Facilities in the City
No branch stores. Established 1857.
Members of Florists' Telegraph Delivery.

Send your Orders for Chicago and Suburbs to

Schiller The FLORIST

2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

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Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade distcount.
229 WEST THIRD STREET

CHICAGO

Mangel

The Palmer House Florist

17 E. MONROE ST.

Steamship Sailings.

FROM NEW YORK EXCEPT AS NOTED.

June 6.

Mormugao, Portuguese Line (Libson-Madeira).

June 7.

Albania, Cunard-Anchor Line (Liverpool).
Caserta, Italian Lines (Naples).
Britannia, Fabre Line (Marseilles-Lisbon).
FROM NEWPORT NEWS, Soestdyk, Holland-America Line (Rotterdam).
FROM BOSTON, Virgilia, Cunard-Anchor Line (London).

June 8.

Olympe, Three Star Line (Cadiz-Genoa).
FROM MONTREAL, Turcoman, I. M. M. Lines (Avonmouth).

June 9.

Mauretania, Cunard-Anchor Line (Cherbourg-Southampton).
Saxonia, Cunard-Anchor Line (London).
Englantiere, Belgian Line (Antwerp).
Drottningholm, Swedish-American Line (Gothenburg).
FROM PHILADELPHIA, Helmer Moerch, Scandinavian-American Line (Christiania-Copenhagen).

June 10.

Lake Farber, Winchester Lines (Bristol).
FROM MONTREAL, Vennonia, Cunard-Anchor Line (London).
FROM BALTIMORE, Storm King, Black Diamond Lines (Antwerp).

June 11.

Noordam, Holland-America Line (Rotterdam).
Mesaba, I. M. M. Lines (London).
Lapland, I. M. M. Lines (Antwerp).
San Giorgia, Italian Lines (Palermo-Naples).
Camoens, Lamport & Holt Line (Rio de Janeiro-Buneos-Aires).
Belvedere, Societa Triestina di Navigazione (Venice-Fiume).
FROM PHILADELPHIA, West Tacook, I. M. M. Lines (Glasgow).
FROM BOSTON, Maryland, I. M. M. Lines (London).
FROM BALTIMORE, Mississippi, I. M. M. Lines (Antwerp).

Albany, N. Y.

Danker FLORIST

The Best Service

Kansas City, Mo.

The Apollo Flower Shop

4 East 11th Street
We Carry the Largest Stock of Cut Flowers in the City. We Please the People.
Home Phone: Main 3652 Bell Phone: Main 1014

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F. H. WEBER

N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Members of Florists' Telegraph Delivery.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

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Largest Retail Florists in Westchester County.
Members F.T.D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Milwaukee, Wis.

FOX'S

Incorporated
437-39-41 Milwaukee Street
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Omaha Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

For St. Louis

WIRE

Grimm & Gorly

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—American Beauty Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—A. Eckrich, 924 Madison Ave.
New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—N. Christatos.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
New York—The Boulevard Florist.
Oklahoma City, Okla.—Furrow & Co.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Savannah, Ga.

JOHN WOLF

The Largest Grower of Cut Flowers in the South

Mention the American Florist when writing

Knoxville, Tenn.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.
Members F. T. D.

Mention the American Florist when writing

Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK,

413 Madison Ave.
Bellevue Avenue, NEWPORT, R.
Summer Season.

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists

Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

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Chicago

Congress Flower Shop

CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing

New York

Telephone Audubon 6618
Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY.
Orders from Other Cities filled with promptness

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Mention the American Florist when writing

Randolph & McClements

Floral Experts

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Mention the American Florist when writing

J. W. RODGERS

Elks' Building,
4 South Jefferson Street, Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

BRANCHES:
RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.
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The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
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New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

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Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing

Salt Lake City, Utah

Evans Floral Co.

261 South State Street
Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.

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Oak Park, Ill.

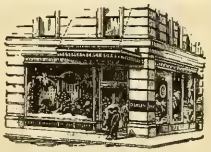
AVENUE STATE BANK BLDG.

WILLIAM PALMER
FLORIST

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.
Members of Florists' Telegraph Delivery.



DARDS

341 Madison Ave.
Opp. Hotel Biltmore
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The Leading Florist for nearly Half a Century

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75 E. Adams St.

HENRY Wittbold and Son DECORATORS FLORAL FLORISTS

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Members of Florists' Telegraph Delivery.

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue
Member Florists' Telegraph Delivery

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Kansas City, Mo.

W. J. Barnes FLORIST, KCMO

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

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CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

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Leading Florists

JOHN BREITMEYER'S SONS

1314 Broadway

PHILIP BREITMEYER, - President

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

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New York. Established 1849

David Clarke's Sons
2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery & the
FLORISTS
135 Carondelet St.
ROSES ORCHIDS VIOLETS
NEW ORLEANS
F.T.D.

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Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

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484 St. Catherines St., West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

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BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

A. Mayer
Telephones: Lenox 2352, Lenox 7019
1062 Madison Ave., Near 80th St.
NEW YORK
Orders from other cities promptly filled.

Toronto, Can.
Canada's Best Known and Most Reliable Florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

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Podesta & Baldocchi
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Members of Florists' Telegraph Delivery

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(Not Incorporated)
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Nashville, Chattanooga and Atlanta — THREE STORES
MEMBER Florists' Telegraph Delivery
Joy's

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FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

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HARDESTY & CO.
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THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

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SHOP OF QUALITY
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F. T. D. 799 Park Avenue
Telephone Rhinelander 3087

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

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MRS. E. A. WILLIAMS
621 Penn Ave.
Members of Florists' Telegraph Delivery.

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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WELCH'S Flower Shop
Also Store at New Britain, Conn.
Established 1885.
Members of Florists' Telegraph Delivery.

Colorado Springs, Col.
Wholesale and Retail
Pikes Peak Floral Co.
Orders Carefully Executed
Members of Florists' Telegraph Delivery.

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Denver, Colo.
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E. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Kansas City, Mo.
A. Newell
FLORIST
Established over 30 years.
Southwest corner of 11th and McGee Sts.

WASHINGTON D. C.
Gudes'
Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.
AUGUST R. BAUMER
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.

Michigan
Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.

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Central Floral Co.
132 N. State, CHICAGO
1331 Broadway, DETROIT
Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

ROANOKE, VA.
FALLON, Florist.

Seattle-Rosaia Bros.
Finest floral studio in Northwest.
Member F.T.D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Washington, D. C.
GEO. H. COOKE
FLORIST
Connecticut Avenue and L Street

Mention the American Florist when writing

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"
Get in touch with
MATTHEWSON'S, SHEBOYGAN, WISCONSIN.
Member of Florists' Telegraph Delivery.

NEWARK, N. J.
Philips Bros.
938 BROAD STREET
Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.
THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

New York
A. ECKRICH
(Successor to Charles E. Grunewald)
FLORIST
924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

Salt Lake City
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central part of Nevada and Idaho
Members of Florists' Telegraph Delivery.

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.
167 Market St., at Broad St.
EVERYTHING IN FLOWERS
Prompt Deliveries to any town or city within 150 miles of Newark.
Telephone Market 494

Brooklyn, N. Y.
HUGO H. JAHN
—FLORIST—
710 Nostrand Ave., cor. Prospect Place
Phone: 1952 Lafayette.
Flowers Delivered Anywhere. Personal Attention.

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Mention the American Florist when writing

Philadelphia, Pa.
Chas. H. Grakelow
Broad St., at Cumberland
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Oklahoma City
OKLAHOMA
FURROW & CO.
205 W. Main St.
Most prominent downtown location in the city and absolutely the best of everything. We will reciprocate.

WICHITA, Kansas — Shipments for Kansas and Oklahoma.
W. H. CULP & COMPANY
Quality Flowers — Personal Service — Members F. T. D.

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel. Next annual meeting will be held at St. Louis, June 20-21, 1921.

MRS. J. C. VAUGHAN, Chicago, has returned from the south.

SEED growers report the acreage in their specialties considerably curtailed.

THE office of the Bateman companies has been removed from New York city to Grenloch, N. J.

ONION SETS in all Chicago districts June 1, are suffering from smut. This should firm up values.

Dutch advices of May 3 report warm weather, with lack of rain, may affect bulbs on sandy ground unfavorably.

JOHN T. BUCKBEE of Rockford, Ill., is back at his desk again. H. W. Buckbee and wife are at Lake Geneva, Wis.

JAMES FARQUHAR, founder of the R. & J. Farquhar Co., Boston, Mass., died May 23. See obituary for further particulars.

MRS. JOSEPHINE RICE WALLACE and her sister, Mrs. Dr. Schaible, daughters of the late Jerome B. Rice, are visiting in Paris.

ST. LOUIS, MO.—The Statler hotel will be headquarters for the meeting of the American Seed Trade Association beginning June 22.

PRICE of bags at Chicago, June 1, American, 16 oz., $30.00 per bale, in bale lots or over; Railroads, 16-oz., $30.00; Crown, 12-oz., $23.00.

SEED trade about Cincinnati, O., and Lexington, Ky., has been held back by the heavy and almost constant rainy weather during the usual planting season.

PEA planting in the northwest and west is reported practically completed and with an abundance of moisture in all districts, the outlook seems satisfactory.

DR. W. W. TRACY, who recently retired from the Department of Agriculture, Washington, D. C., is planning to attend the seedmen's convention at St. Louis, June 22-24.

ALL vegetable seeds, excepting peas and beans, can now be exported from Germany without export license. On peas and beans, there is still an export duty of 10 per cent.

L. D. WALLER, of the L. D. Waller Seed Co., Guadaloupe, Calif., is planning to attend the annual convention of the American Seed Trade Association at St. Louis, Mo., June 22-24.

JACKSONVILLE, FLA.—A meeting of the creditors of the E. A. Martin Seed Co., bankrupt, will be held at the offices of Morgan F. Jones, referee, 104 Law Exchange building, this city, June 6, at 10 a. m., to consider offers.

A LEADING figure in the canning industry declares the "pack" of the four staples, corn, peas, tomatoes and fruit, will this year amount to but 50 per cent to 60 per cent of the 1920 pack.

MOUNT VERNON, WASH.—The Mount Vernon Commercial Club has petitioned congress to place a duty on all garden seeds that may come in competition with seeds grown in Washington, and especially the Puget Sound district.

MISS EILEEN LOW, of Stuart Low & Co., Enfield, Eng., has not only exploited new orchids and fine cyclamen seed from Boston to San Francisco, but has also sponsored the introduction of a Ford sedan into her shire town.

NEW YORK.—It is reported that J. M. Bridgeford, managing director of Watkins & Simpson, London, Eng., who arrived on the S. S. Aquitania last week, proceeded direct to the California seed growing districts, making no eastern calls.

TIPTOP muskmelon seed is one of the very scarce items this season and this also applies to Tom Watson and Kleckley's Sweet watermelons. The fact of a real shortage in this year of plenty is the one thing that seems normal in the seed trade.

THE United States Department of Agriculture conducts a breeding station at North Ridgeville, O., in Lorain county, west of Cleveland, for making selections of timothy, breeding, testing and distributing the best of these to timothy seed growers, one selection to be distributed this year.

French Bulbs.

French exporters report by cable, May 28, that they have received offers from several American importers as follows:

Paper Whites,	13 ctm.	100 francs.
Paper Whites,	14 ctm.	125 francs.
Soliel d'Or,		400 francs.
Rom. hyacinths,	12-13 ctm.	400 francs.
Rom. hyacinths,	13-15 ctm.	500 francs.

So far, growers have not shown willingness to accept.

The crop is an average one.

Corn and Vine Seeds.

The J. C. Robinson Seed Co. of Waterloo, Neb., report as follows: "We believe the acreage of corn and vine crops for seed to be the smallest for some time. Middle-west growers at least seem to be confining their acreage to actual orders and with a normal yield many shortages may develop. There is no tendency at all to speculate with a large, unsold acreage. Crop conditions are fully up to average."

Burpee's Survey of the Season.

President David Burpee, of the W. Atlee Burpee Co., Philadelphia, Pa., just previous to starting for California, dictated the following: "We have had an unusually good season for our regular retail mail order business. We made a special appeal for early orders this year. It might be of interest to the trade to know that we have tried to encourage our customers to order early over a period of five years or more and that we have found this propaganda work very successful.

"This year we had an unusually large January and the biggest February in the history of our business. The fact is, the best day we had this year was the last Monday in February. March, of course, is our largest month, but the best individual day this year came in February. Towards the end of April the number of orders received per day fell off, but the total for the year is very considerably ahead of 1920, and the average volume of our retail business is considerably more than it was last year. Wholesale business, however, has not been quite so good.

"Expenses of operating have been unusually high this year; in fact, just as great as they were during the war, but we expect a very substantial reduction in operating costs for 1922, and we look forward with the firm belief that 1922 will be a real prosperous year for the seed trade at large."

California Seed Crops.

The John Bodger & Sons Co., of Los Angeles, report as follows: "Since May 19, there has been almost continual rainfall in this city and vicinity, estimated at from two to four inches, which is unusual for this time of the year. Consequently all stock which has been retarded because of previous dry weather, has been given an excellent start in growth. In flower seeds, asters and zinnias show a good stand, and a normal yield is expected. Some varieties, however, will have to be replanted. Sweet peas are badly affected with aphis, and the recent cloudy and rainy weather will have the tendency to increase this pest. A fair yield is expected in mixed varieties, with a possible shortage in the named kinds."

Pieters-Wheeler Seed Company

Growers of High Grade SEED

Gilroy, California

Beet, Carrot, Lettuce, Onion, Radish.

Correspondence Solicited.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids, Mich.

Mention the American Florist when writing

Braslan Seed Growers Company, Inc.

Growers for the Wholesale Trade only.

ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.

SAN JOSE, CALIFORNIA

Flower Seeds for Summer Sowing

CINERARIA—Vaughan's Columbian Mixture.

ASPARAGUS.

PLUMOSUS NANUS.
100 seeds.........**50c** 250 seeds.........**$1.00** 1000 seeds.........**$3.50**

SPRENGERI.
100 seeds.........**25c** 250 seeds.........**50c** 1000 seeds.........**$1.50**

BEGONIA—Sow now for winter blooming.

	Tr. Pkt.
Gracilie Luminosa, fiery dark blooming.	
Prima Donna, rose	.50
Erfordia, rosy carmine	.50
Erfordia, Grandiflora Superba, very fine	.50
Wurttembergia, new, beautiful rose	.50

CALCEOLARIA HYBRIDA. Vaughan's Extra Choice Mixed. Our mixture is composed of the choicest selections of the figured, marbled, spotted and variegated varieties. **Trade pkt. (1000 seeds)**.......... .50
3 trade pkts. for $1.40.

CALENDULA, Orange King, selected stock; **lb. $6.00; oz., 50c**.......... .20
Apricot, fine new color; **oz. 50c**.......... .20

CANDYTUFT. Giant Hyacinth, Flowered; white, selected stock; **lb. $6.00, oz. 50c**.......... .15
Umbellata Lilac, fine color; **lb. $4.00, oz. 50c**.......... .15

CINERARIA.

Vaughan's Columbian Mixture. It consists of a mixture made up by ourselves of the choicest strains and cannot be excelled in variety of color, size, shape and substance of flowers and perfect habit of plant. **Trade pkt. (500 seeds), 50c; 3 trade pkts. for $1.40.**

Large-Flowering		Tr. Pkt.	Large-Flowering		Tr. Pkt.
White	500 seeds	**$0.35**	**Dark Blue**	500 seeds	.35
Crimson	500 seeds	.35	**Blood-Red**	500 seeds	.35
Azure-Blue	500 seeds	.35	**Soft Pink**	500 seeds	.35

Matador. Brilliant scarlet. Trade pkt.	500 seeds	.50
Old Rose. Pink, shading to coppery red	500 seeds	.50
Grandiflora. Semi-Dwarf. Mixed	500 seeds	.35
James' Giant, a fine English mixture	500 seeds	.50
Star Cineraria, small flowering variety for cutting and decorative purposes, mixed		.50
Blue tints in mixture		.50

PANSY.

Vaughan's International Mixture. Trade pkt., **50c; ⅛ oz., $1.50; ½ oz., $5.00; oz., $10.00.**

Vaughan's Giant Mixture. Trade pkt., **50c; ⅛ oz., 75c; oz., $5.00; ¼ lb., $18.00.**

Vaughan's Cut Flower Mixture. Trade pkt., **25c; ⅛ oz., 60c; oz., $4.00.**

Vaughan's P. P. (Popular Price) **Mixture.** Trade pkt., **25c; ⅛ oz., 50c; oz., $3.00.**

Chicago Parks Bedding Mixture. Trade pkt., **25c; ¼ oz., 50c; oz., $1.80.**

New Early-Flowering Giant Pansies. This new strain produces its giant flowers about four weeks earlier than any other known types. In early March, when the old type pansies hardly show any buds, the plants of the new strain often bear from three to five of their giant flowers.

Early-Flowering Giant White with eye, Yellow with eye, Light Blue, Dark Blue, Purple, Cornflower Blue, Pure White, Black and **Mixed**, each, trade pkt., **25c; ⅛ oz., 50c; oz., $3.00.**

Write for List of Named Sorts with Prices.

DRACAENA, Indivisa, much used in window boxes; **lb., $5.00; oz., 40c**.......... .10

GLOXINIA, Vaughan's Columbian Mixture, is made up by ourselves from the choicest spotted, tigered, edged, marbled and splashed sorts of the upright and horizontal types and we know that better seed is not to be had at any rate. **Trade pkt. (about 1000 seeds)**.... .50
1-32 oz., $3.00.

GYPSOPHILA, Elegans Grand. Alba. Fine for cutting. **¼ lb., 45c; lb., $1.60; oz., 15c.**
Elegans Rosea, oz., 25c.......... .10

PRIMULA (Primroses).

CHINESE, Vaughan's International Mixture.

Packets (250 seeds), **50c**; 3 for **$1.40**; 1-16 oz., **$5.00.**

Malacoides, lilac, rose or white	each	.50
Forbesi, good pot plant	each	.50
Obconica Grandiflora Mixed	1000 seeds	1.00
Gigantea, Rosea, Kermesnia and mixed	1000 seeds	1.00

A New Pot Plant ISOLOMA (Hirsutum Multiflorum Hybridum).

The large leaves, which are of a texture similar to those of the Gloxinia, are of a rich dark green; the reverse of them, as well as the flower stalks are covered with bright red hair, which renders them very attractive. The flowers are produced in abundance and in various colors and color combinations, white, orange, yellow and scarlet. The plants grow from 12 to 18 inches high, are bushy and require no staking. Their culture is similar to that of the Gloxinia and other Gesneriaceas. Their constitution is very robust which enables them to thrive in living rooms. This is a most desirable pot plant and florists will do well to get familiar with it. Trade pkt., **$1.00**

Our List of "Flower Seeds for Summer Sowing" now on the press. Will be mailed shortly.

CHICAGO, ILL. VAUGHAN'S SEED STORE NEW YORK, N. Y.

Henry Berrien Fish

Carpinteria, Calif.

I have for immediate delivery seed stock of these varieties, handpicked and ready for planting:

Fordhook Bush Lima
Wood's Prolific Bush Lima
Large White Pole Lima
Lazy Wife Pole

Write for Quantities and Prices.

Bean Notes.

Bean acreage in the Filer, Idaho, district is expected to be cut this year. Contracts have been offered bean growers at prices ranging from 3½ to 4½ and five cents a pound, and the growers believe the price should be higher.

JEROME B. RICE SEEDCO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

Growing Stations Throughout America. Office: Cambridge, New York

Western Seed & Irrigation Co.

WHOLESALE SEED GROWERS
SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.
Write for Special Contract and Spot Prices.
Office and Warehouse, **FREMONT, NEB.** Growing Station, **ROCKY FORD, COLO.**

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

McHutchison & Co.

OFFERS FROM STORAGE

VALLEY PIPS, Dutch or German type, in case lots of 2,500 pips. **LILY BULBS, Giganteum,** 6-8, 8-10, 9-10; **Magnificum** and **Rubrum,** 9-11. **BAMBOO CANES,** Japanese and domestic, natural and dyed green, all sizes. **RAFFIA,** natural and colored, 25 lbs. up.

SUMMER SHIPMENT.

FERNS IN FLATS, July-August shipment. **DRACAENA CANES,** May shipment. **PALM SEEDS, Kentia Belmoreana** and **Forsteriana, Cocos Weddelliana, Etc.**

FALL SHIPMENT.

DUTCH BULBS, MANETTI STOCKS, CHINESE SACRED LILIES, VALLEY PIPS, JAP. LILY BULBS, DRACAENA CANES, FRENCH BULBS, FREESIAS and CALLAS, BEGONIAS and GLOXINIAS, Etc., Etc.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France

NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

Many of the country's leading seed houses grow large quantities of seed near Filer, among them being the Filer Seed Co., Jerome B. Rice Seed Co., Everett B. Clark Seed Co., United States Seed Co., and N. B. Keeney & Sons. It is estimated the acreage planted by these companies will be from 20 to 40 per cent of normal.

White food beans are now quoted around $3.75 in Michigan. The acreage there is expected to be normal.

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover at principal points of distribution, May 21,1921, as given by the Government Market Reporter of May 28, 1921:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York	$7.00	$32.00	$14.50	$18.00
Baltimore	7.25	32.00	14.00	18.00
Richmond	7.75	33.00	15.50	17.00
Buffalo	7.25	32.00	14.75	19.25
Toledo	6.95	34.00	15.00	22.50
Louisville	8.00	30.00	17.00	23.00
Chicago	6.40	33.50	14.00	18.25
Minneapolis	6.50	35.00	16.00	21.50
St. Louis	7.15	33.00	14.00	19.00
Kansas City	7.00	35.00	15.00	18.00
Denver	6.75	32.00	15.00	20.00
Salt Lake	6.50	36.00	17.00	17.00
Seattle	7.50	32.00	18.00	21.00
Average for the United States same date 1920	$12.75	$18.50	$18.50	$46.60

Michell's Primula Seed

PRIMULA CHINENSIS

	½ tr. pkt.	Tr. pkt.
Michell's Prize Mixture. An even blending of all colors	$0.60	$1.00
Alba Magnifica. White	.60	1.00
Chiswick Red. Bright Red	.60	1.00
Duchess. White with zone of rosy carmine, yellow eye	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens. Crimson	.60	1.00
Rosy Morn. Pink	.60	1.00

PRIMULA OBCONICA GIGANTEA

A great improvement over the old type; flowers much larger

	Tr. pkt.		Tr. pkt.
Lilacina, pale lilac	$0.50	**Rosea,** pink	$0.50
Kermesina, deep crimson	.50	**Alba,** white	.50
		Hybrida Mixed	.50

Also all other Seasonable Seeds, Bulbs and Supplies. Wholesale Price List Free.

HENRY F. MICHELL CO., 518-516 Market Street, PHILADELPHIA, PA.

Flower Seeds
KELWAY'S

choice strains of Florists' Flowers are unsurpassed and have received over 300 Exhibition Awards, gained in the worlds leading centers.

Prices available now—spot or growing crops. The address

KELWAY & SON, Wholesale Seed Growers, **Langport, England**
Cables: "Kelway, Langport."

LAWN SEED MIXTURES

FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

—THE—
J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
ROCKY FORD, COLORADO

Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

TOMATO SEED

Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

Return Envelopes
Catalogue Envelopes
Seed Packets

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Lily of the Valley Pips

EXTRA FINE STRAIN EXHIBITION
Size GERMAN "LUBECK" PIPS
Just Arrived.

Price in cases, 1000, 500 or 250 each, on application.

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53 Barclay St., NEW YORK CITY

Yokohama Nursery Co.

LTD.
Woolworth Building
NEW YORK CITY
Importers
Japanese Bulbs, Plants and Seeds

L. D. Waller Seed Co.

GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds
GUADALUPE, CALIFORNIA

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

VALLEY for JUNE WEDDINGS

NEW STOCK READY FROM COLD STORAGE

Bruns' Celebrated Chicago Market Brand

$35.00.....per 1000
20.00.....per 500
10.00.....per 250
5.00.....per 100

Florists' Money Maker Brand

$30.00.....per 1000
16.00.....per 500
8.00.....per 250
4.00.....per 100

I carry over 2,500,000 of the Finest Valley Pips in storage, and my facilities enable me to make shipments the same day or not later than the day following receipt of order.

If it's Valley, I can supply it. Tell me what you want.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

GET QUOTATIONS FROM

LANDRETH

Seeds Which Succeed

Bloomsdale Farm **BRISTOL, PA.**

Mention the American Florist when writing

An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS
Orange, Conn., and New York City.

SEEDS

Flower, Vegetable and Farm

Send your inquiries to

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and Market Gardeners.

W. Atlee Burpee Co.
Seed Growers Philadelphia

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

DUTCH BULBS

Standard Bulb Company
BENTON HARBOR, MICH.
Ask prices.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

R. & M. GODINEAU

Seed Growers

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Mention the American Florist when writing

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

Mention the American Florist when writing

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.

WHOLESALE SEED GROWERS

Before Placing Orders for SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June 22-24, 1921.

EUGENE BARBIER is the new yellow H. P. rose sent out by Barbier & Co., Orleans, France, in 1920.

GLOUCESTER, MASS.—Chas H. Pulsifer, well known nurseryman of this city, died recently, age 63.

THE young growths of many nursery trees and shrubs have been seriously damaged by the recent frost.

ALBERT LEA, MINN.—The annual meeting of the salesmen of the Webb Nursery was held May 17-19. State Forester Cox was one of the speakers.

FRENCH nurserymen seem to have an agreed combination price on manetti stocks, all of them quoting United States importers at a uniform rate, for the coming season's delivery.

CLEVELAND, O.—Papers have been filed incorporating the Chester Gardens Co., with a capital of $5,000 to grow plants and shrubbery. Among the incorporators are J. L. Sullivan and G. J. Arnold.—J. W. L.

ELMHURST, ILL.—The Pfund Nursery Co., has been incorporated with a capital of $60,000 to conduct a general nursery and landscape gardening business. Paul Pfund, Liebhart Pfund and Bruce W. Bell are the incorporators.

LOUISIANA, MO.—The Stark Bros. Nurseries & Orchards Co., has joined the movement to plant a tree for each soldier who saw service in the world war. They are offering advice and disposing of trees to committees that have charge of this work.

ST. JOSEPH, MICH.—Chas. O. Younstrand, secretary of the Niles Nursery Co., has been granted an injunction restraining that company from disposing of any of its assets, pending a hearing on his petition to have a receiver appointed for the concern.

American Association of Nurserymen.

CHICAGO CONVENTION—JUNE 22-24.

The forty-sixth annual convention of the American Association of Nurserymen will be held at the Congress hotel, Chicago, June 22-24. Morning sessions will begin at 10 and the afternoon meetings will start at 2 o'clock. Executive sessions have been arranged for by the programme committee for a full discussion of the many questions developed by the trade during the past year.

The opening session of the association will begin on Tuesday morning, June 22, President Lloyd C. Stark in the chair. After routine business is disposed of, the Hon. Henry C. Wallace, Secretary of Agriculture, will deliver the opening address, followed by Edw. N. Hurley, formerly chairman of the federal trade commission. Dr. C. L. Marlatt, chairman of the federal horticultural board, will speak on "The Situation as to Future Imports of Fruit Tree Seedlings." L. B. Scott, of the Department of Agriculture, will take as his subject, "The Growing of Fruit Tree Seedlings in America." President Stark's address will conclude the morning programme.

Wednesday afternoon will be taken up with the reports of the executive and market development committees. Appointments to the auditing and resolutions committees will be made and the reports of the various officers will be heard. At the executive session immediately following, important topics will be discussed by the members, as follows: "Market Development Publicity," "How Market Development Funds Should Be Used to Produce Greatest Results," "For the Retail Agency House," "For the Retail Mail Order House," and "For the Whole Nursery Fraternity." The principal object of this discussion is to plan for publicity for the coming year.

The programme for Thursday morning, June 23, will consist of a thorough discussion of the trade mark which has been adopted by the association, "Trustworthy Trees and Plants." Its practicability as an association emblem, a member's legal and moral liability under it, and the advisability of continuing or abolishing this emblem will engage the time of the members. At the afternoon meeting the reports of committees will be read. A meeting of state vice-presidents has been called for 8 p. m. on the same day. On Friday morning at the open session the reports of these officers will be heard, and the election of officers will conclude the programme of the association.

Horse Chestnuts.

Many horse chestnuts and buckeyes are now in bloom in the collection of these trees and shrubs on the right hand side of the Meadow road. Of the European horse chestnuts (Aesculus hippocastanum) it is not necessary to speak, for one of the most splendid trees in the world it is known to all American tree lovers, at least in the northern and eastern states, where it has been growing for more than a hundred years, and noble specimens can be seen in Salem, Massachusetts, and other seaboard towns. The red-flowered horse chestnut tree (Aesculus carnea), with flowers which vary on different trees from flesh color to red, is supposed to be a hybrid between A. hippocastanum and one of the American red flowered species, probably A. Pavia, which originated in Belgium many years ago. The handsomest of these hybrids, that is the one with the darkest red flowers, was raised in France and is known in nurseries as A. Briottii (A. carnea var. Briottii). There are small, but well flowered specimens of this variety in the collection. Of the American species the first to bloom is the form of the Ohio buckeye on which the leaves are composed of seven instead of five leaflets. (A. glabra var. Buckeye), a rare tree most abundant in Jackson county, Missouri. The flowers on the typical A. glabra open a little later and are followed by those of the variety from southern Missouri and Arkansas (var. leucodermis) distinguished by its smooth pale bark. The largest trees in the arboretum of the Ohio buckeye are on the left hand side of the South street gate and are still covered with flowers. The yellow-flowered A. octandra of the southern Appalachian forests is now in bloom. This is the largest of the American species. Hybrids of this tree and A. Pavia first raised in Europe more than a hundred years ago, to which the general name of A. hybrida should be given, are conspicuous from their red and yellow flowers. A number of these hybrids are now flowering in the collection and show much variation in the size and habit of the plants, and in the size and color of their leaves and flowers. Many of these hybrids are good garden plants. A. georgiana, the common buckeye of the southern Piedmont region, which is sometimes a shrub and sometimes a slender tree up to 30 feet high, with flowers in crowded clusters, red and yellow on some plants, bright red on others and yellow on others, shows again its value as a garden plant here at the north. Even more beautiful are the scarlet flowers of another plant, A. discolor var. mollis, one of the handsomest of the American plants introduced into gardens by the arboretum. A. arguta, a little Texas shrub of the Ohio buckeye group is covered this year with long narrow clusters of bright yellow flowers marked with rose color at the base of the petals.—Arnold Arboretum Bulletin, May 27, 1921.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO. ★ WEST GROVE PENNA.

Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

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Importers and Growers of
Seeds, Bulbs, Plants, Trees, Vines, Shrubs and All Hardy Perennials.
All Kinds of Decorative Plants.
Our Specialty—Everblooming Hardy Roses, Boxwood and Rhododendrons.

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Telephone: Cortlandt 1518.

—THE—

Storrs & Harrison Co.

PAINESVILLE NURSERIES

Catalogues and Price Lists Free on Application.

PAINESVILLE, - OHIO

HILL'S EVERGREENS

Best for over half a century. Firs, Spruce, Pines, Junipers, Arbor Vitaes, Yews, in small and large sizes. Send for price list.

The D. Hill Nursery Co., Inc.

Evergreen Specialists—
Largest Growers in America.

Box 404, - - DUNDEE, ILLINOIS

The Elm City Nursery Co.

IBOLIUM PRIVET

THE NEW HARDY HEDGE

To be introduced to the public this fall for the first time.

BOX-BARBERRY

2-Year Old IBOLIUM PRIVET

Now too well known to need further description

We are now ready to quote trade prices to houses who wish to catalog these novelties in their forthcoming issues.

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THE ELM CITY NURSERY COMPANY
Woodmont Nurseries, Inc.
NEW HAVEN, CONN.

SEED PACKETS THAT SELL THE SEED

LITHOGRAPHED IN COLORS TRUE TO NATURE AND VARIETY

SEED PACKETS FOR ALL VARIETIES OF VEGETABLE AND FLOWER SEEDS...

We also make a Specialty of

Seed Catalog Covers, Hangers, Box Labels, Nurserymen's Plates, Lawn Grass and Bird Seed Cartons and Seed Cartons of every description. We always carry a large stock of all items for immediate shipment, and give prompt attention to orders for individual requirements.

Write for listing and quotations today

STECHER LITHOGRAPHIC COMPANY
ROCHESTER, N. Y.

Mention the American Florist when writing

Golden Yellow Sweet Peas

"For two seasons, at our retail Flower Store, we have handled Sweet Peas dyed with 'McCLENAHAN'S YELLOW FLOWER DYE.' They are never streaked, but evenly dyed as though natural; are good sellers, and last as well as undyed Sweet Peas."
THE BARTELDES SEED CO., Oklahoma City, Okla.

McCLENAHAN'S YELLOW FLOWER DYE will quickly and uniformly dye white, light pink and rose pink Sweet Peas to golden yellow, apricot and burnt orange respectively. For two years I have supplied dyed Sweet Peas to the Oklahoma City Market and they are now more popular than ever. Sweet Peas take the dye perfectly. It never streaks but evenly diffuses through the petals so the veins are not distinguishable. The natural appearance of the dyed flower is so true that the treatment is hardly perceptible.

White Carnations take the dye to a medium yellow, sometimes leaving the central tuft partly uncolored but always producing a most charming effect. (Not good on rose-pink Carnations.) Roses, too, seem to take the dye as readily as Sweet Peas. Cecil Brunners quickly take on a beautiful orange.

The dye keeps indefinitely in dry form, dissolves instantly and one solution will last from one to two weeks.

Price, sufficient to make one quart, $1.00, prepaid. Six for $5.00.

H. S. McCLENAHAN

40th and Phillips Streets, OKLAHOMA CITY, OKLA.

2-yr. Bench Roses

	Per 100	Per 1000
Russell	$ 8.00	$75.00
Sunburst	8.00	75.00
YOUNG STOCK		
Ophelia, 3-inch	9.00	80.00
Sunburst, 2½-inch	9.00	80.00

Good stock.

GEO. REINBERG

30 E. Randolph St., CHICAGO, ILL.

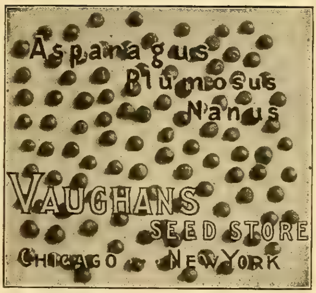
Mention the American Florist when writing

PLANTS

Now Ready
SEEDLINGS
$10.00 per 1000

	1000
2¼ inch	$40.00
2½ inch	55.00

F. O. B.
Western Springs, Illinois



SEEDS

Greenhouse Grown

1000 seeds, $3.50
5000 seeds at $3.25....per 1000
10,000 seeds for...... $27.50

F. O. B.
CHICAGO

Abundance of Stock

Size		100	1000
2¼-in.	**Ageratums**, light or dark	$ 2.75	$25.00
2 -in.	**Coleus**, red or yellow.	2.75	25.00
3 -in.	**Cyclamens**, 8 varieties	15.00	....
2¼-in.	**Fuchias**, 12 varieties..	3.00	27.50
2¼-in.	**Heliotropes**, light or dark	3.00	27.50
2½-in.	**Marguerites**, fine plants	3.50	30.00
2½-in.	**Stocks**, Alice or Nice.	2.75	25.00
2¼-in.	**Vincas**, variegata	5.00	45.00
3½-in.	**Vincas**, variegata	13.00	125.00

Liberal Extras. Correspondence Solicited.

ALONZO J. BRYAN,
Wholesale Florist, Washington, New Jersey

Mention the American Florist when writing

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

50,000 Dracaena Indivisa

From 2-inch pots, ready for 3 or 4-inch pots, at $4.00 per 100. From 2-inch pots, good strong average sized plants at $3.00 per 100.

GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Mention the American Florist when writing

CARNATIONS

F. Dorner & Sons Co.
Lafayette, Ind.

Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty.

SPECIAL OFFER OF HEATHER

Heather Melanthera and Ovata, French Trumpet Hybrids, Coredenoides Veitchii, out of 1¾ inch pots ready for shift, $100.00 per 1000.

A. L. MILLER, Jamaica, N. Y.

Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Dooley, Cook County, Ill., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

Vegetable Plants in Pots.

Grower-retailers will find a ready and profitable sale for vegetable plants in pots, particularly egg plants, tomatoes, and peppers. They are grown in 2½ and three-inch pots. These take a much shorter time to mature than bedding stock, and readily command twice the price.

Prices of Indoor Fruits and Vegetables.

Chicago, May 31.—Cucumbers, 2-dozen box, $3 to $3.50; leaf lettuce, per box, 25 to 35 cents.

New York, May 27.—Cauliflower per dozen, $1.50 to $4; cucumbers, 50 cents to $1.25 per dozen; mushrooms, per basket, 75 cents to $2.25; radishes, 100 bunches, $1 to $3; tomatoes per pound, 10 to 20 cents.

Potato Prices.

Potatoes will continue to sell at a low price this fall, according to A. W. Aamodt, general manager of the Minnesota Potato exchange, who spoke at a meeting of exchange representatives from Michigan, Minnesota, and North Dakato, May 26, at the Hotel Sherman, Chicago. Mr. Aamodt said that potatoes are now selling at a little more than 10 per cent of the prices realized last year.

Canned Corn in France.

It has been rumored that there were very large stocks of canned corn available for export in France, and these reports have had a disquieting effect on the trade. The department of commerce has now ascertained from its commercial attache in Paris that of the total stock of 1,600 metric tons (80,000 cases) recently liquidated by the French government, 300 tons (15,000 cases) were sold to the French retail trade and 1,300 tons (65,000 cases) were otherwise disposed of and presumably are available for export to the United States.

Container Standards.

To eliminate fraud in the marketing of fruits and vegetables by the substition of short-measure packages at full-measure prices is one of the principal objects of specialists of the United States Department of Agriculture now making a study of the hundreds of different types of containers in use. For example baskets which contain seven-eighths of a bushel are frequently used as bushel baskets, it being difficult to detect the short measure. In farmers' bulletin No. 1196, from the bureau of markets, just published by the department, the specialists discuss the need for standard containers for fruits and vegetables and describe how the public is sometimes defrauded because of the many types and sizes of containers now in use.

The serious lack of uniformity of containers increases the cost of marketing, say the specialists, because of the greater expense of manufacturing a large number of unnecessary styles and sizes and by breakage in transit, which is sometimes directly attributable to the difficulty of loading odd-sized containers. There are in common use at present about 40 sizes of cabbage crates, 20 styles of celery crates, 30 lettuce crates or boxes, 50 styles and sizes of round-stave baskets and marketing baskets varying in size from one to 24 quarts, whereas relatively a few standard sizes would satisfy all demands of the trade. In many cases the 6-quart market basket, the 14-quart peach basket, the ⅞-bushel bean hamper, and the five peck lettuce hamper are confused with peck, half-bushel, bushel, and 1½ bushel baskets.

The federal standard barrel law and the United States container act, which establish standard containers, have done away with a large number of unnecessary sizes of barrels, berry boxes, and grape baskets and have awakened a widespread demand for the application of the same principle to other containers, says the bulletin. At present there is no standard hamper, which is one of the most widely used types of containers, especially popular in the eastern and central States. Almost 30,000,000 of these baskets are used annually. The sizes of hampers which are recommended by the bureau of markets of the Departmen of Agriculture as being sufficient in number to satisfy all legitimate requirements of the trade are as follows: Eight quart, or one peck; 16-quart, or one-half bushel; 32-quart, or one bushel; 48-quart, or 1½ bushels. It is suggested that the latter be made in two styles to meet the preference in various parts of the country.

The round-stave basket, for which there is no standard, is popular in all regions except the southern and middle Atlantic states and on the Pacific coast. About 20,000,000 such baskets are manufactured annually. The sizes which are recommended as standards by the bureau of markets are the same as those recommended for the hamper, except for the elimination of the 8-quart size. The splint, or veneer, baskets, for which there are also no standards, are well known to the public as market baskets. The sizes which are proposed by the bureau of markets are five in number—four, eight, 12, 16, and 24 quart.

Potatoes in Crates.

A carload of Florida potatoes arrived at New York, May 8, packed in containers marked 1⅝ bushels. These containers, two of which fill a barrel, moved out very slowly, the trade hesitating to handle them on account of being accustomed to handling barrels only, according to the government Market Reporter. About half of the carload was sold Saturday and the remainder by the following Tuesday, but the price had to be reduced considerably in order to clean them up. While barrels were bringing $17 to $18 for No. 1's, these crates were selling at $7.00, although as stated, it takes only two of them to fill a barrel.

The crate is a substantial one, easily handled, and the carload arrived in excellent condition. One end of the crate is easily opened and in practically half the time it takes to open a barrel. However, the buyers were not anxious to take them at comparatively low prices. The incident shows with what reluctance the trade becomes accustomed to new containers.

Onion Surplus.

According to reliable estimates, onion holdings on March 25 totaled 2,500 cars. Shipments after April 1 in recent seasons have averaged 200 to 300 cars, say marketing experts of the bureau of markets, United States Department of Agriculture. The southern crop of new onions is two to four weeks earlier than usual, and shipments of new onions are beginning to move. A production of early onions of about 7,000 cars is forecast for Louisiana, California, and Texas. It is evident that unless the usual light movement of onions in April and May is increased there will be great waste of unsold stocks of old onions, say bureau of markets officials. Dealers are therefore urged to make onions a leader. If the price to the grower is high enough to warrant shipments under present conditions, probably 5,000 cars of the new stocks will move. Otherwise not only will there be a large surplus of old onions but a surplus of new stock as well.

Robert Craig Co.
HIGH CLASS PALMS
and Novelties in Decorative Plants
NORWOOD, Delaware County, PA.

Mention the American Florist when writing

CYCLAMEN
We must have room and offer for one week. 2,500 2¼-in. Cyclamen, at $10.00 per 100; $90.00 per 1000.

3,000 3-in. Cyclamen, at $20 and $25 per 100.
1,000 4-in. Cyclamen, at $40.00 per 100.
Ask for our prices of Easter Greeting

Pelargoniums and Ferns.

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing

Ageratum Fraseri

We feel confident in offering **Ageratum "Fraseri"** to our customers that we are offering what will be one of the most valuable acquisitions to the bedding plant line in recent years, that it is a blue, a decided blue, that would be continually in bloom. In our trial grounds last summer **"Fraseri"** attracted more attention than any other bedding plant. It only grew about 8 to 10 inches high and was covered the entire season with what can easily be classed as immense trusses of flowers, as many of them were over 2½ inches across, while the individual flower would be ⅔ of an inch in diameter. The plant spreads about 12 to 15 inches across. It can easily be used with Alternantheras as a border plant.

Being an early bloomer and dwarf, compact grower, it makes an excellent pot plant.

2-inch, $1.00 per doz.; $ 6.00 per 100.
3-inch, 1.50 per doz.; 10.00 per 100.

Be sure to get Our Monthly Bulletin.

R. Vincent, Jr. & Sons Co.
White Marsh, Md.

Mention the American Florist when writing

Ready Reference Section

15 CENTS, NET, PER LINE

ALTERNANTHERAS.

Alternanthera, yellow. Fine bushy stock, 2-inch, $3.50 per 100; $30.00 per 1,000. Cash.
JOSEPH BANCROFT & SON
Cedar Falls, Ia.

AMPELOPIS VEITCHI.

Ampelopsis Veitchii. A large stock of one and two year in all grades. Two year transplanted are heavy for grades. Some three year with heavy tops and roots. Light stocks for lining out very cheap. CHAS. BLACK, Hightstown, N. J.

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $12.00 per 1,000; 2¼-in. pots, $6.00 per 100; $50.00 per 1,000; 3-in. pots, $10.00 per 100.
ROMAN J. IRWIN,
43 West 18th St. New York.

Asparagus Sprengerii, 4-inch, 20c; 3½-inch, 15c each. Asparagus plumosus, 4-inch, 20c; 3½-inch, 15c each. DAVIS FLORAL CO., Davenport, Ia.

Asparagus plumosus, 2-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

ASPLENIUM.

Asplenium Nidus Avis (Birdnest Ferns), good strong, healthy stock, ready for delivery June 1, 1921. 1¾-in., 20c; 2¼-in., 25c; 3-in., 35c each. WM. K. HARRIS, 55th and Springfield Ave., W. Philadelphia, Pa.

BEGONIAS.

BEGONIAS—2¼-IN. POTS READY NOW

	100	1,000
Melior	$40.00	$350.00
Cincinnatti	35.00	300.00
Lorraine	27.50	250.00
Mrs. J. A. Peterson	40.00	.....
Chatelaine	7.00	65.00
M. A. Patten	8.00	75.00
Pride of Newcastle	12.00	110.00
Rex Begonias	16.00	150.00

New begonia BETTY FAIR, semi-double, dwarf, deep cerise. Fine for bedding and pot plants. Rooted cuttings, $15.00 per 100.
ROMAN J. IRWIN
43 West 18th St. New York

Begonias, Metallica. Otto Hacker and Pres. Carnot, $10 per 100. The Storrs & Harrison Co., Painesville, O.

Begonia Chatelaine, 4-inch, $25.00; 3½-inch, $20.00 per 100. DAVIS FLORAL CO., Davenport, Ia.

BULBS.

Bulbs, Gladiolus. All bulbs are first-class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BULBS.

Bulbs. Gladiolus. Strictly first quality bulbs, properly kept and in good dormant condition. For varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

CANNAS.

STARTED CANNAS.

	Per 100
City of Portland	$8.00
Yellow King Humbert	5.00
Indiana	4.00
Allemania	4.00

DORMANT CANNAS.

Yellow King Humbert	4.00
Allemania	3.00

NORTH STAR NURSERY,
H. B. Schroeder, Mgr. Onarga, Ill.

CARNATIONS.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS, ROOTED CUTTINGS
Clean, healthy stock free from midge.
Standard Varieties.

Golden Glow, Early Frost, Charles Razer, Seidewitz, Major Bonnaffon, Robert Halliday, Tints of Gold, Oconto, Unaka, Dr. Enguehard and all other standard varieties, $3.50 per 100; $30.00 per 1,000.

Pompons—Mrs. F. Wilcox, Baby, Xmas Gold, Lilian Doty, White Doty, Quinola, Overbrook, White Gem. Hardy early flowering; single varieties. Anemones, $3.50 per 100; $30.00 per 1,000.

Ask for full list of Mum cuttings and pot plants.
ROMAN J. IRWIN
43 West 18th St., New York.

CHRYSANTHEMUMS

	100	1,000
Early Frost	$3.00	$25.00
Marigold	3.00	25.00
Pink Chieftain	3.00	25.00
Smith's Ideal	3.00	25.00
Buckbee	3.00	25.00
Golden Queen	3.00	25.00
Oconto	3.00	25.00
Halliday	3.00	25.00

POMPONS

	100	1,000
Godfrey	$3.00	$25.00
Buckingham	3.00	25.00
Golden Wedding	3.00	25.00
Volunteer	3.00	25.00
Hilda Canning	3.00	25.00
Irzola	3.00	25.00
Elizabeth	3.00	25.00

WIETOR BROS.,
Wholesale Florists
30 East Randolph St. Chicago, Ill.

FOR SALE

1000 Uvalda	$4.00 per 100
600 Christmas Gold	4.00 per 100
200 Western Beauty	4.00 per 100
500 Carrie	4.00 per 100

BASSETT & WASHBURN
178 North Wabash Ave., Chicago.

Chrysanthemums. Caprice, five varieties. This is a fine variety for early pot plants. Stock is in good shape. 2¼-in. at $8.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrain, Mich.

CYCLAMEN.

CYCLAMEN—Grown by specialists from a selected strain. Dark Xmas Red, Bright Red, Rose with Dark Eye, Rose Marienthal (Pink), American Beauty, White with Carmine Eye, Pure White, Salmon (Glory of Wandsbek).

	100	1,000
2¼-inch pots	$12.00	$100.00
2½-inch pots	15.00	
3 -inch pots	18.00	
3 -inch selected	25.00	
3½-inch pots	35.00	
4 -inch pots	40.00 and $50.00	

Add 5% for packing. If Salmon alone is ordered add 10 per cent to above prices.
ROMAN J. IRWIN.
43 West 18th St. New York.

From Amer. grown seed and superior in quality. Cyclamen Giganteum, 3-inch pot plants, now ready for delivery.

Glory of Wandsbek	White-Carmine Eye
Daybreak	Rose of Marienthal
Brilliant Red	Magnifica
Christmas Cheer	Lavender
Pure White	Rokoko Improved

$20.00 per 100; $175.00 per 1,000, net. Strong, hardy plants, a superior strain and grown cool.
J. A. PETERSON & SONS,
Westwood, Cincinnati, O.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

Cyclamen, 2½-in., good assortment, leading varieties, $12.00 per 100, May delivery. MATTHEWSON'S, Sheboygan, Wis.

DELPHINIUMS.

25,000 Delphinium Belladonna. 2¼-in., $6.00 per 100, $50.00 per 1000. WM. SWAYNE, Kennett Square, Pa.

DRACAENAS.

Draceana Indivisa. 2-in., ready for 3 or 4-in., $4 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

FERN RUNNERS—$15.00 per 1,000. Boston, Roosevelt, Whitmani, Verona.

FERNS—Strong 2¼-in., $6.50 per 100; $55.00 per 1,000. Boston, Roosevelt, Teddy, Jr., Verona, Whitmani, New Macawii, $10.00 per 100, $95.00 per 1,000. Larger sizes, ask for prices.

Table fern seedlings, $3.00 per flat, 5 flats at $2.75 per flat, 10 flats, $2.50 per flat. Best varieties, Pteris Wimsettii, Wilsonii, Cyrtomium, (Holly) Aspidium, Albo Lineata, etc.
ROMAN J. IRWIN
43 West 18th St., New York

FERNS
We are headquarters for
Strong Fancy Plants. Free from scale.

	Per 100	Per 1,000
Roosevelt, 2¼-inch	$6.00	$55.00
Whitmani, 2¼-inch	6.00	55.00
Boston, 2¼-inch	6.00	55.00
Teddy, Jr., 2¼-inch	6.00	55.00

Trade reference or cash.
THE AMERICAN ROSE & PLANT CO.
Springfield, Ohio

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

FERNS.

BOSTON FERNS
Good, Strong, Bushy Stock

5-inch	$ .50 each
7-inch	1.25 each
8-inch	2.00 each
10-inch	2.50 each

Add 5% packing charge.
DAVIS FLORAL CO.
Davenport Iowa

Ferns, Boston, Roosevelt and Harrisii, 2¼-in., $7.00 per 100; $65.00 per 1,000. Macawii, 2¼-in., $12.00 per 100; $100.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Ferns. Table and fern dish. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Ferns. Pot grown and in good shape. For varieties and prices see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums, Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GLADIOLUS.

A bargain in gladioli. Five of the leading florists' varieties mixed, viz: Schwaben, Peace, America, Halley and Mrs. Watt. Planting Stock, ¼-in. to ¾-in., $6.00 per 1000. Bulblets, 75c per qt., $16.00 per bushel. Mrs. Watt, 1¼-in. to 2½-in., $27.00 per 1000. First class stock grown by a specialist. Cash with order.
CARL E. SCHMIDT
303 S. Seward Ave. Auburn, N. Y.

HARDWOOD ASHES.

Fertilize with hardwood ashes. They give strength to the stem and color to the flower. Delivered to you for $30 per ton. Terms: Your check upon arrival. GEORGE STEVENS, 364 Mark St., Peterborough, Ontario, Canada.

HYDRANGEAS.

FRENCH HYDRANGEAS—2¼-inch Pots.

	100
Avalanche, white	$ 8.00
Bouquet Rose	8.00
Baby Bimbinetti, rose	8.00
E. G. Hill, pink	10.00
General de Vibraye, rose	8.00
Tillie Mouillere, crimson rose	8.00
Ataksa	7.00
Mme. E. Mouillere, best white	8.00
Mme. Hamar, flesh	10.00
Mousseline, rose	8.00
Radiant, carmine	8.00
Souv. de. Chautard, rose	8.00
Trophee, reddest red	15.00

Larger sizes, ask for prices.

A fine lot of pot-grown, above kinds to grow on for next year. Ask for full list.
ROMAN J. IRWIN
43 West 18th Street, New York

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

PELARGONIUMS.

Pelargonium Easter Greetings. In bud and bloom, extra fine plants, 5-inch, 40c; 4-inch, 25c each. DAVIS FLORAL CO., Davenport, Ia.

POINSETTIAS.

Poinsettias, 2¼-inch, ready June 15, $11.00 per 100; $95.00 per 1,000.
California, also oak leaf type, 2¼-in. pots, $15.00 per 100; $140.00 per 1,000.
ROMAN J. IRWIN
43 West 18th Street, New York

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

PRIMULAS.

PRIMULA OBCONICA GIGANTEA, 2¼-in., grown from best Ronsdorfer strain, $7.00 per 100; $60.00 per 1,000. Following colors ready June 15:—red, rose, apple blossom, lavender, salmon, white, oculata and compacta. Primula Chinensis and Malacoides, 2¼-in., same price.
ROMAN J. IRWIN
43 West 18th Street, New York

Primula Obconica Giganteum. Our own strain and our reputation for this strain warrants us in saying that it is the best obtainable. The stock is in fine shape, ready to go out now; out of 2¼-in., at $7.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

ROSES.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Russell Bench Plants	$16.00	$150.00
Milady Bench Plants	15.00	140.00
Killarney Bench Plants	12.00	115.00
Ophelia Bench Plants	12.00	115.00
Sunburst Bench Plants	12.00	115.00
American Beauty	20.00	190.00

M. C. GUNTERBERG,
Wholesale Florist
8 East Randolph St. Chicago, Ill.

ROSES.

ROSES—OWN ROOT.
Plants from 2¼-inch pots.
All best varieties for forcing and bedding.
Write for general list and prices.
AMERICAN ROSE & PLANT CO.
Springfield, Ohio.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

Roses. Own Root. Dunlop, 2-in., $20.00 per 100, $175.00 per 1000; Columbia, 2-in., $15.00 per 100, $125.00 per 1000; Ophelia, 2-in., $9.00 per 100, $80.00 per 1000. THE PARK FLORAL COMPANY, 1643 Broadway, Denver, Colo.

Roses. Nice thrifty plants; own root, from 2¼-inch pots. For varieties and prices see display advertisement elsewhere in this issue. The Good & Reese Co., Box 94, Springfield, O.

SEEDS.

Seeds. Seed stock of the following varieties, hand-picked and ready for planting: Fordhook Bush Lima, Wood's Prolific Bush Lima, Large White Pole Lima, and Lazy Wife Pole. Write for quantities and prices. Henry Berrien Fish, Carpinteria, Calif.

Seeds, Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

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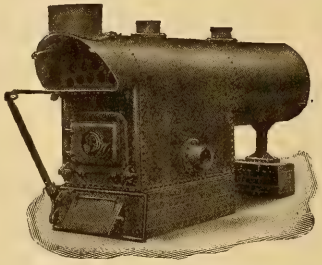

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Boston, Mass., June 18-19, 1921. OFFICERS: LEE R. BONNEWITZ, Van Wert, O., President: A. P. SAUNDERS, Clinton, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

Next annual meeting and exhibition New York, June 25-26, 1921. OFFICERS: G. W. KERR, Doylestown, Pa., President; E. C. VICK, 205 Elwood Ave., Newark, N. J., Secretary.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Toronto, Ont., October 11-13, 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at Hotel Pennsylvania, New York, September 27-30, 1921: OFFICERS: RICHARD VINCENT, JR., White Marsh, Md., President: E. C. VICK 205 Elwood Ave., Newark, N. J., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition, St. Thomas, Ont., August 24-25, 1921. OFFICERS, H. E. MEADER, Dover, N. H., President; A. C. BEAL, Ithaca, N. Y., Secretary.

AMERICAN ROSE SOCIETY.

Washington, D. C., June 1-2.

The Annual Pilgrimage.

On the afternoon of June 1, the executive committee of the American Rose Society, with some especially invited guests, visited the rose garden of Dr. Walter Van Fleet, at Bell's station, Md., to inspect the many new and beautiful hybrids, which are to be disseminated through the offices of the American Rose Society and its nurserymen members. The chief interest centered in the rose W. C. No. 124, which is to be officially christened Mary Wallace at the Portland, Ore., rose festival in June, 1922, and which is to be disseminated in the fall of 1922 and spring of 1923. Of great interest also were W. H. T. No. 237, W. S. No. 18 and a large number of others, which were covered with blossoms despite the unfavorable season and which it is hoped may be disseminated in the future under similar arrangements.

A meeting of the executive committee of the American Rose Society was held at 1214 F street, on the evening of June 1. Plans for the propagation and dissemination of the rose Mary Wallace (Van Fleet W. C. No. 124), were perfected and announcements have been sent to all nurserymen who are believed to be interested in participating in the propagation of this rose under the conditions drawn up by the Department of Agriculture and the American Rose Society. Chief among such conditions are propagation in time to allow dissemination in the fall of 1922 and spring of 1923, and the selling of the resulting plants at $2 each, paying to the society a royalty on each plant sold during the first selling year. Any rose growing member who issues a retail catalogue and who has not received the official announcement and blank contract may secure these by writing the secretary's office at once. A deposit of $50 is required with each contract as an evidence of good faith. Applications should be sent at once and will not be accepted after July 1.

There was a long discussion on the policy of the society in regard to the registration roses having names either identical or similar to roses previously introduced; and it was voted that the executive committee should have authority to refuse registration in such cases. The editor reported that the hand book was ready for publication, but has been delayed by the printers' strike.

Over 100 members of the society assembled at Gude's flower store at 9 a. m., June 2 for the all day rose pilgrimage. The party went by automobiles to the Arlington test garden, where many beautiful roses were seen in bloom. Here Dr. Ball, Assistant Secretary of Agriculture, made an address, telling of the many sided work of the department, speaking in detail about the rose test garden and Dr. Van Fleet's work at Belle's station, Md. The party then proceeded to Twin Oaks to see Mrs. Bell's charming rose garden and thence via Rock Creek park to the Walter Reid hospital, where, through the courtesy of Col. Glennin, a luncheon was served, which preceded the annual meeting.

Annual Meeting.

President Pyle, at the beginning of the session, expressed the thanks of the society to Col. Glennin and Prof. Lumsden, for their kindness in inviting the members of the society to visit the Walter Reed hospital. Mr. Pyle then spoke for a few moments about the proposed Washington rose show garden and the Portland rose trip, which is scheduled for June, 1922. He then called upon Prof. Corbett, who spoke about Dr. Van Fleet's work at Bell's station, Md. Secretary John C. Wister, told of what is being accomplished in his office, and about the dissemination of the Mary Wallace rose.

Dr. Shoemaker then told of the work of the Takoma Horticultural Club,

and Miss Harrison expressed the wish that the American Rose Society should come to Washington again next year. J. Horace McFarland remarked very briefly about the American Rose Annual. W. F. Gude closed the meeting with a tribute to the work of the Walter Reed hospital.

It was by this time after three o'clock and the rest of the afternoon was taken up in inspecting the buildings and grounds of the hospital under the guidance of Col. Glennin and Prof. Lumsden.

The thanks of the society are due to Mr. Gude and his local committee who planned the itinerary of the day's trip, and who made the event such a successful one.

The following officers were re-elected for one year: Robert Pyle, West Grove, Pa., president; F. L. Atkins, Rutherford, N. J., vice-president; John C. Wister, Philadelphia, Pa., secretary, and Chas. H. Totty, Madison, N. J., treasurer. Directors: John H. Dunlop, Toronto, Ont.; Wallace R. Pierson, Cromwell, Conn., and Robert Simpson, Clifton, N. J.

JOHN C. WISTER, Sec'y.

Arlington Rose Test Gardens.

That the American Rose Society is rapidly gaining in membership and influence was evidenced in the large attendance of about 150 members who gathered at Gude Bros.' store on the morning of June 2, to take the trip to the Arlington rose test gardens. After a delightful auto ride the garden came into view, its greensward paths outlining and setting off the various beds to the best advantage.

The damage from the late spring frosts was most apparent in the rambler roses, many varieties of which had very sparse blooms. Notable exceptions were Excelsa and Dr. Van Fleet, both being exceptionally well flowered. The hybrids and hybrid teas of strong growth were also full of bloom as were all the baby ramblers. Both pink and red Radiance again demonstrated their great worth, having wintered well and each carrying a wealth of flowers. Paul's Scarlet Climber, trained to posts and also in bush form, was very conspicuous with its wealth of brilliant scarlet blossoms. Another fine red pillar variety is Ards Rover, almost as brilliant as Paul's Scarlet, with a larger flower and more double. One of the best pink ramblers is Zepherine Drouhin, a large pink semi-double flower which blooms in great profusion. This will be most conspicuous in any collection.

After the inspection the members assembled at the rose covered pavilion, where they were welcomed by President Robert Pyle, who then introduced Assistant Secretary of Agriculture, Dr. Ball. He gave a graphic account of the work of the Department of Agriculture which he said was the greatest research organization in the world. As a boy he had been raised on the prairies and the only roses he knew then were the wild ones that grew so profusely. What the department was doing in the improvement of the rose was only emblematic of one of its many activities. Over $32,000,000 a year was spent in research and other work, in delving into the unknown trying to discover the secrets of nature, and in this way add to the sum of human knowledge. The fact that insects carried yellow fever which was so destructive to human life was due to one little discovery in the department. This had resulted in the control of the disease in all parts of the world. Such research work and the wonderful results obtained from delving into the unknown, was due to the self-sacrificing work of individuals, practical scientific men of the department, who devoted themselves entirely to this service. He was glad that the department was able to help the society in its development of the rose and he asked for its co-operation in interesting its congressmen and expressing to them their approval of the work of the department.

Cars were then taken again and in a short time the members were enjoying the hospitalities and viewing the fine rose garden at Twin Oaks, the beautiful estate of Mrs. Chas. J. Bell, who graciously received all the visitors. The arches of climbing roses had not flowered so well this season, the buds being killed by the late frosts, but the teas and hybrids in the beds bordering the lawn were full of bloom and lovely in their variations of color. After expressing their appreciation to the hostess the party were soon en route for the Walter Reid hospital, which institution is aiming to be the largest and most important of its kind in the world. After an inspection of many of the wards and industrial shops, where disabled soldiers are taught trades, the members enjoyed a bountiful lunch in the large dining hall, which was served in true army style. This novel experience was greatly appreciated.

President Pyle's Address.

President Pyle then called the members to order and expressed the great appreciation of the society for the very generous reception extended them by the hospital authorities. He then stated as this was the annual meeting of the society, the first business would be the election of officers to serve for the ensuing year. Wm. F. Gude moved that the present officers be made the nominees, which was adopted, and their election followed. Mr. Pyle then spoke of the progress of the society and how the government, through the Department of Agriculture, was co-operating. Plans were under way for the establishment of a rose show garden in Washington which will be a credit to the nation,

RAMBLER ROSES ON CEDAR TREES AT BELL'S STATION, MD.

AMERICAN ROSE SOCIETY AT WASHINGTON, D. C.

Members at Bell's Station, Md., June 1.—Left to Right J. Horace McFarland, Robert Simpson, Robert Pyle, Prof. Beal, F. L. Atkins, John C. Wister, A. E. Robinson, Dr. Van Fleet, Chas. E. F. Guersdorf, Prof. Mulford, Antoine Wintzer, Prof. Corbett, Benjamin Hammond.

beautiful in landscape effects and from an artistic standpoint so perfect and finished, that large cities all over the country would see the advantage of such a beauty spot in their own parks. He also touched on the Portland pilgrimage of June next, stating that it would be greatly inspiring to see what is being done in the Pacific northwest. The route going and returning would embrace national parks and many other places of public interest. He urged all who could do so to arrange to take this trip.

Prof. David Lumsden, landscape architect and professor of horticulture in charge of the hospital grounds, was called on and welcomed the visitors to the finest hospital in the world. It is surrounded by 116 acres, and is being improved and planted with trees and flowers. The best place for rose gardens and other flowers is on hospital grounds, Prof. Lumsden stated, where they would brighten and cheer the sick and bring them back to health. President Pyle then remarked that the American Rose Society would be glad to present to the hospital roses for at least one of its beds. Prof. Corbett was always glad of these annual visits of the national rosarians who were most welcome. He spoke of the work of Dr. Van Fleet in creating so many new and valuable varieties which would now be disseminated through the help of the society. These roses would be a great boon to the people as there were varities suitable to all portions of the country.

Secretary Wister invited members to call at any time at the new home of the society in the rooms of the Pennsylvania Society, Finance building, Philadelphia, where he would be glad to welcome them and help in any way with the work of the organization.

Robert Pyle, West Grove, Pa.
President American Rose Society.

Dr. Shoemaker of the Takoma Horticultural Club, Washington, spoke of the importance of local exhibitions in helping to spread the love for flowers. Co-operative orders and expert advice to members in planting had held together and increased interest in the club. J. Horace McFarland in his characteristic way gave all the credit for the Rose Annual to the members, saying he only compiled and put together what they sent in. The bouquets that they threw at him were made of rubber and bounced back.

W. F. Gude, in remarking about the trip to Portland, advised all to go. The society was growing rapidly and doing a great work, but the surface had only been scratched. There were great opportunities and a wonderful future before them, he said.

An inspection of the grounds were then made under the guidance of Prof. Lumsden. A ravine had been turned into a beautiful depressed garden in which were a number of beds of roses. As outlined by Prof. Lumsden the entire acreage will be improved with trees, shrubs and flowering plants to make it one of the finest hospital grounds in the world.

The Visitors.

Miss Grace Arcuts, Richmond, Va.
F. L. Atkins, Rutherford, N. J.
F. C. Bauer, Baltimore, Md.
A. C. Beal, Ithaca, N. Y.
Robert Craig, Philadelphia, Pa.
A. N. Decker, Rutherford, N. J.
Mrs. A. N. Decker, Rutherford, N. J.
Mrs. J. E. Fox, Harrisburg, Pa.
Geo. M. Griffen, Plainfield, N. J.
Benj. Hammond, Beacon, N. Y.
John S. Hay, Philadelphia, Pa.
J. D. Headley, West Grove, Pa.
M. A. Israelson, Ogden, Utah.
Robert Kift, Philadelphia, Pa.
Wm. Lehr, Baltimore, Md.
J. Horace McFarland, Harrisburg.
T. F. Poppe, Riverdale, Md.
Robert Pyle, West Grove, Pa.
A. E. Robinson, Boston, Mass.
T. F. Rockwell, Bridgeton, N. J.
Thomas Roland, Nahant, Mass.
Robert Simpson, Clifton, N. J.
Miss Sarah Van Fleet, Glendale, Va.
August Vogt, St. Paul, Minn.
Antoine Wintzer, West Grove, Pa.
John C. Wister, Philadelphia, Pa.
John Young, New York.
E. J. F. Ziegler, Philadelphia, Pa.

PLANT NOTES.

Dracaena Indivisa.

The seedlings of Dracæna indivisa should now be taken from the flats and potted in small pots and placed in a good moist location that they may make a good growth before the fall. A palm or fern house or one with a similar temperature is the best for the small stock. The four-inch stock that was not disposed of during the spring sales can be either plunged outside or planted in a frame, where they will not demand the close attention necessary in the greenhouse. If planted out they should be potted up early, at least by September 1, when the roots are active and will quickly obtain a foothold in the new soil. They should be heavily shaded for a few days after potting or some loss of the plants may result. Any old plants that have outgrown their usefulness may be propagated, the stems cut up into small pieces and laid in a propagating bed with bottom heat, where the eyes will open and young plants quickly form.

Oleanders.

A plant that does not receive the attention that it should is the oleander. While there probably would not be a large demand for this plant, yet it is an old time favorite, and well-grown specimens in bloom are a valuable addition to a porch or lawn. They are too often so sadly neglected that they get unshapely and far from being an ornament, but a little attention to trimming them into shape after they get through blooming will keep them in good condition. They can be wintered in any cool quarters, and if brought into the heat and light in early spring will be full of bloom in June and July and a valuable decorative plant. The cuttings root easily and at any time when the plant is in growth, and grow very rapidly for a hard-wooded plant. Any florist carrying a line of assorted stock should include a few of these in the variety which he cultivates. The only insect which troubles them is the mealy bug, but a good frequent hard syringing will soon dislodge them.

Freesias.

A crop of freesias, or a few plants in pots in bloom at Christmas, is a valuable asset on that holiday. In order to have them in bloom at that time the bulbs should be planted by July 1. Select the large, strong bulbs and by careful inspection many will be found on which the root eyes are beginning to swell. These will make the earliest blooming plants and this selecting will produce plants that will all bloom at the same time. The bulbs should be planted in a good soil enriched with well rotted manure, but no fresh manure; it is a well understood principle that bulbs of all kinds do not grow well in soil full of fresh manure. Eight to 10 large bulbs in a 6-inch pot will give the best results. The pots should be well watered, and set in a dark, cool place until the shoots appear above the ground, when they should be given a light location. As soon as the growths get tall enough they should be staked and tied. By continual early selection of the bulbs and keeping the earliest separate, an early strain can be assured.

Nephrolepis.

Probably no plant that the florist grows gives more returns for the labor spent in its culture or the space that it occupies than the Boston fern and its various sports. The old Boston is still, however, the easiest to handle and grow. The plants should be repotted every year, and with good treatment are sure of making nice plants. Any plants that are in poor condition can be divided and with the young stock planted in a bench of good rich soil. The house should be shaded enough to assure of good color on the foliage, but not heavy enough to prevent the house being maintained at a good high temperature. During the day the house should stand at about 80 degrees with a little ventilation, which should be closed down before the sun leaves the houses. The plants can be set six inches apart and the soil should be two parts loam, one part leaf mould, and one part rotted manure. The house should be frequently syringed to keep a moist atmosphere. Under these conditions fine plants can be produced from young stock in three months. In September they should be lifted and placed in 6-inch pots, if single specimens are desired, or three or four plants can be place in a 9-inch or 10-inch pot if larger plants are wanted. In lifting the plants they can be cut around about two inches from the crown, and lifted with a trowel, leaving the runners in the bench if the place they occupy is not wanted at once. The runners will immediately break into small plants which can be placed in flats for young stock for the next season. The finer varieties of this fern, such as Whitmani, do not submit to the lifting and potting as well as the old Boston, and better plants can be obtained by potting along into larger pots as may be required. The only insects that trouble these ferns are the brown scale, and the plants should be kept clean from these by washing or spraying with aphine or a weak nicotine solution.

American Rose Society at Washington, D. C.
John C. Wister, Thomas Roland, John Young and Pickaninny at Bell's Station, Md.

Poinsettias.

The propagation of poinsettias should be pushed to the utmost at this time, for it is the plants that are rooted early in July that make the best single specimens at Christmas. Those that are rooted later in July and during August will make fine plants for pans, placing four to eight plants in a 6-inch or 8-inch pan, for they will be much shorter than those rooted early in July. The plants that were rooted earlier should now be growing nicely and should be shifted into larger pots as soon as they require it; under no circumstances allow them to become pot-bound until the bracts begin to set in November. They should be placed in the bright sun as soon as strong enough to endure it, that the growth may be short and sturdy and the leaves as close together as is possible. A long drawn plant grown in the shade, with the leaves far apart, is not the typical plant for the holidays and does not meet with approval.

Gloxinias.

The gloxinias that were started in late winter should now be beginning to flower. After the flower beds have set they can be placed in a little shadier location and the danger of burning the foliage be obviated to a great degree. The plants should be spaced far enough apart that they do not touch and a proper circulation of air produced around the plant. If the flowers are to

AMERICAN ROSE SOCIETY AT WASHINGTON, D. C.
Rose Sir Thomas Lipton, White Rugosa, Twenty Feet in Diameter.

AMERICAN ROSE SOCIETY AT WASHINGTON, D C.
One of Dr. Van Fleet's Dooryard Roses.

be used in floral work they should be cut as soon as fully open and placed in water away from draughts, and they will keep very well. These flowers are very fragile and should be handled carefully. If there are any particularly beautiful flowers that it is desired to propagate, the leaves can be rooted in the propagating bench by placing the base of the leaf in the sand to the depth of about an inch. The seedlings should be potted along for later blooming.

The Convention Mania.

Go into any hotel in the country. You will find it jammed to the doors with men wearing badges or buttons. The clerk behind the desk will tell you that he has no space on account of the convention of, say, the Stuffed Bird Trade Association. No matter where you go, from one end of this land to the other, no city above 100,000 people is ever without a convention of something or other. There is certain to be some kind of meeting for which people came from a distance to attend.

Nobody knows and nobody ever will know how much time is today being spent by the average business man attending conventions. I have made a rough calculation that the attendance upon purely trade or commercial conventions and conferences last year ran to a total of at least a million. Some men went to perhaps only one or two conventions; other went to a dozen. If we put the average expense of attendance at $100 per delegate, which is a very low average, we will find that $100,000,000 in cash has gone out solely for personal convention expenses. The round trip to a convention will average three days, and if these men had average salaries or earnings of only $3,000 a year, the mere time cost would be another big item.—Collier's.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

There are often very busy days at this time when two or three wedding decorations are booked for the same date, any one of which would ordinarily tax the force and facilities of the store. Fortunately, orders are generally taken so far in advance that preparations may be made and the work planned, so that everything will be in readiness to arrange when the day arrives. There should be a plan for each house and church with the number of palms, ferns, decorative greens, cut flowers, vases, pedestals, plant stands and all other materials necessary. With the man in charge having a perfect knowledge of the decoration and everything at hand with which to carry out the work as planned, there is great progress and the work is finished in the shortest possible time.

If you want to attract attention to your shop there must always be something a trifle unusual or a little out of common that will make the passersby stop and take a look. This is not as difficult as it might seem. A large basketful of one kind of flower artistically decked with ribbons in a grouping of ferns will make an attractive window. Then a display of small baskets all filled with the same flower and a price card to make them doubly attractive. A handsomely decorated large magnolia wreath, a veritable show piece, in a grouping of ferns, is certain to make a hit. A window of ferns of a size, with a price card, will interest many and is likely to prove effective from a sales standpoint.

Always take advantage of an hour or two in displaying some choice piece of work that is ready in advance of the delivery hour. Such examples of the artistic work of the store are sure to be admired and talked about. A few tin utensils filled with flowers and given an artistic arrangement in the window, with a neat tin wedding card will prove attractive and provide a timely suggestion. The window must never be commonplace, but should always have a point or punch to it, that causes favorable comment.

ATTENTION TO STOCK AFTER DELIVERY.

It is good policy from a business standpoint to inquire and pay attention to stock after it has been delivered. Window boxes may be allowed to get too dry, or the same with hanging baskets. A man could look over considerable of this work in an afternoon when business is quiet at the store, giving his advice, which would be greatly appreciated by the customers.

Rambler rose sprays will make fine decorative effects in the shop in large vases or arranged around mirrors. Sprays of Dorothy Perkins make a beautiful wreath or vase basket as suitable for the funeral as many more expensive flowers. Water lilies are now coming in and there is nothing more beautiful or chaste than these water flowers. They are very popular with flower lovers and can be worked in to advantage as a finish to early morning funeral pieces. A miniature lily pond is always an attractive feature of the summer window.

Prepare for the rush of funeral work that frequently comes on an otherwise busy day, with a stock in various sizes of well made magnolia or oak leaves that will take but a short time to decorate. Variety in their arrangement and color schemes, together with quickly arranged clusters of the long stemmed flowers available, will provide quite an assortment to choose from. A good substitute for the more elaborate casket covers that is not possible in the short time allowed, is a

large double spray which made on palm leaves, filled in at the center where the stems come together with stemmed flowers, can be easily of a size to completely cover the entire top of a casket. Ribbon and chiffon bows if made up and kept ready for these hurried times are a great help. There is also economy, as only the right amount of ribbon will be put into these prepared bows, which will also be better finished than when hurriedly made up.

Keep the birthday idea constantly to the front, for it is a possible business producer every day in the year. But the public must be constantly reminded, as this is one of the personal duties of life that is so frequently forgotten. Keep the "Wear a Flower" idea always in mind, and do all you can to make this the custom. Pompons or cornflowers that are now so plentiful are popular with all young men. A tray of these on the counter and in the window is suggestive and should lead to many purchases.

Have you a single or double screen door for the front, which takes the place of the regular door when open? A well made screen door is a necessity, for it is cool, good looking, keeps out the dust and flies, and is in every way desirable.

Prepared Flowers and Foliage.

ED. AMERICAN FLORIST:

Can you tell me where I can secure instructions on the drying and preparation of flowers and foliage? I am very much interested in this subject and think there is a large field here in the south for such a business.

Texas. W. W.

METHODS VARIOUS.

Regarding the method of preservation and treatment used in the case of magnolia leaves, P. L. Ricker, assistant botanist of the bureau of plant industry, United States Department of Agriculture, Washington, D. C., states that he has carried on some experimental work with all types of leaves used by retail florists and has succeeded in duplicating commercial results in most cases, but that he has not, however, discovered anything that he feels sure is the same method as ordinarily used in the case of magnolia. The method followed, which process is not, however, the one applied to magnolia unless possibly the javelle water is used in a very much more dilute solution than indicated, as in these strengths the olive green pubescence on the under side of the magnolia leaf is entirely removed by the bleaching process, whereas in the commercial treatment such is not the case, is described by Mr. Ricker as follows:

"Several processes have been used for preserving leaves. To have them retain as nearly as possible their natural colors, it has been customary to press them between blotters, changing the blotters two or more times a day, and preferably keeping the pressed material near some source of heat in order to hasten the drying process, but not close enough to any artificial heat to cause the leaves to become brittle. The leaves when dry are then either given a thin coating of paraffin, applied with a hot flatiron, or given a coating of varnish or white shellac. The labor involved in these operations has been such as to make the method of little value for commercial purposes. In addition they are brittle and very inflammable.

"During the last few years leaves of beech, box, elm, laurel, privet, magnolia, maple, palms, oak and ruscus, have appeared on the market, single, or branches, or made into wreaths, or approximately of natural color, but some of them are more often of rich shades of brown, green, orange, or red, and retain their natural pliability practically forever. Frequently they are non-inflammable.

"The process of preparing leaves in this manner, as far as can be learned, was introduced into this country from Europe several years ago. It is not known to be patented and is practically controlled by a very few firms, who have endeavored to keep the process secret.

"The leaves singly, or preferably on branches, one to three feet long, are placed in a large wooden or cement vat containing Javelle water.[1]

"Full strength will destroy the leaves in a short time. Oak leaves, on account of their large amount of tannin, require the solution to be diluted one-fourth, while other leaves tried, require the solution to be diluted one-half. The time for bleaching varies from 24 to 48 hours, depending upon the leaf used. When thoroughly bleached the leaves should be removed to another vat and other designs. These leaves are often thoroughly washed in running water for several hours or after several thorough rinsings they may be immersed from 10 to 15 minutes in one-fourth of 1 per cent solution of acetic of hydrochloric acid. The leaves should then be placed in another vat containing a basic dye of desired color. In some cases there will be sufficient tannin in the leaves to set the color. The setting of the color is not absolutely necessary unless the material is to be much handled. The acid bath will also aid materially in setting some of the colors. The leaves are then removed from the dye, thoroughly washed and placed for a few hours in a vat containing a 5 per cent solution of glycerine, after which they are removed and placed on racks to dry. They will now remain pliable indefinitey. If it is desired to fireproof

1. Javelle water is made by putting four pounds of sal soda, (also called sodium carbonate and washing soda), into a vessel with one gallon of water and boiling ten minutes; then add one pound of bleaching powder, (also called chloride of lime), free from lumps. When cold strain into a jug or large bottle and keep tightly corked. Metal receptacles will be destroyed by it, if allowed to stand long. For large quantities use the same proportions and strain into a wooden vat and use at once.

AMERICAN ROSE SOCIETY AT WASHINGTON, D. C.
Members at Arlington Rose Test Gardens.

AMERICAN ROSE SOCIETY AT WASHINGTON, D. C.
A Rose Rugosa Cross.

the material, it should be given a further bath in a solution of ammonium phosphate."

Mr. Ricker also submits the subjoined which appeared in the Literary Digest of July 12, 1913, extracted from the German publication, Cosmos, of May of the same year:

PRESERVING PLANTS' NATURAL BEAUTY.

The simplest process for plants of field and forest consists in impregnating every part with a naphthalin solution. In a warm room we fill a large preserve jar with a saturated solution bought at any drug store. In order to rid it of the undesirable quality of turning violet and red coloring matter into blue, we add to every 200 grams of naphthalin-benzin, which can be of this two drops of a concentrated solution of salicylic acid in absolute alcohol. Into this solution the dry stems and twigs of the plants are dipped. They may be removed in a few minutes, as soon as crystallization takes place, when the whole upper surface is covered with naphthalin crystals. They are them hung up to dry in an airy room and will retain their natural colors permanently.

"Since this method is not feasible for large specimens, on account of the size of the jar and the quantity of solution demanded, a second process has found favor:

"This depends on the quality possessed by formaldehdye of hardening albuminous substances and changing them into forms insoluble in water. By means of a brush, leaves and blossoms are painted with several coats of a 20 per cent gelatin solution, or one of 30 parts of egg-albumen in 70 parts of water. This coating is thoroughly dried and then leaves and blossoms are brushed with a 10 per cent solution of formaldehyde, which causes the coating of albumen or gelatin gradually to harden. The thicker the coat of gelatin or albumen, the more solid the final coat, which, however, remains flexible, so that the plants do not look lifeless, though unfortunately the covering is very apparent."

"The process, however, is not fitted for extremely delicate and tender plants which lose their beauty thereby. It is recommended that such specimens be treated by a third process:

"Hygroscopic wadding is cut with scissors into fine flakes. The object is packed in these after they have been used to fill the corolla and other hollow parts, and is kept in place by tiny sticks or very fine florists' wire. At the end of 14 days the delicate mummy may be cautiously removed by the aid of small pincers.

"For large, coarse specimens, however, the method most commonly employed is that of drying by means of fine sand. Where the plants have fleshy parts, rich in water, a preliminary treatment of sulfuric acid is advised. The plants are put into a large glass cylinder holding a mixture of eight parts of water to one part of alcohol saturated with sulfuric acid, being so placed that only their stems touch the liquid:

"In the course of a few hours the acid will have caused the fading disappearance of all the colors, but they will reappear in their natural brilliance when the specimens are dried. At worst the green parts will be a trifle yellowish and the brown parts somewhat reddish.

"This acid treatment is merely preliminary to the actual process of drying by means of fine sand. For this a simple apparatus is employed, consisting of a wooden frame which fits inside a box; the bottom of the frame being made of a coarse-meshed sieve. The sand must be very fine and should be well washed in several waters, so as to remove all dirt, then spread on a board and allowed to dry in an airy room for several days. It is then heated in an oven and mixed with paraffin in the proportion of five of paraffin to one of sand, by weight, and stirred thoroughly till the grains of sand are coated. In another metal pan is put a mixture of six parts of the clean, dry sand with one part (by weight) of pure potassium chlorid, and the mixture is heated till the melting potassium chlorid has coated the sand-grains. Two parts of the paraffin sand are well mixed with the potassium chlorid.

Then—

"The plants are wiped free of the acid and fastened into the shape they are meant to retain by means of silk thread and tiny sticks. The corolla is filled with the prepared sand and then the plants are placed in the frame in the desired position and covered lightly and evenly with sand. The box is carried carefully out into the sunshine and covered with a glass plate, or, in rainy weather, placed near the hearth. The plants will be dry in about fourteen days. The frame is then lifted from the box, the sand flows out through the sieve, and the specimens may be freed of sticks and threads."—Translation made for the Literary Digest.

Mr. Ricker adds that the naphthalene-benzine solution, in which the ordinary flake naphthalene should be added slowly to benzine, or gasoline, if that cannot be obtained and stirred very vigorously until no more of it will dissolve, was the first process he tried and magnolia were first leaves experimented with. The process is quite satisfactory with them, but if kept in a dry

room they will become brittle in a few months. The above article makes no mention of dyeing the leaves either the bronze, brown or deep red ordinarily used commercially. These colors however, he states, can probably still be obtained from some of the dye plants in the United States engaged in making synthetic dyes by the coal-tar process. Basic dyes such as are used in dyeing cotton should always be used for this work, as the leaves are largely composed of cellulose, which is also the material of which cotton fibres are composed. Mr. Ricker states that by addressing the Farbewerke Hoechst, 122 Hudson street, or the Geigy-ter Meer Co., 89 Barclay street, both of New York, it will probably still be possible to obtain color cards showing the lines that these firms are making.

Artificial Flowers.

Many object to artificial flowers, because in the first place they appear to be, but are not real, and for fear this competition will cheapen and interfere with the sale of natural stock. There is a place for everything and the artificial stock if kept where it belongs, will be found a great adjunct in the business. Prepared palms, magnolia and oak leaves, at first tabooed by the trade are now accepted everywhere and are considered indispensable items of stock. Imitation roses, carnations, dahlias, chrysanthemums, etc, never come in competition with natural flowers. They are not used in table decorations, or sent as cut flowers. Being only sold for what they are, imitations, on account of their lasting qualities, they produce decorative effects in connection with cut flowers, which would not be possible without them.

Artificial flowers are largely used in decorating wreaths and clusters for Memorial Day, and must be satisfactory to those who buy them, as their sale increases year by year. The great advantage is that this stock can be worked up long in advance of its sale, and shipped to all parts of the country. An immense business in these designs has been created in the New England states, department stores handling them by the carloads. Their featuring this business, has helped in the greater celebration of the day, and taxes the facilities of the local florists to the utmost to supply the demand for plants and cut flowers.

Painted weeds, grasses and all kinds of dyed material are now handled by the trade in immense quantities and used to great advantage during the Christmas holidays. Elaborate displays of this material weeks before, features the coming of the event and its sale does not in the least interfere with that of cut flowers and plants during the holidays.

Society of American Florists.

NATIONAL PUBLICITY CAMPAIGN.

The time when the publicity committee will make contracts for the next series of advertisements in the national magazines is fast approaching. The funds at present available to cover these contracts and settle outstanding liabilities are not large, in fact, do not permit of what the committee feel would be a proper effort to revive the slogan "Say it with Flowers" after the dormant period now happily ending. The first of this advertising should reach 12 million or more people, just as some of our former advertising did. As anyone conversant with magazine publicity knows, this means an expenditure of several thousand dollars. All florists who have not yet subscribed to the campaign fund are urged to send in their subscriptions now, thus enabling the committee to carry out their plans to the full. It is not necessary to further describe our previous success. Suffice it to say that the slogan has been coveted by dozens of other industries, and perverted by many to suit their own conditions. Still, it is recognized by the public that these pervertations do but reflect the slogan of the florists, and we gain rather than lose by the piracies. It is high time that it should again be spread over the country. Its influence is worth many, many times more than it has cost or will cost us, and it is up to the trade to preserve this influence, a condition which can only come through a further expenditure of money, to provide fuel for the publicity fire.

Those in the trade who have not yet sent in cheques to cover the amounts of their subscription guarantees are also urged to make remittance without further delay. The money is greatly needed, as the committee do not see their way to finance the contracts they are arranging to place with undischarged guaranties. Subscriptions received for 1921 amount to $25,188.60, the following subscriptions of record since our last report, included:

B. F. Barr, Lancaster, Pa.	$30.00
Chas. M. Keanz, Great Falls, Mont.	10.00
The El Paso Carn't'n Co., El Paso, Ill.	10.00
Wm. R. Gibson, Berkeley, Calif.	10.00
J. W. Dudley Co., Parkersburg, W. Va.	100.00
Wright's Flower Shop, Los Angeles	25.00
Mrs. A. McCulloch, Clarksville, Tex.	10.00
L. C. Hecock Floral Co., Elyria, Ohio	50.00
Furrow & Co., Guthrie, Okla.	15.00
Hirzel Bros., Toledo, Ohio	10.00
Wilcox & Sons, Inc. Council Bluffs, Ia.	200.00
B. M. Joseph, San Francisco, Calif.	35.00
Chas. Eble, New Orleans, La.	10.00
J. Cammage & Sons, Ltd., London, Ont.	25.00
A. Washburn & Sons, Bloomington, Ill.	100.00
Louis Sprankle, Huron, Ohio	7.50
Siebrecht Floral Co., Winona, Minn.	20.00
Tex. State Florists' Assn., Ft. Worth.	50.00
London Nurseries, Baltimore, Md.	10.00
	727.50
Previously reported	24,461.10
Total	$25,188.60

Now is a good time to locate positions for the slogan billboards. A number of these billboards are still on hand and immediate shipments of them can be made at the regular price, $50 each. One of these boards on your property, Mr. Florist, would mean a lot of publicity for you, and also for our industry. The price represents the actual cost, and a low cost at that. The secretary has just received a letter, dated at Seattle, Wash., from J. F. Ammann, now in the west on a tour in the interests of the campaign, in which he states that his party is meeting with splendid success wherever they go. In each city so far visited an allied trade organization has been formed, and this means permanent aid in our publicity work.

THE WASHINGTON CONVENTION.

President Roland and the secretary were in Washington on Wednesday, June 1, when they met with the advisory committee on the trade exhibition, Z. D. Blackstone, David Grillbrotzer, and Adolph E. Gude, the latter acting for his father, Vice-President Adolph Gude, who was unavoidably absent from the city. It was found that all details in the arrangements for the exhibition were being worked out smoothly, and preparations were up to date in every respect. A visit was made to the convention hall, where it was found that plenty of space would be available to accommodate all applicants for space. President Roland was glad to be assured on this point, as he had been a little in doubt as to the hall's capacity.

Additions to the list of exhibitors are constant, and the prospects are that the entire area as laid off on the official plan will be taken up before the convention opens. The following exhibitors have made space reservations within the past few days:

Taiyo Trading Co., New York.
Horticulture Publishing Co., Boston.
Cohen & Hiller, New York.
Kervan & Co., New York.
C. S. Ford Co., Philadelphia, Pa.
Poultry Feed Co., Chicago.

While in Washington the secretary was pleased to meet Past Presidents Robert Craig and Theodore Wirth, and others of our members who have been prominent in the work of the society in the past. Judge Wm. F. Gude, our Washington representative, while quite busy with the duties of his new office, found time, as usual, to escort the visitors to the various public departments requiring their attention, thus saving much valuable time. In the afternoon the gardens of Dr. Van Fleet, at Bell station, Md., were visited, and the doctor's work in rose production proved highly impressive. The new roses there, some of them especially beautiful, should prove valuable acquisitions

AMERICAN IRIS SOCIETY AT COLUMBUS, O.

(See Issue of May 28, Page 904.)

to the list of commercial varieties. It is learned that these new roses will be sent out through the medium of the American Rose Society.

Past Vice-President George W. Hess, superintendent of the United States botanical garden, also devoted much time to the visitors, escorting them to various places of interest horticulturally.

THE CONVENTION PROGRAMME.

The official programme for the convention is now in course of preparation and will be completed for mailing to members at least 30 days before the opening date of the convention. Some interesting addresses have already been arranged for, including one by F. J. Giblin, Utica, N. Y., on "Greenhouse Heating Up to Date," one by L. D. Fernald of the New York Post, on "Publicity for Florists," and one by Prof. L. C. Corbett, of the bureau of plant industry, United States Department of Agriculture, Washington, D. C., on "The Production of Florists' Stock with Reference to Quarantine No. 37."

NATIONAL FLOWER SHOW.

Plans covering the lay-out of the trade exhibition in connection with the National Flower Show to be held in Cleveland, O., next spring are nearly completed, and copies of the finished plan will soon be ready for mailing. Many inquiries are already coming to the secretary's office in regard to trade space, as well as to other features planned for this great show. It is time now to plan for exhibits in the most important classes in the competitive section of the show, of which the one covering the grand capital prize of $5,000 is most prominent. Anyone who has not already received a copy of the preliminary schedule should write to the secretary for one. It may be said that the committee will be grateful for the promise of even a small exhibit. Every grower within safe shipping distance of Cleveland could do something in the way of a display, looking not so much for personal distinction as for an exposition of florists' products which should be a credit to the industry.

Although the list of guarantors for the exhibition was completed some time ago, the following additional subscriptions have been received, making the total $20,632:

Whitthuhn's Flower Shop, Cleveland..$100.00
A. Washburn Sons, Bloomington, Ill. 100.00
Pittsburgh Cut Flower Co., Pittsburgh 200.00

MEMBERSHIP DUES.

Bills for membership dues have been sent to all who are in arrears, and it will facilitate the work of the secretary's office very much if prompt remittances are made, so that a favorable financial report may be had at the proper time before the convention. Receipts for cheques will not be sent to members unless requests for same are made at time of remittance, the return of the cheque through the bank, properly endorsed, being considered sufficient. Our executive board believes that much clerical work and not a little printing and mailing expense, is saved by dispensing with the formal receipt.

DEPARTMENT OF PLANT REGISTRATION.

Public notice is hereby given that the following new plants have been submitted for registration by the society:

By Henry J. Doll, Wanskuck Greenhouses, Providence, R. I.—Geranium, Mrs. Henry J. Doll. A seedling, parentage unknown. Plant a strong grower, free and early bloomer. Zone in leaf very distinct. Height of plant, about 18 in. Color of flower, glowing scarlet. Size two inches in diameter. Flowers single, 40 to 50 to a cluster, five petals to a flower.

By E. H. Kunze, Newton, Kans.—Geranium, E. H. Kunze, 1917 Seedling, parentage unknown. Strong grower, of medium height, very compact. Foliage, bright green, heavy from bottom up. Flowers, brilliant rose pink, shading to white center; immense trusses of double florets, many larger than a silver dollar, each carrying from 11 to 17 petals. Prolific bloomer, flower stalks forming at every or every other joint, quite often two from one joint at the same time. A four inch pot plant has been seen to have 11 flower stalks in full bloom and heavy bud at once.

Any person objecting to either of these registrations, or to the use of either proposed name, is requested to communicate with the secretary at once. Failing to receive objections, registration will be made three weeks from June 6, 1921.

JOHN YOUNG, Sec'y.

New Quarantine Regulations.

One of our esteemed patrons writes as follows concerning new quarantine and other regulations:

"The collapse of the Roman empire was due to the tax gatherers crowding out the tax payers. History repeats itself. Business in this country is being legislated, restricted and harassed out of existence to provide more and more government, state and city jobs. Here is our record for one week:

"1. Ficus elastica cuttings, formerly imported from Belgium, are now grown around New Orleans and are shipped in May and June. Just as the first season's shipments were about ready in May, a quarantine was clamped down to include the two producing parishes, by reason of the camphor scale. The length of the quarantine is indefinite, but it will probably last long enough to spoil the season's crop of cuttings, estimated at over 100,000. No shipments can at present be made.

"2. A new federal horticultural board regulation, dated January, 1920, requiring that all shipments of palm seeds from Oceania be fumigated for 24 hours by carbon bisulphide, was enforced just as our first two shipments of 330 bushels of kentia seeds from Australia were ready for distribution at San Francisco, Calif. It is feared that this fumigation will greatly reduce the germination, besides adding to the delivered cost of the seeds. The shipments are made under permit, a health and sterilization certificate is attached to each case and all formalities complied with. No reason is given by the federal horticultural board explaining the necessity for the regulation.

"3. The New York city authorities are trying to prevent us from storing raffia in our own building in excess of five tons, using for that purpose, a city ordinance which prevents the storage of straw, paper, excelsior and inflammable animal or vegetable fibres in the form of scraps and clippings. We usually carry in stock from 40 to 120 tons (400 to 1,200 bales), so are contesting the order through the courts. Three days were occupied by the trial, several notable nurserymen and seedsmen testifying for us. Decision will be rendered June 13."

The Jap and Yap.

Japan's intentions with regard to the island of Yap were termed "purely military" by Capt. Richmond Pearson Hobson in a recent interview with the New York Times. He predicted Japan would seize the Phillipines, Hawaii and Guam, blow up the Panama Canal and declare war against this country, "either before the Atlantic fleet rejoins the Pacific fleet, or in five or six years."

OBITUARY.

Henry Weber.

Henry Weber, a well known grower and retailer of Brooklyn, N. Y., died on June 4, age 62 years. He had been stricken with apoplexy on Memorial Day. His place of business was at 739 Fifth avenue, near Greenwood cemetery, and he was one of the oldest florists of that section, having succeeded his father, Henry Weber, Sr., in the business. The deceased was born and reared in that city and had a large circle of friends and acquaintances. He was an officer and stockholder of the Brooklyn Saengerbund, a member of the Brooklyn Quartet Club, Gilbert Council, Royal Arcanum, and the Thistle Bowling Club. Funeral services were held at the family home, 243 24th street, on June 7, interment being in Greenwood cemetery.

Mr. Weber is survived by his wife, one daughter, Mrs. Herman F. Young and a granddaughter, Elva Young.

A. F. F.

Mrs. Mary E. Hollcraft.

The funeral services of Mrs. Mary E. Hollcraft, of Topeka, Kans., an account of whose death appeared in our issue of June 4, were held in Penwell chapel June 2. Mrs. Hollcraft was one of the pioneer florists of that city. Twenty years ago she established a small counter in the Ladies' Exchange building on W. Sixth avenue, and at the time of her death was the owner of a fine store at 807 Kansas avenue. All flower shops in Topeka were closed from 2:30 to four o'clock on the afternoon of June 2, in respect to her memory.

Nicholas Burger.

Nicholas Burger, a florist of Middle Village, L. I., was stricken with apoplexy on June 4, while engaged in watering plants in his greenhouse and died immediately. He was born in Germany 66 years ago, but had been in this country a number of years. He is survived by his wife, a daughter and a son.

A. F. F.

TOLEDO, O.—The Navarre Flower Shop was purchased recently by W. E. Hall of Clyde, O.

BEMIDJI, MINN.—The Bemidji Floral Co. has rented the range owned and formerly conducted by A. E. Webster.

LANSDALE, PA.—Frank Muller is erecting two greenhouses, 22x210 feet, specializing in chrysanthemums and carnations.

BOSTON, MASS.—The Christian Benevolent Home at Chestnut Hill, a suburb of this city will erect greenhouses on its property in the near future.

DES MOINES, IA.—The J. S. Wilson Floral Co. reports record business for May, including Memorial Day, with plants well sold out. They were short of cannas.

BELVIDERE, ILL.—An iris show held here recently under the auspices of the American Iris Society, was noteworthy with choice exhibits by Mrs. Azro Fellows, president of the local Iris Club, and others.

SOUTH PASADENA, CALIF.—The G. & G. Nursery, was recently established in this city, with Geo. C. Groenewegen, formerly of Amsterdam, Holland, and Mrs. Cecilia Gilbert, lately of Sturgeon Bay, Wis., as co-partners. They will specialize in nursery and landscape work.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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POSTAL receipts for May show considerable improvement over those of April.

THE secret of running a business, says a New York woman, is in getting the right kind of people to work for you.

BEHIND the smoke screen of poverty the Germans have sent up for the last six months, they have been constructing "like beavers."

A JARDINIERE of double-walled construction that keeps growing plants moist by capillary action through small siphons is a recent French invention.

NEW YORK.—The Americanization committee distributed 8,000 bulbs of Paper White narcissi to school children last fall. An exhibition of the resulting flowers grown by the children was held later and prizes awarded.

ACCORDING to Eugene Meyer, Jr., the purchasing power of a bushel of wheat, a bushel of corn, a pound of cotton and of a hog, at today's prices payable at the farm when expressed in prices of the things the farmer needs and buys is lower than it has been at any time within the last 25 years. It is up to the bankers and business men of America to make up their minds whether they want to help dig the farmer out of the hole or whether they wish to stay in the hole with him."

Coal.

Greenhouse men will do well to put in necessary supplies of coal for the coming season as early as possible. Reliable and well informed coal men say freight difficulties and coal prices will increase as the season advances.

Pueblo Flood.

George Asmus, A. Lange, Joseph Foerster and other florists of Chicago met this week to consider the situation of the trade in the stricken city of Pueblo, Colo., and sent out telegraph inquiries as to the needs of the sufferers.

We feel certain the trade of Pueblo and other afflicted territory has only to make known the requirements and the trade of the entire country will respond with substantial assistance.

Portland Rose Festival.

The great annual rose festival of Portland, Ore., is in progress this week, June 8-10. While the 1921 event, according to the official quarterly of the local rose society, will not be as large as when they entertained the Shrine, the officers and all committees have worked this year to produce a carnival that will be a fitting celebration. Several new features have been added, and the three days of the festival will be filled with events to please the guests of the city.

The queen will arrive at noon on Wednesday, June 8, and the coronation will take place that afternoon at Multnomah field. Following the coronation will come the ceremony of naming the new rose produced by Dr. Van Fleet, and the presentation of the world's prize to the producers of the best new roses. The coronations and other events will be under the direction of the Royal Rosarians. The rose show and floral display at the Auditorium, arranged by the Portland Rose Society and the Florists' Club will open at two o'clock on Wednesday and continue until 10 p. m., with organ recitals both afternoon and evening. In the evening there will be the first illumination of the festival center at the Park blocks, with entertainment by speakers and musicians. A programme has been arranged for every day at the Park blocks.

On Thursday, June 9, the rose show will be open from 10 o'clock in the morning until six in the evening, it closing at that hour so the Auditorium can be the scene of the annual ball given in honor of the queen, by the Royal Rosarians. This ball is by invitation only, but to accommodate the public that evening the big Pageant of the Roses will be staged at Laurelhurst park in which several hundred children will take part. The big event of Thursday is the floral parade, which will be held during the afternoon, and this feature promises to be even larger and more elaborate than in past years. The festival will close Friday, June 10, that day being devoted to a river carnival and speed boat races. The admiral's ball will conclude the programme.

National Flower Growers' Association.

OHIO DISTRICT.

Indications are that a large portion of Ohio's 600 florists will be in Columbus at the time of our annual meeting June 21. The principle topic under discussion will be "Cost Systems for the Grower and Retailer," followed by the election of officers and committees for the coming year. George Asmus, Chicago, has accepted an invitation to be present and deliver an address on "Cost Systems and Merchandising for the Retailer," which will be illustrated with forms and charts used by Mr. Asmus in keeping tab on his own business. It is expected that another speaker will be secured to present a talk on "Cost Systems for the Grower."

It is our plan to then appoint committees to take up the recommendations of the speakers, discuss and elaborate upon them, have them checked by growers in various lines and eventually take the sum and substance of their investigations to a firm of accountants, who will then work out a uniform system of keeping track of costs. The florist who attends this meeting will certainly secure enough direct, tangible suggestions which will enable him to apply them immediately to his own business, and he will be more than repaid for the time spent at this meeting. L. C. VINSON, Secy.

Membership Drive.

TRAVELING SALESMEN'S WEEK.

This is traveling salesmen's week for the Society of American Florists' drive and a plea for them to lend a hand. This letter is to the knights of the grip of our trade. We hail you gentlemen with your pleasant smile and your happy jokes! Without you there would truly be a missing link in our profession. We wish for all men of the trade to greet you cheerfully and give you a hearing at all times and an order whenever possible.

To do this properly, we need education; and organization means education. So we, herewith, solicit your hearty support in the membership drive for the greatest of all organizations of our trade—namely, the Society of American Florists.

Please write the undersigned for application blanks and other material to assist you in soliciting new members. Our committee looks to you gentlemen for great results, since your business is salesmanship and we must try to sell to every florist in the country for this worthy cause.

J. F. AMMANN,
A. L. MILLER,
S. S. PENNOCK,
PAUL R. KLINGSPORN.
JOS. H. HILL,
Membership Committee.

Let America Do It.

A tourist recently returned from Europe tells the following:

"We were dining in a large fashionable cafe in Hamburg. A shabby little girl selling flowers stopped at each table, dropping a courtesy to the ladies and gentlemen. She was ignored or repulsed by seven or eight tables. Seeing we were foreigners, she moved around us but we stopped her and bought. I did not see her make another sale—again a case of 'Let America Do It.'"

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

Baltimore, Md., June 13, 8 p. m.—Gardeners' and Florists' Club of Baltimore at the Royal Arcanum hall. Robt. T. Paterson, secretary, 934 E. Preston street, Baltimore.

Boston, Mass., June 14, 8 p. m.—Florists' Association of Boston at the Parker house. W. J. Thurston, secretary, Boston.

Chicago, June 16, 8 p. m.—Commercial Flower Growers of Chicago at Randolph hotel. Otto H. Amling, secretary, Maywood, Ill.

Cincinnati, O., May 13, 8 p. m.—Cincinnati Florists' Society at 5332 Race street. Alex Ostendartp, secretary, 14 E. Third street, Cincinnati.

Des Moines, Ia., June 14, 8 p. m.—The Des Moines Floral Arts Club. L. E. Fogleseng, secretary, Des Moines.

Hartford, Conn., June 14, 8 p. m.—Hartford Florists' Club. Geo. Marchant, secretary, 13 Huntington street, Hartford.

Knoxville, Tenn., June 14, 7:30 p. m.—Knoxville Florists' Society at stores of various members. Robt. E. Mapes, secretary, Box 116, Knoxville.

Lake Geneva, Wis., June 18, 8 p. m.—Lake Geneva Gardeners and Foremen's Association at Horticultural hall. Geo. Bainbridge, secretary, Lake Geneva.

Lancaster, Pa., June 16, 7:30 p. m.—Lancaster County Florists' Association at Chamber of Commerce. Albert M. Herr, secretary, Lancaster.

New Orleans, La., June 12, 4 p. m.—Gardeners' Mutual Protective Association at 5001 Rampart street. John Parr, secretary, 4539 N. Rampart street, New Orleans.

New York, June 13, 7:30 p. m.—The New York Florists' Club at Engineering building, 32 W. 39th street. John Young, secretary, 43 W. 18th street, New York.

Seattle, Wash., June 14, 8 p. m.—Seattle Florists' Club at the Henry building. Thomas Wylie, secretary, Holly street, Seattle.

Seattle, Wash., June 12, 8 p. m.—Florists' and Gardeners' Union No. 16,667 at I. O. C. T. hall. E. Popp, secretary, Fort Steilacoom, Wash.

Springfield, O., June 13, 7:30 p. m.—Springfield Florists' Club. Arthur Leedle, secretary, Springfield.

St. Louis, Mo., June 13, 8 p. m.—Retail Florists' Association of St. Louis. Oscar Ruff, secretary, 3119 S. Grand avenue, St. Louis.

Tarrytown, N. Y., June 15, 8 p. m.—Tarrytown Horticultural Society at Corporation building. H. W. Neubrand, secretary, Tarrytown.

Toronto, Ont., June 13, 8 p. m.—Toronto Retail Florists' Club at Dunlop's hall, H. W. James, secretary, 10 Adelaide street, W. Toronto.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—First class rose grower and foreman in good Texas city. Four room house on place. $175 to $200 per month to right party. Address

Key 562, care American Florist.

Wanted—Alfred E. Hachet, or anyone knowing or seeing him, write Rosa Hachet, Chattanooga, Tenn., Highland Park. Very important; estate to settle.

For Sale—Flower store; established 25 years; to be sold because of illness. Call **G. Carajanes, 2594 Eighth Avenue,** New York.

Situation Wanted

By all around gardener and florist, German, age 32, single. Life experience in all branches. Desire to work in good retail place again with chance to renew experiences in designing, etc. If suitable would buy place later. West or coast preferred. Address

Key 563, care American Florist.

Help Wanted

Experienced salesman and designer. Good wages to the right party.

MANGEL, Florist,
17 East Monroe St., CHICAGO

For Sale

First-class flower store on north side. Chicago's big hospital trade. Long lease and low rent. $4,000 cash required.

FLORIST
2110 North Halsted Street, CHICAGO

BARGAIN

100 canvas army covers, rubber army boots, oil skin suits, out door night automible covers, army coco door mats and matting, second hand wire rope, second hand fire department hose, old garden hose, it is used around trees; army horse blankets, tents, cots, blankets, large brass cannon suitable for country residence, church bells, large sugar cane knives for cutting down trees, corn, etc.

E. J. KANE, 59 Ann Street, NEW YORK CITY

For Sale

Good location for Florist or Gardener. Contains 10 and 4/10 acres. Nearly new 8-room house, hot water heat, 100 ft. chicken house or kennel, other out buildings. Land all clear. Clear land in vicinity $1000 per acre. Selling price $10,000, half cash. Location good for florist.

ANDREW R. KENNEDY
WESTBURY, L. I., N. Y.

For Sale

GOOD SECOND-HAND PIPE

All sizes, for water and steam purposes. Also pipe for culverts, grape arbors, fence and corner posts. Cheaper than wood and lasts longer. Send us your inquiries and let us quote our prices.

MAX ZEIGLER & BROS., Muncie, Ind.

Forced Sale

Exceptionally fine greenhouse property in Evanston, Illinois, must be sold by order of court to close litigation. Located on corner, 173x251 feet; greenhouses cover over 30,000 square feet and are equipped with concrete benches. There is also a 7-room heated dwelling on the premises and necessary sheds, etc. Property worth double what you can buy it for now.

Frederick H. Brammer
138 North La Salle Street
CHICAGO

For Sale

Four 72 in. x 18 ft. used Ames return tubular boilers. Price very reasonable. immediate delivery.

Advance-Rumely Company
Battle Creek, Mich.

FOR SALE

Glass: 16x24, 16x20, 16x22, per box	$5 50
16x16, 14x16, per box	4.50
12x16, 10x16, per box	4 00
1¼ in. wrought iron pipe, per foot	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each	2.50
Rafters or sash bars, per foot	.02
Shafting (heavy), per foot	.10
Shafting (light), per foot	.06
Ventilating arms, each	.25
Ventilating hangers, each	.10
Garland iron gutters, per foot	.40
	Per 1000
6 ft. wire stakes	$13.50
5½ ft. wire stakes	10.00
5 ft. wire stakes	10.00
4 ft. wire stakes	7.50

PETER REINBERG
30 East Randolph Street, CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS; in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

Greatly Increased Demand

If you have any to offer, or are likely to have any soon,

advertise in these columns now.

AMERICAN FLORIST CO.
440 So. Dearborn Street, ... CHICAGO

San Francisco.

HOLIDAY TRADE SATISFACTORY.

Memorial day business is reported as being quite satisfactory. Saturday, May 28, was the best day. The Retail Florists' Association notified all its members to keep open on Sunday if they desired to do so, but from all accounts trade was not very brisk on that day. It improved greatly on May 30. The trade was fortunate in having a large supply to draw upon and very reasonable prices prevailed in the wholesale market. There was one exception, however, and that was carnations. This flower was very scarce and prices ranged from $1 to $2 per bunch of two dozen flowers. We do not remember when carnations have brought such high figures at this time of the year. Greatly curtailed plantings last year is the cause. There was a huge cut of roses of nearly every variety. Much of the stock was of excellent quality, due to ideal growing conditions. Mrs. Chas. Russell was particularly plentiful and very fine. Columbia is in shorter supply. Hadley was in strong demand and fine long stemmed stock could be had at low prices. American Beauties continued scarce. Ophelia arrived in large quantities, and met with a good demand. Cecile Brunner was in large supply and was quite cheap. Most of the stock offered was outdoor grown. Irish Elegance is now one of the most popular small roses and cleans up well. Basket work calls for a great deal of this favorite rose. Ulrich Brunner was in ample supply and only of fair quality. It seemed to lag in favor. There was a heavy cut of Gladioli Colvillei, The Bride and Peach Blossom. There was a strong call for these flowers both from the local and shipping trade. Very little advance in price was noted and the supply was adequate for all requirements. The cut of the large flowering gladioli showed a marked increase but this stock cleaned out well at $1.50 per dozen. Peonies were good property. Sweet peas were plentiful and cheap. No really first-class stock was to be seen, most of the flowers having a washed-out appearance. A large quantity of snapdragon was on the market, but most of it was inferior in quality. White Watsonias were very plentiful this year and where inexpensive stock was the object, proved a good seller. Some fine pink Watsonias are now being offered. Gardenias enjoyed their usual steady demand. Cattleyas were in limited supply and firm in price. There was only about enough lily of the valley to go around with prices ranging about $8 per 100. Flowering eucalyptus was offered by the green men and made a pretty setting in all the stores. Larkspur, statice, ageratum hybrids and campanulas were in good supply. Magnolia wreaths were handled in large quantities by all the stores and were probably the best sellers. Stores close to the cemeteries did a good plant trade but in this city the call for this class of stock was small. There were excellent rhododendrons to be seen everywhere. Hydrangeas in pots are probably the best sellers at present, although there is a constant demand for Bostons.

NOTES.

On June 1, Henry Avansino, who for several years past has been manager of the wholesale shipping firm of E. M. McLellan & Co., resigned to enter the rose growing business. His greenhouses at San Lorenzo will be devoted to roses excusively. Mr. Avansino intends to enlarge his establishment considerably in the next few years. The well wishes of the trade go with him in his new field.

Ferrari Bros.' greenhouses were large factors in the rose supply for Memorial Day, as their houses were in full crop. During the month of June, lily of the valley will be produced here in large lots for the June bride. Orchids still are a large item at this place in the daily cut.

Frank Pelicano, of Pelicano, Rossi & Co., says the dahlia plants at his farm are making a splendid growth for so early in the season. Mr. Pelicano will be a prominent exhibitor at the fall show when the trade will have a fine opportunity of seeing his new seedlings.

Podesta & Baldocchi are well pleased over Memorial day trade. They had a fine display of potted rhododendrons and hydrangeas which sold well with them. Peonies were another favorite.

The Retail Florists' Association held its regular monthly meeting on June 1. The question of the new flower market was discussed.

CALIFORNIA Freesias

DUE IN CHICAGO SOON

NEW NAMED COLORED

General Pershing

Extra robust grower, 3 feet in height, with 4 to 5 long side laterals, large open flowers of lavender pink, yellow lip and somewhat of a bronze cast.

Per 100, $ 3.50
Per 1000, 30.00

VIOLA

Like a large wood violet, the lower petals of a deeper violet blue, a beautiful distinct and valuable hybrid.

Per 100, $ 3.50
Per 1000, 30.00

PURITY

	1000
3/8—1/2	$ 7.50
1/2—5/8	12.50
5/8—3/4	16.50

FISCHERII

Improved Purity. Best of the White Freesias.

Per 100, $6.00; per 1000, $50.00.

Now is the Time to Order SPHAGNUM MOSS.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

REX BEGONIAS

3-inch, $2.00 per dozen.

GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Sheelgrani & Ritter have been very busy with funeral work since Memorial Day.

J. Kruse of Piedmont is sending a fine cut of Cecile Brunners to this market. JAMES T. LYNCH.

NEW HAVEN, CONN.—The New Haven County Horticultural Society will hold its 89th annual exhibition, September 21-22.

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Wendland & Keimel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Weiland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
Harry O. May, Summit, N. J.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
Stephen Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
Budlong Rose Co., Auburn, R. I.
J. J. Fallon Co., Lynchburg, Va.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

Mention the American Florist when writing

Boston, Mass.

MARKET REVIVING AFTER HOLIDAY.

The demand for stock this week, has been much better than was anticipated after the holiday. Stock has not cleaned up by any means, but business has been fairly good. There is an excess of all stock arriving, except in white which is in strong demand especially white roses, lily of the valley and white sweet peas. Carnations and roses in general, are in light demand, but clean up almost daily at greatly reduced prices from a week ago. Red roses have a good call for graduation work. Gladioli are becoming more plentiful, and sell readily for wedding decorations. Peonies have had quite a call this week with none to offer at any price. Bachelor buttons, marguerites and small flowers of that kind clean up good. Outdoor lily of the valley is about done and indoor stock has advanced in price almost 100 per cent. Delphinium is also selling well, this being a very popular flower for wedding work. Orchids which have been a drug for some time have taken a spurt and sold without any trouble at $9 to $12 a dozen.

NOTES.

Among the winners of prizes offered at the rhododendron, azalea and iris exhibition of the Massachusetts Horticultural Society, June 4-5, were the T. C. Thurlow Co., 1st, for 12 varieties of rhododendrons, and Mrs. C. W. Willis, 1st, for 12 vases of irises.

Wm. Nicholson, Framingham, one of the best known growers of carnations for this market, is going out of that line entirely, producing only novelties next season.

The body of B. Hammond Tracey Jr. who was drowned in France arrived in this country last week. He was buried from the home of his father at Wenham, Mass., June 2.

Kenneth Murphy who has been connected with Grandy the Florist, Norfolk, Va., for two years returned recently to this city.

E. F. S.

ROCHESTER, N. Y.—The Rochester Rose Society will hold its second annual show in Convention Hall annex June 13-14.

PALATINE, ILL.—N. Mersch has leased his greenhouse to Ludike & Aspinwall, Wheaton, for two years. They will take possession July 15.

Prepared Cycas Leaves

(BEST ON THE MARKET)

We will send you 100 assorted sizes of our best quality Cycas Leaves up to 36 in. long for the special price of **$6.00.**

One Floral Art Album given free with any order of $25.00 or more—Get our complete list of other items it's free.

Geo. H. Angermueller Co.,
Wholesale Florists **1324 Pine Street, ST. LOUIS, MO.**

Wichita, Kan.

HOLIDAY TRADE EXCEPTIONAL.

Memorial Day business was very satisfactory, and was limited by the capacity of the florist to supply the stock wanted. The week preceding was marked by a strong call for blooming bedding stock, geraniums leading in this demand. The cut flower trade was quite heavy, the call for carnations being the greatest. Peonies, jasmines, roses and gladioli were all good stck, as also were sweet peas, field daisies, dianthus, etc. The spring season just closing had been a fairly satisfactory one for the trade. The demand for landscape work, more or less elaborate, and spring bedding stock has been good. The supply has been fairly adequate. A shortage in geraniums and a few minor items, is noted. While exact figures are not at this time available, there is good reason to believe that the volume of trade is better than during previous years. Except for a backwardness caused by a very dry May, out-door summer stock appears in good condition.

C.

Summer Roses Our Specialty

BUY DIRECT FROM THE GROWER

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST

Subject to Market Changes

	Per 100
RUSSELL	
Fancy Long	20.00
Medium	$10.00 to 16.00
Short	6.00 to 8.00
COLUMBIA	
Fancy Long	$20.00
Medium	$10.00 to 16.00
Short	6.00 to 8.00
PREMIER	
Fancy Long	$20.00
Medium	$10.00 to 16.00
Short	6.00 to 8.00
HOOSIER BEAUTY	
Long	$16.00 to $20.00
Medium	10.00 to 12.00
Short	5.00 to 6.00
OPHELIA	
Long	$10.00 to $12.00
Medium	6.00 to 8.00
Short	4.00 to 5.00
SUNBURST	
Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	6.00
WHITE KILLARNEY	
Long	$10.00 to $12.00
Medium	8.00
Short	5.00 to 6.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selection, in lots of 200 or more, as follows:

	Per 100
Good medium lengths	$6.00
Good short lengths	4.00
Good, very short lengths	2.50
New Fancy Ferns, per 1,000	$3.00
Adiantum, per 100	1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	35 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

STOCK IS IN LARGE SUPPLY.

Stock is in large supply and there is plenty of everything to go around with the exception of orchids and white roses. Business was very quiet in the retail stores last week according to all reports and the demand in the wholesale market has not been any too brisk. Roses in general are in heavy supply and have been sold in large lots the past week at very low prices. Mrs. Chas. Russell is in strong demand and the call is heavy for Premier, especially in the better grades. White roses are exceedingly scarce and short stemmed stock is selling as high as $8 per 100 in some instances. Sunburst is in good supply and has a fair call. Mrs. Aaron Ward roses are also having a good call. Columbia, Montrose, Ophelia, Milady, Hoosier Beauty, Butterfly, Hearst, Crusader and all the other varieties grown for this market are to be had in quantity. Carnations are in heavy supply, but are not moving any too fast. Peonies are plentiful and are going well. Orchids are extremely scarce with very few obtainable at $36 per dozen and up. Lily of the valley is in brisk demand and gardenias are disposed of almost as fast as they arrive. Lilies are seen in larger quantities at some of the stores, but a few brisk days would make quite a difference in the supply. Daisies, calendulas, forget-me-nots, cornflowers, sweet peas, statice, pansies, calendulas, feverfew, gladioli and a long list of other indoor and outdoor stock is included in the list of offerings. The demand was very light the opening of this week, but is improving at this writing.

NOTES.

Higinbotham hall, home of a thousand priceless gems and famous jewels, was opened to the public at the Field museum of natural history, June 6. The hall is named in honor of the late Harlow N. Higinbotham, an early president of the museum and the chief donor of the collection shown in the hall. He was proprietor of the old Chicago Carnation Co. at Joliet.

The annual banquet and entertainment of the Commercial Flower Grower's will be held at the Hotel Randolph, Thursday evening, June 16. The association has made a liberal appropriation for the entertainment and preparations for the event are well under way. Dancing will be a prominent feature. Tickets $2.50 each.

George Asmus and Herman Schiller, of Schiller's, are considering plans for the installation of a $10,000 rockery in the new conservatory at the north side establishment, with elaborate lighting and water effects. The business of the firm has surpassed the most sanguine expectations of the management.

Poehlmann Bros. Co. is cutting a large quantity of Mrs. Chas. Russell roses in addition to all the other varieties grown at its Morton Grove range. The call is exceptionally heavy for this variety at this house and the cut is disposed of regularly notwithstanding it is being grown more heavily there than ever.

J. H. Schier, president of the Burlington Willow Ware Co., Burlington, Ia., and Robert Newcomb, one of the firm's traveling representatives were here on business this week.

Miss Nettie Parker of A. T. Pyfer & Co. is planning on attending the Society of American Florists' convention at Washington next August.

Peter Bussema, gardener at the Riverside Country Club, is anxious to locate his daughter Josie, 18 years old, who disappeared April 27.

Kennicott Bros. Co. is having a strong call for sweet peas, which it is handling in quantity with a large proportion of white.

Joe Bieber, who has been with A. I. Simmons, 242 West 63rd street, has left for Toledo, O., to spend the summer.

The Joseph Foerster Co. is handling its usual large supply of local peonies again this season.

A. Lange is offering real orange blossoms of excellent quality for the wedding season.

H. N. Bruns says the demand for June wedding lily of the valley is very satisfactory.

J. L. Raske had charge of the flower booth at "The Elk's Trip to California."

Do not take any fake or imitation thread, claimed to be the Meyer silkaline, or smilax threads. Be sure the name Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from and you will notice that our threads run full two ounces of thread to the spool. Be sure and get the Meyer thread.

Mention the American Florist when writing

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

ROSES and CARNATIONS

Heavy Supply of Both at Reasonable Prices

Buy Direct From the Grower — **CURRENT PRICE LIST** — **Subject to change without notice**

	Per 100
MRS. CHAS. RUSSELL	
Specials	$20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00
COLUMBIA	
Specials	$ 20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00
PREMIER	
Specials	$ 20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00
SUNBURST, OPHELIA	Per 100
Specials	$15.00
Select	12.00
Medium	$ 8.00 to 10.00
Short	4.00 to 6.00

		Per 100
Killarney / **White Killarney**	Specials	$15.00
	Select	12.00
	Medium	8.00 to 10.00
	Short	4.00 to 6.00
ROSES, OUR SELECTION		$5.00
CARNATIONS		
Good and Fancy		$ 3.00 to $ 4.00
Peonies		6.00 to 8.00
Adiantum		2.00
Asparagus, per bunch		50c to 75c
Ferns, per 1,000		$6.00
Galax, bronze and green; 1,000		2.00
Leucothoe Sprays		1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

Quality Cut Flowers

Complete line of all seasonable stock including the choicest offerings in Roses and Peonies.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

The Alpha Floral Co. has been featuring a wedding decoration in its window the past week, which is attracting much favorable attention. Wedding orders have been plentiful here this month and also at Johnson & Chronis' East Forty-seventh street store.

Wietor Bros. are all sold out of chrysanthemum plants and expect to dispose of the few pompons they have left in short order. This firm is cutting from a fine crop of Sunburst roses.

C. L. Washburn reports business as brisk at Bassett & Washburn's store, especially from out-of-town points. This firm's cut of roses is large but is moving surprisingly well considering the general market conditions.

P. L. McKee, of the American Greenhouse Manufacturing Co., and wife attended the graduation exercises at Castle School, Tarrytown, N. Y., where their daughter graduated last week. They returned home June 3.

A. L. Vaughan is driving a new R. & V. sport model, six cylinder car. Business at A. L. Vaughan & Co.'s store continues to be brisk, with a heavy call for peonies.

Wolf's Flower Shop on East Monroe street was robbed during the night of June 3, when burglars entered the store through the transom. They secured about $25 worth of change in the cash register.

The American Bulb Co. had the new white rose, Medinah, on exhibition at its store the past week. It made friends with the growers here and has proven to be a wonderful keeper.

Herbert Hansen says that business has been good at the Peter Reinberg store the past week, with the better grades of roses in strong demand.

HIGH-GRADE CUT FLOWERS

WEDDINGS AND COMMENCEMENTS

Premier, Russell, Columbia, Ophelia and Sunburst Roses, Carnations, Callas, Etc.

WIETOR BROS.

30 East Randolph Street, L. D. Phone: Randolph 2081 CHICAGO

Mention the American Florist when writing

A couple got a marriage license every ninety seconds June 7, according to Louis C. Legner, chief clerk, today. It's going to continue that way, he said, expressing the desire to know where all the couples are going to find homes. Three hundred and seven licenses were issued.

Vaughan's Seed Store reports its crop of freesia bulbs now being dug and liberal stocks will be coming forward soon. Plant trade is holding up well.

The Chicago Flower Growers' Association is handling a large quantity of gladioli, which are in strong demand this week.

Zech & Mann are having a good call for lilies, which are in large supply with them. Peonies are quite a factor at this house.

Erne & Co. are featuring a large assortment of stock, including both indoor and outdoor flowers.

Visitors: E. M. Patten, Davenport, Ia.; P. W. Peterson and F. Sterling, Joliet; Morris Levine, New York; C. C. Wonnerman, Mexico, Mo.; H. Seel, of the Holton & Hunkel Co., Milwaukee, Wis.

Toledo, O.

HOLIDAY TRADE EXCELLENT.

The last minute spell of sunny, hot weather enabled local growers to cut a large stock of peonies for Memorial Day. The outlook for this flower had been discouraging but by Monday large stocks came into the market and florists were able to dispose of them at the very reasonable figure of $2 per dozen. Their quality was excellent. The holiday had quite a revival of interest, due to the fact that the American Legion made enthusiastic plans for the parade and other features. A tree in the courthouse park was used by the Legion as a symbol of the fallen heroes and wreaths and other floral offerings were placed there by friends and relatives. Wreaths of magnolia ornamented with poppies were widely used and found favor with the public. The decoration of graves kept those florists busy who cater to this business. Blooming geraniums were in great demand and by Monday were hard to obtain. Spring planting is still on in full swing, being late on account of the spasmodic weather, hot one day and cool the next. On the whole, trade for May was very encouraging, about equal to last year's. June has started in fine and florists report an excellent call for wedding flowers.

NOTES.

Large stocks of peonies were sold by Schramm Bros. for Memorial Day. Frank Schramm told the writer that business was considerably ahead of last year which he considers very encouraging under present conditions. The spring planting demand has been very lively with this firm and they decorated the beach and some large factory grounds.

Armine Suder filled the porch and window boxes at the Women's Club building as a memorial to his mother, Mrs. Henrietta Suder, who in her long career was recognized as a great lover of flowers and as a florist who accomplished great things in spreading this desire.

The Navarre Flower Shop conducted for the past year by Messrs. Navarre and Drouillard, has changed hands again, having been purchased by the Halls, who operate a greenhouse at Clyde, O. Robert Hall will manage the local store.

The Scottwood Greenhouse has enjoyed an increasing call for wedding flowers during the past week. Deaths of several prominent citizens also brought some splendid orders for funeral pieces.

Max Spanner is now an enthusiastic believer in advertising. He ran a special advertisement in the papers on wreaths and sold out completely.

Feniger's two flower shops did a big business for Memorial Day and had in stock an unusually large display of roses and peonies.

Funeral and June wedding work is excellent with Metz & Bateman. They report a fine holiday business.

A. C. K.

FOUNDED BY FLINT KENNICOTT 1st

Because we have found that whatever success we may have attained has been built upon the many successes of our customers, we look first to their satisfaction. Unless their profit is assured, no lasting profit can come to us. That is the guiding idea of our service.

Perhaps that is one reason why Kennicott customers stick.

KENNICOTT BROS. CO.

174 North Wabash Ave., CHICAGO

Shipping Stock

Great care **must** be experienced in filling all shipping orders during the hot summer months. Stock selected to arrive safely is placed on all orders we send out.

LARGE AND COMPLETE SUPPLY

Peonies, Roses, Lilies, Valley, Carnations, Daisies

Calendulas, Cornflowers, and all other Miscellaneous Seasonable Indoor and Outdoor Stock. Greens in Large Supply.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
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161 North Wabash Ave, Chicago

PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association
WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue — L. D. Phone, Central 282 — CHICAGO

High Grade Cut Flowers

Finest and Most Complete Supply in the Chicago Market--Bar None

Nashville, Tenn.

SCHOOL COMMENCEMENTS BRING TRADE.

The commencement season has been in full force for the past two or three weeks, and the florists have found a use for all their stock. Roses, carnations, and sweet peas, have been especially in demand. There has also been a good run of wedding orders and entertainments. There were two or three memorial days, but only home-grown flowers and out-door blossoms were used.

The Joy Floral Co., had a nice business on Memorial Day, much better than in previous years. They have an abundance of flowers of every kind and are able to fill all orders.

Geny Bros., have been busy with graduations and wedding work.

M. C. D.

PHILADELPHIA, PA.—B. Sproul recently sold his flower shop at 58th street and Chester avenue to H. Barrett. Mr. Sproul has opened another store at 158 S. 60th street.

University of Illinois.

The University of Illinois committee on appropriations is asking for the following moneys for the next two years: For tile drainage of horticultural grounds, $15,000; for six greenhouses 28x105 feet, for pomology, vegetable gardening and floriculture, $24,000; for a one-story horticultural laboratory, $8,000.

PANA, ILL.—A. M. Nelson is adding two new houses.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas

CARNATIONS

Callas
Yellow Daisies White
Snapdragons
Calendulas

PEONIES

Cornflowers

GREENS

Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

St. Louis.

GOOD DEMAND FOR STOCK.

The excessive heat during the past week has affected stock to a considerable extent. Outdoor flowers have come on with a rush and generally speaking, the demand is comparatively good. Pot plants are head liners, selling at moderate prices but with great rapidity. Roses were good property with first class stock wholesaling at from six to 15 cents each. The majority of blooms are excellent. Mrs. Chas. Russell, Ophelia, Sunburst, Ward, Premier, Butterfly, Milady and Killarney were the leading varieties, all having a good call. Carnations were in good demand in spite of the hot weather and sold at moderate prices. Dark varieties received the preference and the stock was of fine quality. The supply of cornflowers has increased greatly during the past few days and they are selling fast. Shades of blue, white and pink are offered. German iris offered in limited quantities, is not good. Loveliness and Hadley gladioli cleaned up in a hurry last week, but there was little or no call for stock of an inferior quality. Many spikes have been used for weddings lately. Easter lilies, though very limited as to quantity and of medium quality, are popular. Lily of the valley is in great demand and it finds its chief use in bridal bouquets for June brides. It is not very plentiful, but the prices remain moderate. The stock is well grown. Orchids are more scarce and are much sought after as a corsage flower. The supply of cypripediums is very short and have a fair sale. A few dealers are disposing of a limited quantity of anthuriums. Calla lilies are not offered in many stores. Yellow callas in pots are to be had at moderate prices at a few establishments. Calendulas of large size and good quality are offered at all places, but are poor sellers and bring a small price. Snapdragons are indeed scarce this week and only a few pink flowers are offered. They sell well despite the lateness of the season. Larkspur in all shades of blue is very plentiful and a good seller. Sweet peas are about gone. The few coming in are small flowers and very short stemmed. Daisies of both yellow and white varieties are more than plentiful and are not selling as fast as they might, and they do not bring a very good price. Shasta daisies are coming in in large quantities. Peonies are scarce and bring a fancy price. Stocks are coming into the market in limited quantities in shades of blue, white and pink. They are large flowered, but short stemmed and sell moderately well. Pot plants of ageratums, geraniums, marguerites, genistas, crotons, pandanus and cibotum ferns are commonly seen in all windows, and show little change in price. A limited number of fancy-leafed caladiums are being displayed by a few florists and are excellent sellers. Begonias are not in as much evidence as previously. Many florists are making a specialty of attractive window boxes. Bedding plants such as pandanus, lantana, verbenas, ferns and other greens and trailers are used. Asparagus plumosa and sprengeri are plentiful, but ferns are very limited, bringing $5 per 1,000. All stock coming in has been extremely difficult to keep, owing to the excessive heat.

NOTES.

Street merchants are doing a rushing business in second grade roses, carnations, sweet peas and some very good calendulas.

Grimm & Gorly have been on the jump during the past week and their books show many orders for June weddings.

H. G. Berning reports a good business in his section of the city, and many telegraph orders.

Large quantities of roses and gladioli were sold the past week, by the Mullanphy Floral Co.

The Windler Wholesale Floral Co., is being rushed to fill all orders of roses and carnations.

The St. Louis Wholesale Cut Flower Co., reports a fine trade in gladioli and snapdragons.

A specialty of fancy leafed caladiums is being made by the Bourdet Floral Co.

The publicity committee for the trade held its regular meeting June 1.

F. H. Weber is selling some very attractively arranged foliage plants.

A fine grade of cornflowers and roses is being handled by C. A. Kuehn.

Geo. Waldbart is displaying some fine window boxes.

Funeral trade has been good with Fred C. Weber.

Visitor: Robert Newcomb of the Burlington Willow Ware Co., Burlington, Ia.

R. D. M.

Providence, R. I.

LULL FOLLOWS HOLIDAY RUSH.

Trade the past week has been quiet after the Memorial Day rush. Wax designs predominated as usual, and the demand for them was very heavy. As usual markets, department stores, candy kitchens and drug stores had their usual large stocks of wax wreaths, crosses and pillows. This competition is detrimental to the trade and something should be done in the future to curb it as much as possible. The decoration trade this year was good but in no way did it eclipse last year, for the amount of stock sold. Geraniums were excellent and in large supply. Cut flowers and bouquets did not have their usual heavy call.

The Lowell avenue greenhouses opened an annex on Westminster street, and did well.

R. L. Hogan sold several thousand geraniums in four and 5-inch pots.

H. A. T.

ST. PAUL, MINN.—The Kadas Floral Co., has been incorporated with a capital of $50,000. The incorporators are Chas. Kadas, Rose Kadas and Michael Kadas.

Heavy Supply of Roses

For June Weddings and Commencements

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA
SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red CARNATIONS

Including the finest Mrs. C. W. Ward on this market, bar none

Valley, Calendulas, Larkspur, White and Blue Daisies, Lilies, Sweet Peas, Forget-Me-Nots, Stocks and all other seasonable Cut Flowers. Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri. PEONIES, Cape Jasmines.

DOUBLE CORNFLOWERS, Blue—Lavender—Pink— $2.00 per 100; $18.00 per 1000.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

Pittsburgh.

Business has been rather slow since Memorial Day, with an abundance of all kinds of stock of quality that ran from good to bad. Outdoor flowers of all kinds are on the market with the result that there has been a decided decline in prices. The usual June demand for white roses has found the usual short supply, with the result that it has been impossible to fill all orders. American Beauties are not plentiful, and the quality is poor. Premier seems to be the only rose that is able to stand the warm weather. Columbia, Butterfly, Ophelia, American Legion, Pilgrim, Sunburst, Hilda, Richmond and White Killarney are the other varieites arriving in quantity. Carnations are also showing the effects of the warm weather. Easter lilies and gladioli are two items that continue to hold their own, and clean up at list prices. The local peony season is over and shipments are coming in from northern points. Outdoor flowers are a welcome addition and include delphinium, larkspur, Sweet William, coreopsis, gaillardia and candytuft. The supply of orchids and lily of the valley is sufficient for all needs.

NOTES.

Kaufmann's department store, celebrated its fiftieth anniversary last week, and many handsome floral pieces were in evidence. The 3,000 employees of the firm sent a loving cup made of roses, one rose for each employe. The A. W. Smith Flower Stores Company filled the order, and it caused much favorable comment. All the newspapers carried photographs of it with a lengthy writeup.

George C. McCallum of the McCallum Co., is calling on the firm's customers in the east. Mr. McCallum is making the trip with Henry Blend, the company's representative in that district. The company ball team defeated the California Avenue Methodist Episcopal Church nine by the score of 14 to 12 in an interesting game on the Riverview park grounds.

A review of the Memorial Day business shows that it was not up to expectations. Out-of-town florists report a good trade, but the city demand was not what it should have been, due no doubt to the large number of unemployed, yet the trade has nothing to complain of.

The regular monthly meeting of the Retail Florists' Association, was held June 9, at the Hotel Chatam.

E. T. C.

Tonner

CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6384
Chicago

FAYETTEVILLE, N. Y.—Robert M. Barker and A. T. Williams, formerly of Baldwinsville, N. Y., will grow asters this year, and now have 40,000 ready for transplanting.

The E. F. Winterson Co.

Long Distance Telephone, Central 6004

166 N. Wabash Avenue, Chicago, Ill.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Albany, N. Y.

FLORISTS' CLUB MEETING.

One of the subjects discussed at the June meeting of the Florists' Club was a summer camp at one of the nearby lakes—Kinderhook, Nassau, or others, where the members who so desired could spend Saturday afternoons and Sundays in healthful recreation at small cost. President Samuel Hansen named a committee of four to look up a site, to obtain prices of leases, and other details. The committee is made up of Frederick A. Danker, chairman; Frederick Henkes, Thomas F. Tracey, and Secretary William McGinn. Members of the club may be enrolled for the camp on payment of $1 each, but they will be responsible for their personal expenses while there. The privileges of the camp will include boats for fishing, the use of a bathing beach, and meals and lodging at cost. The club accepted the invitation of Frederick Goldring to hold the July meeting at his place, Font Grove. The August meeting, which includes a flower display, will be held at the establishment of W. H. Van Hoesen, Round Lake.

EXCELLENT HOLIDAY TRADE.

Business through the month of May was exceptionally good. On the two floral holidays, Mothers' and Memorial, the demand taxed the resources of the trade. White carnations on Mothers' Day brought exceptional prices, some stores getting 20 and even 40 cents each for them. The older and more conservative florists believed that such high prices were not warranted and advised their customers to purchase other flowers, which they did. The veterans believe that one way to kill business on this occasion is to ask exceptionally high prices and to confine the demand to one flower. Memorial Day brought a large business in plants, peonies, and artificial wreaths. In regard to the last named item, many of them were made attractive with magnolia leaves, wax lilies, roses, and other flowers. The demand for this class of goods was so exceptional that most of the florists sold out. Memorial Day is forging to the front as one of the best on the calendar.

The reason for the smile worn by Thomas F. Tracey, manager of the Albany Cut Flower Exchange, Inc., is that there is a new boy in his household. Thomas F., Jr. He is a month old and is the first child.

SAM SELIGMAN

FLORISTS' SPECIALTIES

116 W. 28th St., New York

IMPORTER—MANUFACTURER

This city has set aside a plot of land at New Scotland and South Lake avenues for a grove in memory of local men who lost their lives in the world war. Philip Bender, superintendent of parks, has planted on the plot, 78 oak trees which is about all it will hold. In the center of the tract is a circular bed planted with poppies which are expected to bloom through the summer. The grove was dedicated with special exercises on Sunday afternoon, May 29. R. D.

Columbus, O.

FAIRLY GOOD DEMAND FOR STOCK.

The first week in June was quiet for the trade here, with the exception of Tuesday, when the formal opening of a large department store called for large offerings of flowers. But generally speaking the demand is just about absorbing the supply. Flowers are of excellent quality and they are coming in better with the improvement in weather conditions. Funeral work was very good. Some party work is reported and more is expected with the commencement exercises scheduled at the state university. Weddings are also starting now as this is the month for such ceremonies. On the whole, prospects for the remainder of the month are excellent in every way and florists are looking forward to a good trade. Roses and carnations are still the staple lines in the market and show little change in price. Delphiniums are arriving in large quantities and sell readily from $3 to $4 per dozen. Snapdragons are about over with, and plants are not selling as well as is usual for this time of the year.

Immense floral offerings were given to the Morehouse-Martens Co., upon the occasion of occupying its new modern store room on South High street, May 31. The flowers came from the concerns selling goods, and from the contractors who erected the building. All of the trade shared in the extra business caused by this event.

FERNS

Fancy Dagger

If quality counts with you, it will pay to give us a trial order.

Wire

Duncan Jackson, Kinston, Ala.

Mention the American Florist when writing

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

Mention the American Florist when writing

ROSE SHOW AWARDS.

At the third annual rose show held in this city late in May under the auspices of the Columbus Horticultural Society, a number of prizes were awarded to exhibitors. G. C. Thornburg was given the American Rose Society silver medal for having the most perfect display of roses, Dr. Harry Seaman received the bronze medal for the finest collection and Mrs. R. M. Spencer was awarded a bronze medal for the best individual rose. Mrs. Jerome C. Baker was given first prize for the best basket of double blooms. Prizes were also awarded for peony and iris displays. Many of the flowers were turned over to the Memorial Day committee for the decoration of soldiers' graves. J. W. L.

DOWAGIAC, MICH.—Reshore & Son are adding one greenhouse, 25x100 feet.

NORFOLK, CONN.—R. G. Hanford recently sold his flower store and greenhouses to the South Norwalk Florist.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue

CHICAGO, ILL.

Long Distance Telephone, Central 3373.

Raedlein Basket Co.

713 Milwaukee Avenue

CHICAGO, - - ILLINOIS

Write for Catalog and Prices.

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Oklahoma City, Okla.

Every department store has a June bride window, one of them featuring a neat display with complete accessories, furnished by the Stiles Co.

Furrow & Co. are displaying a colonial bridal group, consisting of bride, groom and flower girl, designed by Miss Sidebotham of the store. This firm recently installed a large ice box. At its Guthrie range some excellent Giganteum lilies and carnations are being cut.

Some fancy gladioli are being cut at the greenhouses of the Foster Floral Co. PAUL RICHMOND.

Wire Hanging Baskets

The well made kind. Painted, bound with galvanized wire
6 at dozen rate. 50 at hundred rate.

10 inch..... $2.25 per doz.; $16.00 per 100
12-inch..... 2.50 per doz.; 20.00 per 100
14-inch..... $3.25 per doz.; $25.00 per 100
16-inch..... 4.25 per doz.; 35.00 per 100

GREEN SHEET MOSS Long Green Sheets for Hanging Baskets Per bag... $2.00 10 bags..$17.50

Michigan Cut Flower Exchange, 1452 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST

		Dozen
Roses,	Beauty	$ 4.00 to $12.00
		Per 100
"	Mrs. Chas. Russell	4.00 to 35.00
"	Butterfly	4.00 to 30.00
"	Columbia	4.00 to 30.00
"	Dunlop	4.00 to 30.00
"	Premier	4.00 to 30.00
"	Hoosier Beauty	4.00 to 30.00
"	Killarney Brilliant	4.00 to 30.00
"	White Killarney	4.00 to 30.00
"	Mrs. Geo. Shawyer	4.00 to 30.00
"	Milady	4.00 to 30.00
"	Mrs. Aaron Ward	4.00 to 20.00
"	Sunburst	4.00 to 20.00
"	Ophelia	4.00 to 20.00
"	Dble. W. Killarney	4.00 to 20.00
"	Cecile Brunner	4.00
"	Our Selection	6.00
Calendulas		2.00 to 4.00
Peonies		6.00 to 10.00
Snapdragon, per bunch		.75 to 1.00
Daisies		2.00 to 3.00
Sweet Peas		.75 to 1.50
Cattleyas, per doz.		36.00
Valley		8.00
Carnations		4.00 to 6.00
Lilies, per 100		15.00 to 20.00
Adiantum		1.50 to 2.00
Ferns	per 1,000	4.00 to 6.00
Galax	per 1,000	2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays		35c to 50c per bunch
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry		7.50

ZECH & MANN

WHOLESALE FLORISTS

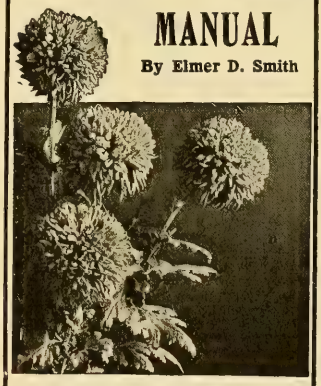
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order

American Florist Co.

440 S. Dearborn St., Chicago

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

ARTIFICIAL VALLEY
ARTIFICIAL FLOWERS

Write for prices

Grossberg-Tyler-Finnerman Co.

Manufacturers and Importers

30 E. Randolph Street, CHICAGO

Rambler Roses
Russell
Columbia
Premier
Double White Killarney

There is no surer way to increase your Rose Sales than to carry some of these good Roses in stock. Our supply has no equal, especially in RUSSELL. We have more of this variety than you will find elsewhere.

The demand is for good Roses this month and we can supply you with what you need in that line.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

EDWARD REID
CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

SLIGHT INCREASE IN TRADE NOTED.

The demand for the past week was about normal for the season, showing an increase. For the first few days stock was scarce, particularly roses, later they became more plentiful, with quite a surplus to be carried over. The stock for the most part is of good quality, particularly Mrs. Chas. Russell, Premier and Columbia. American Beauties, while showing the effects of the late season, are still good enough to bring 50 cents. All specials sell well. There is still a fair supply of carnations, but the percentage of high grade flowers is small, not many of a grade fit to ship. There is a considerable supply of indoor gladioli which is very fine. Outdoor sweet peas of good quality are plentiful and sell well. Gypsophilla, gaillardia, coreopsis, larkspur and feverfew, are other important outside flowers. Gigas with magnificent flowers, sell up close at $1.50 each. Lily of the valley of excellent quality is seen and Easter lilies are about equal to the demand and there are still a few callas. Local and southern asparagus is in good demand. The week's business can be considered satisfactory.

SCARCITY OF GREENHOUSE STOCK.

Growers who are replanting old varieties with new are experiencing great difficulty in obtaining stocks of the standard new varieties of roses and chrysanthemums. C. U. Liggit, the greenhouse plantsman, states that there is a great shortage, particularly in chrysanthemums, there not being one-fourth enough of the young plants to go around. Many chrysanthemum growers did not propagate their own stock on account of the midge, hoping to get perfectly clean plants from others. A number of growers believe it best to change their stock every third year, the new plants if healthy always showing greater vigor than cuttings from their old stock. It is much the same with roses, as many growers are dropping the old variety and planting the newer kinds, such as Premier, Columbia and Butterfly. The Florex Gardens, North Wales, have planted 45,000, in several of the leading varieties. At Jno. Stephenson Sons', on old York road, 30,000 new rose plants have been set out. George Aeugle is also replacing old types such as Prima Donna, Single White Killarney and others, with the newer sorts at his Morton greenhouses.

NOTES.

The daylight saving time, which went into effect in this city on Monday last, is a source of considerable annoyance to the wholesale houses on account of the irregularity of the train service. Some of the locals have been moved forward an hour but on through trains the old schedule remains. Atlantic City, N. J. trains were changed, but those to Baltimore, Md., and Washington, D. C., are on the old time. Leo Niessen believes daylight saving would be advantageous if it was universal. As it is, out-of-town buyers should get their orders in as early in the day as possible to avoid delays on account of the varying train schedules.

Callas have been in great demand the past season with the result that growers are giving them more attention. Several houses of the Godfrey strain have produced fine flowers of uniform and excellent quality, they being perfect models as to form and snow white in color. Even at this late period this variety is still producing remarkably clean and perfect flowers.

The fishing season has commenced. Mark Mills and wife, Frank Ross and wife and Miss Mosta, have gone to the Poconos for the opening of the trout season, where they will enjoy both trout and bass fishing for the next month. Later they will be joined by a number of the craft who are also experts with the rod and reel.

Herman Bowerman recently opened a new store a few doors below his old location, the new number being 8 South 60th street. He is now in close proximity to 60th and Market streets, one of the busiest retail centers in the western part of the city.

Frank Müller, Landsdale, Pa., is erecting two houses, 22x210 feet, for carnations and chrysanthemums. The large house at St. Leanord's is planted, half with carnations and the balance with tomatoes, both of which stocks look very promising.

Wholesale Flower Markets

BOSTON, JUNE 8.	Per 100
Roses, American Beauty	4.00@ 75.00
" Russell	4.00@ 16.00
" Dunlop	4.00@ 12.00
" Pilgrim	4.00@ 12.00
" Crusader	6.00@ 25.00
" White Killarney	6.00@ 20.00
" Ward	4.00@ 12.00
" Maryland	2.00@ 8.00
" Hoosier Beauty	6.00@ 16.00
" Columbia	4.00@ 12.00
" Hadley	6.00@ 25.00
" Ophelia	4.00@ 12.00
" Premier	4.00@ 12.00
Adiantum	2.00
Asparagus bchs., per bch.	.50@ 1.00
Asparagus Strings, doz.	12.00
B. Buttons	3.00@ 4.00
Calendulas	3.00@ 4.00
Carnations	2.00@ 4.00
Carnation, Laddie	8.00@ 10.00
Cattleyas, per doz.	12.00
Lily of the Valley	10.00@ 12.00
Longiflorum Lilies	20.00@ 25.00
Pansies	1.00@ 1.50
Smilax, per doz.	6.00
Snapdragons, doz.	1.00@ 2.00
Sweet Peas	2.00@ 3.00
Callas	2.00@ 2.50
Marguerites	2.00@ 4.00
Myosotis, per bunch	.50
Gladioli	2.00@ 2.50
Swansonia, per bch.	.50@ 1.00

BUFFALO, JUNE 8.	Per 100
Roses, American Beauty—	
" Special	40.00@ 50.00
" Fancy	25.00@ 35.00
" Extra	20.00@ 25.00
" 1st	6.00@ 10.00
" 2nd	3.00@ 5.00
" White Killarney	5.00@ 10.00
" Dbl. Wht. Killarney	6.00@ 15.00
" Richmond	6.00@ 12.00
" Maryland	6.00@ 12.00
" Sunburst	5.00@ 12.00
" Columbia	6.00@ 25.00
" Ophelia	5.00@ 15.00
" Russell	6.00@ 15.00
" Premier	5.00@ 20.00
" Cecile Brunner	4.00@ 6.00
Calendulas	3.00@ 8.00
Calla Lilies	8.00@ 20.00
Carnations	3.00@ 5.00
Easter Lilies	12.00@ 20.00
Mignonette	4.00@ 6.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	3.00@ 10.00
Sweet Peas	1.00@ 3.00
Tulips	3.00@ 5.00
Delphinium	6.00@ 10.00
Peonies	3.00@ 6.00

Write For Our
Price List
On Cut Flowers
H. G. BERNING
1402-4 Pine St., St. Louis, Mo.

Berger Bros.
The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, JUNE 8.	Per 100
Roses, Premier	4.00@ 15.00
" Russell	4.00@ 15 00
" Columbia	4.00@ 15.00
" Butterfly	4.00@ 15.00
" White Killarney	4.00@ 15.00
" Pink Killarney	4.00@ 15.00
" Sunburst	4.00@ 15 00
" Mrs. Aaron Ward	4.00@ 15.00
" Ophelia	4.00@ 15.00
" Baby Doll	3.00@ 4.00
Carnations	2.00@ 4.00
Easter Lilies and Callas	10.00@ 12.50
Ferns, per 1,000	4.00
Forget-Me-Not, bunch	.25
Galax, per 1,000	1.50
Plumosus (south) per bch.	.25
Smilax, per string	.15@ .25
Snapdragons	6.00@ 8.00
Stocks, per bunch	.50@ .75
Calendulas	3.00@ 4.00
Sweet Peas	.50@ 1.00
Gladioli	10.00@ 12.50
Cornflowers	3.50

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Choice Cut Flowers and Greens

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WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
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444-446 Milwaukee Street
MILWAUKEE, WIS.

The Bickmore Greenhouses, Wallingford, Pa., are adding to their glass area with four King construction houses, 22x210 feet. These are to be used for carnations, which are a specialty here.

Carl Corts spent a few days the past week at Bushkill Falls nursing a lame hand in which a vigorous rose thorn had caused blood poison. It has now healed and is as useful as ever.

Charlie Theiss says the stork has brought him a second grandchild. Charlie's youthful appearance is against such a record, but he has our congratulations just the same.

American Beauty, Mrs. Chas. Russell roses and fine cattleyas were features of the Leo Niessen stock the past week. Rambler rose sprays are also handled in quantity.

Choice roses from his Ellendale greenhouses are being received by A. M. Campbell. His Double White Killarneys and Ophelias are particularly fine.

B. Sproul has sold his flower shop at 58th street and Chester avenue to H. Barrett and opened another one at 158 South 60th street.

Edward Reid says the spring business is all right. Choice roses, gladioli and carnations are features of his stock.

Berger Bros. are featuring fine outdoor sweet peas, fine roses and carnations. Gladiolus are also an item.

Frank E. Miller, manager of J. H. Small & Sons, Washington, D. C., was a visitor the past week. K.

HOUSTON, TEXAS.—R. C. Kerr, of the R. C. Kerr Floral Co., calls the Cape Jasmine, Dixie fragrance.

COLLIERVILLE, TENN.—J. B. Cartwright, proprietor of the Cartwright Floral Co., has found a market for more than 50,000 peony blooms in northern cities thus far this season.

ST. JOSEPH, MO.—Frank Stuppy and wife and mother returned from Boston, Mass., June 4. Mr. Stuppy is greatly improved in health and is planning to add another house to his range this season.

Wholesale Flower Markets

PITTSBURGH, JUNE 8.	Per 100
Roses, Beauty, spl., per doz.	6.00
" " fcy., per doz.	5.00
" " ex., per doz.	4.00
" " No. 1, per doz.	1.50
" Killarney	6.00@ 15.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	8.00@ 25.00
" Columbia	6.00@ 20.00
" Ophelia	6.00@ 15.00
" Hilda	6.00@ 15.00
" Premier	8.00@ 20.00
" Madam Butterfly	6.00@ 15.00
Carnations	4.00@ 5.00
" Laddie	10.00
Cattleyas, each	1.00
Easter Lilies	20.00@ 25.00
Ferns, per 1,000	3.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.50
Calendulas	3.00@ 4.00
Sweet Peas	1.00@ 3.00
Smilax, per doz. strings	4.00
Valley	6.00@ 8.00
Lilies, Calla	15.00@ 20.00
Snapdragons, per doz.	.75@ 2.00
Peonies	8.00
Babybreath, per bch.	.50
Delphinium	8.00@ 10.00
Sweet Williams	2.00
Cornflowers	2.00
Coreopsis	3.00
Gaillardia	4.00
Gladioli	15.00@ 20.00

PHILADELPHIA, JUNE 8.	Per 100
Roses, Beauty, special	**30.00@ 50.00**
" " fancy	**10.00@ 20.00**
" Mrs. Chas. Russell	**6.00@ 35.00**
" Killarney	**2.00@ 6.00**
" Hadley	**10.00@ 40.00**
" Sunburst	**4.00@ 10.00**
" Wards	**3.00@ 6.00**
" Ophelia	**2.00@ 10.00**
" Columbia	**3.00@ 20.00**
" Premier	**6.00@ 20.00**
Adiantum	**1.50@ 2.00**
Asparagus, bunches	**.50**
Asparagus, strings	**.75@ 1.00**
Calendulas	**1.50@ 3.00**
Carnations	**2.00@ 6.00**
Cattleyas	**1.00@ 1.50**
Easter Lilies	**20.00@ 25.00**
Lily of the Valley	**6.00@ 8.00**
Smilax	**.35**
Snapdragons, per doz.	**.75@ 1.50**
Mignonette	**3.00@ 4.00**
Callas	**10.00@ 20.00**
Sweet Peas	**.25@ 1.50**
Freesia	**2.00@ 4.00**
Tulips	**2.00@ 4.00**
Larkspur, per doz.	**3.00@ 5.00**

WALLINGFORD, PA.—The Bickmore Greenhouses are adding four houses, 22x210 feet, which will be used for growing carnations.

THE McCALLUM CO.
Manufacturers—Importers
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MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.
Mention the American Florist when writing

ST. LOUIS, JUNE 8.	Per 100
Roses, Premium	4.00@ 20.00
" White Killarney	4.00@ 10.00
" Columbia	4.00@ 15.00
" Ophelia	4.00@ 15.00
" Killarney	2.00@ 6.00
" Russell	4.00@ 20.00
" Ward	2.00@ 6.00
" Sunburst	4.00@ 15.00
Calendulas	2.00@ 3.00
Carnations, Laddies	8.00@ 10.00
Carnations, fancy	3.00@ 5.00
Ferns, per 1,000	5.00@ 6.00
Valley	6.00
Mignonette	6.00
Smilax, per string	.20
Leucothoe	7.50
Galax, green, per 1,000	1.75
" bronze, per 1,000	1.75
Callas	10.00@ 15.00
Snapdragons, per doz.	2.00
Forget-me-nots, per bch.	.20

MILWAUKEE, JUNE 8.	Per 100
Roses, Kill'n'y, W. Kill'n'y	8.00@ 15.00
" Premier	12.00@ 35.00
" Ophelia	8.00@ 20.00
" Columbia	10.00@ 35.00
" Hoosier Beauty	8.00@ 20.00
Callas per doz.	2.00@ 3.00
Calendulas	3.00@ 4.00
Carnations	4.00@ 6.00
Sweet Peas	1.50@ 3.00
Fancy Ferns, per 1,000	6.00
Asparagus, per bunch	.50@ .75
Daisies	1.50@ 2.00
Gypsophila, per bunch	.50@ .75
Valley	8.00@ 10.00
Snapdragons, per dozen	.50@ 1.50
Gladioli, per dozen	1.50@ 2.00
Peonies	6.00@ 8.00

New York.

MARKET GRADUALLY IMPROVES.

Business was quiet in the wholesale district during the early days of last week, but there was an improvement toward the end. Moderately cool weather has prevented the market being flooded with worthless stock and although there has been more than enough to supply all demands it has, as a rule, arrived in fair condition. It seems that the frosts of a few weeks ago must have pinched the buds on many of the peonies as there is considerable stock of indifferent quality on the market, which is slow at $6 to $8 per 100. A limited quantity of fine stock is wholesaling at the rate of $12 to $16 per 100. With the peonies there are numerous offerings that have been grown in the open, including sweet peas, phlox, gaillardias, cornflowers and coreopsis. All this has a tendency to throw the carnations in the shade and they are slow and cheap. The market for American Beauty roses and orchids is sluggish. Many weddings are announced for this month, which should create a better demand for good stock. For such roses as Columbia, Ophelia and Premier the prevailing wholesale prices are from $3 to $15 and for exceptionally fine stock $20 per 100. A considerable stock of callas continues to arrive and both Easter lilies and lilies of the valley are plentiful, all moving at moderate prices. In addition to which is listed above, there are creditable offerings of gladioli, yellow daisies, snapdragons. Canterbury bells, larkspurs, marigolds, poppies, centaureas and stocks. Pansies of indifferent quality, continue to arrive.

June 6.—There is a fair movement in roses and peonies, but carnations and much of the outdoor stock is slow, particularly poppies, which have not been selling since Memorial Day. The weather continues moderately cool and favorable to stock.

WASHINGTON CONVENTION, AUGUST 16-18.

The transportation committee for the Society of American Florists' convention has requested us to make the following announcement: "Secretary John Young has sent us copies of communications from the Western, Transcontinental, New England, Trunk Line and Central Passenger Associations, setting forth the rebates obtainable on return journey from Washington, D. C., August next. These rates vary from one-half to one-third off on return. The rebate offered by the various trunk line associations will represent worthwhile savings, particularly to those traveling from points distant to Washington. Due to minor exceptions and limitations operating in certain territories the most advisable course for those who are planning to attend the convention is to consult local ticket offices where fullest information will be obtainable; all going must understand that these rebates can only be obtained through requesting same of agent at time of purchase of going ticket. The transportation committee of the New York Florists' Club has arranged for special parlor cars for members and their friends on a Pennsylvania railroad train leaving the Pennsylvania terminal, Eighth avenue and 34th street, Monday, August 15, at 11:08 a. m., daylight saving time, arriving at Washington at 4:30 p. m. A pleasurable trip to the convention city is anticipated and, in order to have the club delegation travel as one party, applications for parlor car space should be sent to Wm. Pedrick, Jr., division passenger agent, Pennsylvania System, 263 Fifth avenue, this city, as quickly as possible. Today is none too soon for reservations for those who have made up their minds to take in the convention. On receipt of your reservations Mr. Pedrick will immediately advise of location in car. Tickets may then be purchased (not before August 1, and not later than 12 noon Saturday, August 13) at the nearest ticket office where Pennsylvania R. R. tickets are sold. At the time of buying railroad ticket ask for necessary certificate for the obtaining of the reduced return fare. No member should fail to secure his certificate, as 350 of these certificates will have to be produced at the convention to be entitled to the rebate."

It has been stated that quite a number will go from here in their own automobiles. They are fortunate in being able to own machines, and since automobiles thieves are so numerous and have so highly specialized their industry we do not blame the owners for taking their machines with them. It should be an enjoyable trip, as we have reason to believe that there is plenty of good drinking water on the route. In a more serious vein; the means of transportation may well be left to individual choice. The leading idea should be to get there. For the good of the society as well as in consideration of the place of meeting, this convention should, and we doubt not, will be the greatest ever held. The Society of American Florists as a representative body of the trade, may have imitators, but it has no equals. When the approaching convention is called to order it will be but three days short of 36 years, since the plan was laid, in Chicago, for its formation. The first convention was held in Cincinnati, O., August 12-14, 1885. Happily a number of the pioneers of the movement are yet with us. In the years that have passed since its organization, many of the best minds in the trade of this country have freely aided in guiding its destinies. The surviving pioneers should be at Washington, to exult in the growth and sturdiness of the plant that they started as a tender shoot. The rising generation should be present to welcome and honor the pioneers.

NOTES.

A. T. DeLamare, who was appointed chairman of the "Good of the Club Committee," by President Hendrickson of the Florists' Club, has forwarded to all members a questionnaire asking their views on the matter of making the meetings of the club more interesting. The idea is a good one and it may be hoped that good results will follow. After the answers are in and have been discussed we may be permitted to further enlighten our readers on the subject.

The final meeting of the New York Florists' Club, previous to the vacation in July and August, will be held on the night of June 13. There should be a large attendance.

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A. F. F.

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Wholesale Flower Markets

NEW YORK, JUNE 8. Per 100

Roses, Beauty	$5.00@	50.00
" Columbia	3.00@	15.00
" Pilgrim	3.00@	12.00
" Hadley	4.00@	30.00
" Dunlop	3.00@	15.00
" Dbl. Wht. Killarney	3.00@	12.00
" White Killarney	2.00@	8.00
" Aaron Ward	3.00@	12.00
" Ophelia	3.00@	15.00
" Mrs. Chas. Russell	3.00@	15.00
" Premier	3.00@	20.00
" Scott Key	5.00@	40.00
" Sunburst	2.00@	10.00
Adiantum Croweanum and Hybrid	.75@	1.00
Asp. Plumosus, per bunch	.25@	1.00
Carnation Laddie	6.00@	8.00
Carnations	2.00@	4.00
Cattleyas	25.00@	125.00
Lilies, white	12.00@	15.00
Lily of the Valley	2.00@	5.00
Callas, per doz.	1.50@	2.00
Smilax, doz. strings	2.50@	3.50
Snapdragons, per dozen	1.00@	2.00
Daisies, yellow	.50@	3.00
Larkspurs, per doz.	.75@	1.50
Peonies	4.00@	12.00
Gladiolus, per doz.	1.50@	2.50
Coreopsis		1.00
Sweet Williams		1.00
Gaillardia	1.50@	2.00

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Steamship Sailings.

FROM NEW YORK EXCEPT AS NOTED.

June 13.

FROM NORFOLK, Mississippi, I. M. M. Lines (Antwerp).

June 14.

Italia, Cunard-Anchor Line (Naples-Trieste).

June 15.

Carmania, I. M. M. Lines (Liverpool).
Mauretania, I. M. M. Lines (Southampton).
FROM BALTIMORE, West Chatala, I. M. M. Lines (Hamburg).
FROM PHILADELPHIA, Deranof, I. M. M. Lines (Hamburg).

June 16.

Mongolia, I. M. M. Lines (Hamburg).
FROM BOSTON, Oxonian, I. M. M. Lines (Liverpool).

June 17.

Bergensfjord, Norwegian-America Line (Norway).
Canopic, I. M. M. Lines (Gibraltar-Genoa).
Canada, Fabre Line (Marseilles).
Tarantia, Cunard-Anchor Line (London).
FROM MONTREAL, Venusia, Cunard-Anchor Line (London).

June 18.

Westerdyk, Holland-America Line (Rotterdam).
La Savoie, French Line (Havre).
Bovic, I. M. M. Lines (Liverpool).
Mahopic, I. M. M. Lines (London).
Bovic, I. M. M. Lnes (Manchester).
Finland, I. M. M. Lines (Antwerp).
Gothland, I. M. M. Lines (Danzig).
Galahad, I. M. M. Lines (Glasgow).
Columbia, Cunard-Anchor Line (Liverpool).
San Juan, Porto Rico Line (San Juan).
FROM BOSTON, Maryland, I. M. M. Lines (London-Antwerp).
FROM MONTREAL, Megantic, I. M. M. Lines (Liverpool).
FROM BOSTON, Zuiderdyk, Holland-America Line (Rotterdam).
FROM BALTIMORE, Yseldyk, Holland-America Line (Rotterdam).

Albany, N. Y.

Danker FLORIST

The Best Service

MEMBER F.T.D.

Kansas City, Mo.

The Apollo Flower Shop

4 East 11th Street
We Carry the Largest Stock of Cut Flowers in the City. We Please the People.
Home Phone: Main 3852 Bell Phone: Main 1034

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.

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Oldest Florist South
121 BARONNE STREET
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National Florist
FLORAL ARTIST
423-425 Richmond Terrace
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HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Mention the American Florist when writing

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.
Member of Florists' Telegraph Delivery.

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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F.T.D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Milwaukee, Wis.

FOX'S
Incorporated
437-39-41 Milwaukee Street
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Omaha Neb.

Hess & Swoboda

FLORISTS
1415 Farnum St. PHONES: 1501 and L1582
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

For St. Louis

WIRE
Grimm & Gorly

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Members of Florists' Telegraph Delivery.

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FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—American Beauty Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—A. Eckrich, 924 Madison Ave.
New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—N. Christatos.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Mathew A. Battisia.
New York—A. Meyer, 1062 Madison Ave.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
New York—The Boulevard Florist.
Oklahoma City, Okla.—Furrow & Co.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.
We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS
Seattle's Leading Flower Shop
1536 SECOND AVE.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Savannah, Ga.

JOHN WOLF

The Largest Grower of Cut Flowers in the South

Mention the American Florist when writing

Knoxville, Tenn.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.
Members F. T. D.

Mention the American Florist when writing

Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK,

413 Madison Ave.
Bellevue Avenue, NEWPORT, R.
Summer Season.

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Chicago

Congress Flower Shop

CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing

New York Telephone Audubon 6618
Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY.
Orders from Other Cities filled with promptness

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building, 4 South Jefferson Street, Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

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Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing

Salt Lake City, Utah

Evans Floral Co.

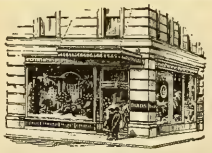
261 South State Street
Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.

Mention the American Florist when writing

Oak Park, Ill.

AVENUE STATE BANK BLDG.
WILLIAM PALMER
FLORIST
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing



DARDS

341 Madison Ave.
Opp. Hotel Biltmore
New York

The Leading Florist for nearly Half a Century

Mention the American Florist when writing

CHICAGO
75 E. Adams St.

HENRY Wittbold and Son DECORATORS
FLORAL FLORISTS

EVANSTON, ILL. 3025 Central St.

Members of Florists' Telegraph Delivery.

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Kansas City, Mo.

Samuel Murray

1017 Grand Avenue
Member Florists' Telegraph Delivery

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST KCMO

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florists

JOHN BREITMEYER'S SONS

1314 Broadway

PHILIP BREITMEYER, - President

Boston, Mass.

Penn, The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FflorIst
900 Fourteenth Street

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

New York. Established 1849

David Clarke's Sons
2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
ROSES ORCHIDS VIOLETS
NEW ORLEANS
F.T.D.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

The Dominion Floral Co.
484 St. Catherines St., West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

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Washington, D. C.

BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

A. Mathers
Telephones: Lenox 2352, Lenox 7019
1062 Madison Ave., Near 80th St.
NEW YORK
Orders from other cities promptly filled.

Mention the American Florist when writing

Toronto, Can.
Canada's Best Known and Most Reliable Florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured

Nashville, Chattanooga and Atlanta
THREE STORES
MEMBER Florists' Telegraph Delivery
Joy's

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New York

Matthew A. Battista
FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

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Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
***Irene Hayes,* Inc.**
F. T. D.
799 Park Avenue
Telephone Rhinelander 3087

Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS
621 Penn Ave.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Hartford, Conn.

WELCH'S Flower Shop

Also Store at New Britain, Conn.
Established 1885.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Col

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.

138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO OPPOSITE FIELD'S — DETROIT

Central Floral Co. 132 N. State, CHICAGO 1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

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ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros. Finest floral studio in Northwest. Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers Personal Service — Members F. T. D.

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Brooklyn, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

Mention the American Florist when writing

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel. Next annual meeting, will be held at St. Louis, June 20-21, 1921.

THE cotton crop is 66 per cent normal.

MILWAUKEE, WIS.—The Bowen Seed Co. is a new concern here.

ALBERT DICKINSON and wife, Chicago, will spend the summer at Lake Mohonk, New York.

IT is reported efforts will be made to put grass and clover seeds, now free, on the dutiable list.

MOTOR costs of bringing French bulbs to Marseilles from Ollioules growing district will be reduced.

IT is said that the 10-cent packets in the commission box trade have not sold as freely as the 5-cent kind.

BURLAP is lower, 8-ounce being offered at about $3.60. Will someone tell the trade when to lay in next season's supply?

A SPECIAL from Frankfort to the Journal of Commerce says a big rise in the home price of potash is expected in Germany.

PRICE of bags at Chicago, June 8, American, 16 oz., $30.00 per bale, in bale lots or over; Railroads, 16-oz., $30.00; Crown, 12-oz., $23.00.

CALIFORNIA growers estimate the freesia crop will be better than last year, but with a reduced acreage and a continued scarcity of the larger sizes.

HERBERT HOOVER says: "Had the fertilizer industry known about the store of Chilean nitrates held during the war, it would be $30,000,000 to the good today."

VISITED CHICAGO: Frederick C. Gloeckner, formerly with the Henry F. Michell Co., Philadelphia, Pa., enroute to California, where he expects to locate.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, June 8, were as follows: Timothy, $4.25 to $6.00 per 100 pounds, Red Clover, $10.00 to $16.00.

LANSING, MICH.—A sales executive of the Olds Motor Works, returned from a trip through "farmerland," says farmers are beginning to feel more optimistic and are spending money more freely.

SALT LAKE CITY, UTAH.—In an opinion recently rendered by Harvey H. Cluff, Attorney General, it is stated that any agreement which seed dealers may print on the label of a seed package, or on their invoices, disclaiming responsibility for the germination, purity or even variety of the seeds sold, cannot relieve them from liability for violation of the Utah pure seed law. Full details will appear in a later issue.

JOHN C. BODGER, the well known California seed grower, is producing cut flowers for the Los Angeles market, growing aspidistras for the plant trade and coquetting with miscellaneous bulbs as Pacific Coast crops for profit.

THE 1920 census of manufacturers of the United States issued by the Department of Commerce shows fertilizer production in 1919 was $278,610,000 from 599 establishments, compared with $153,196,000 and 784 manufacturers in 1914.

PEAS for canning are grown principally in Wisconsin, New York and Michigan. In 1920 Wisconsin had 46,406 acres, New York 18,854, Michigan 8,527. Wisconsin produces over one-half of the canning peas of the United States.

GRAND RAPIDS, MICH.—A. J. Brown, of the A. J. Brown Seed Co., and Mrs. Brown opened their summer house at Northport Point, Mich., with a house party over Memorial Day. Mr. Brown is on record as having contributed $500 to the new Y. M. C. A. building.

THE Woolworth stores on State street, Chicago, have been making liberal displays of D. M. Ferry & Co.'s large 10-cent seed packets. This is in great contrast to by-gone days when such department stores displayed three packets at a price of five cents for the lot.

THE Jerome B. Rice Seed Co., Cambridge, N. Y., says that generally speaking, seed crops have gone into the ground under fairly favorable conditions and rather earlier than usual. The acreage has been materially reduced in nearly all lines as compared with recent years.

THE S. F. Leonard Seed Co., 226-230 Kinzie St., Chicago, is moving its offices from the first to the second floor to give the clerical and packing forces much needed additional space. The firm occupies the entire building, 67x107 feet, five floors and basement and has extensive warehouses in the onion set and Wisconsin pea districts.

Southern Seedsmen's Association.

MEMPHIS CONVENTION, JUNE 20-21.

The third annual convention of the Southern Seedsmen's Association will be held in Memphis, Tenn., June 20-21. A very interesting program has been arranged, which will include a number of timely papers, the election of officers and a barbecue. The seedsmen will meet for the first session on Monday morning, June 20 at nine o'clock. Hon. J. R. Paine, mayor of Memphis, will deliver the address of welcome, and will be followed by President R. B. Buchanan. The afternoon meeting will begin at two o'clock, and will be devoted to the presentation of papers, and the election of new members. On Tuesday morning, June 21, the organization will convene in executive session, and general business will be disposed of. On the afternoon of that day the barbecue will be held. Members will leave Memphis at 10:10 p. m. for St. Louis, Mo., where the annual meeting of the American Seed Trade Association will take place, June 22-24.

The following are some of the papers that will be presented: "The Sweet Potato," by J. C. Holton, of the Mississippi Agricultural College; "Seed Legislation," by Herbert Bebb; "The Place of Plant Breeding by Commercial Companies," by Herbert J. Webber, Hartsville, S. C.; "Seed Analyzing," by Mr. Lacky, Department of Agriculture, Oklahoma City, Okla., and "The Relations of the Seedsmen to the Farmer," by Prof. Lloyd.

Iowa Seed Dealers' Association.

The annual meeting of the Iowa Seed Dealers' Association was held at Des Moines, Ia., June 1. The principal topic under discussion was the new state law and its application. E. L. Redfern, of the Iowa food and dairy commission, was present and offered suggestions and the co-operation of his commission with the seedsmen of the state in the enforcement and application of the new law. New members were admitted, and it was decided to hold a semi-annual session the latter part of September at Iowa State College, Ames.

The following officers were elected for the coming year: J. T. Hamilton, Cedar Rapids, president; W. H. Talbott, Osceola, vice-president; A. M. Eldridge, Shenandoah, secretary, and J. T. Hofler, Nora Springs, treasurer.

French Bulb Prices.

Prices asked for Narcissus Paper White by the Growers' Syndicate, M. Ordinaire, president, according to cable advises this week, remain the same as decided upon the end of April. Other kinds, such as Narcissus Grand Soleil d'Or, white Roman hyacinths and lilium candidum, show no sign of a price decline, but rather a firmer tendency. It is believed here that the

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

VAUGHAN'S CYCLAMEN

Prices on Cyclamen seeds are net—no discount.

The seed is saved only from perfect plants. Shape and size of flowers, foliage and stems and general habit are points on which our seed plants are selected. There is no better Cyclamen seed in the market.

GIANT ENGLISH GROWN

Prices (except where noted)—100 seeds, **$1.40**; 1000 seeds, **$12.00** net.

Mrs. Buckston. Bright salmon, frilled petals, 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Pink Pearl. Lovely pale salmon pink. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Cherry Ripe. Nearly scarlet. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Saint George. Foliage is beautifully margined with bright silver, not unlike the Begonia Rex, and the flowers are a rich salmon color. 100 seeds, **$1.60**; 1000 seeds, **$14.00.**

Crimson Saint George. Foliage is beautifully margined and ornamented with bright silver. Flower vivid crimson, produced in abundance well above the foliage. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Mrs. L. M. Graves. The flowers are freely produced and are carried well above the foliage. The color is an intense and brilliant salmon scarlet. A healthy vigorous grower and comes true from seed. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Brilliant Giganteum. Very robust grower. Fiery crimson flowers. 100 seeds, **$1.60**; 1000 seeds, **$14.00.**

Queen Mary. Salmon with claret base.

Rosy Morn. Delicate rose color. Claret base.

Grandiflorum Album. The largest giant white.

Excelsior. White with red base. Extra large flowers.

Duke of Fife. Dark rose.

Princess of Wales. Deep pink.

Princess May. Pale pink.

Salmon King—100 seeds, **$1.60**; 1000 seeds, **$14.00.**

English Varieties, Mixed—From separate sorts.

	100 Seeds	1000 Seeds
Fairy Queen. Large frilled white with crimson eye	$2.00	$18.00
Giant Salmon. Semi-double salmon. Very large and free-flowering	2.00	18.00
Giant Rose. Bright rosy pink with red eye. Very free-flowering, one of the best pinks	2.00	18.00
Rosea Superba. Deep shell pink	1.65	14.00
Glory of Wandsbek. Salmon	1.65	14.00

	100 Seeds	1000 Seeds
Wine Red. Very large and fine **Christmas Cheer.** Blood-red **Magnifica.** Dark rose pink **Daybreak.** Delicate pink **Pure White.** Very large **White with Pink Eye.** Very large and fine. **Victoria.** White tipped with pink, fringed edge **Lavender.** Dark and light shades, very beautiful	$1.50	$12.00

Prices quoted are net. If you did not get our Midsummer List, ask for a copy.

CHICAGO **VAUGHAN'S SEED STORE,** **NEW YORK**

growers have been led to these high demands by operations of one or more Holanders who have established growing stations in the south of France, and as growers would profit by an advance in price of the crop harvested from the fields.

Six leading English seed and bulb dealers anounce in the Horticultural Trade Journal of England that they do not intend to purchase French bulbs at the high prices named by the French growers' syndicate in April.

New York dealers in French bulbs expect to have a second meeting, June 13.

Dutch Bulbs.

We have received the following regarding the Dutch bulb crop, dated May 20: "At present the outlook is for only a fair crop of all bulbs, such as hyacinths, tulips, crocuses and narcissi. The weather is still very dry and some tulips are ready to dig, which is too early. If we get rain soon, we may expect a little better crop of late tulips."

Crimson Clover Seed.

The outlook for domestic crimson-clover seed production this year is gloomy. Reports submitted by growers and shippers to United States bureau of markets indicate that the commercial supply of domestic seed of this

JEROME B. RICE SEEDCO.

WHOLESALE SEED GROWERS

America's Largest Producers of Seed Peas

Also a Complete Line of

VEGETABLE SEEDS

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SPECIALTIES:

Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.

Write for Special Contract and Spot Prices.

Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn**

Henry Berrien Fish

Carpinteria, Calif.

I have for immediate delivery seed stock of these varieties, hand-picked and ready for planting:

Fordhook Bush Lima

Wood's Prolific Bush Lima

Large White Pole Lima

Lazy Wife Pole

Write for Quantities and Prices.

McHutchison & Co.

OFFERS FROM STORAGE

VALLEY PIPS, Dutch or German type, in case lots of 2,500 pips. **LILY BULBS, Giganteum,** 6-8, 8-10, 9-10; **Magnificum** and **Rubrum,** 9-11. **BAMBOO CANES,** Japanese and domestic, natural and dyed green, all sizes. **RAFFIA,** natural and colored, 25 lbs. up.

SUMMER SHIPMENT.

FERNS IN FLATS, July-August shipment. **DRACAENA CANES,** May shipment. **PALM SEEDS, Kentia Belmoreana** and **Forsteriana, Cocos Weddeliana, Etc.**

FALL SHIPMENT.

DUTCH BULBS, MANETTI STOCKS, CHINESE SACRED LILIES, VALLEY PIPS, JAP. LILY BULBS, DRACAENA CANES, FRENCH BULBS, FREESIAS and CALLAS, BEGONIAS and GLOXINIAS, Etc., Etc.

Write for prices, stating your requirements.

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Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

Dutch and French Bulbs

C. J. Speelman & Sons
Sassenheim, Holland

Lagarde & Speelman
Ollioules, Var. France

NEW YORK OFFICE
470 GREENWICH ST.
Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

crop will be even smaller than the 350,000-lb. crop of last year. The yield per acre in Maryland is expected to be only 30 per cent of normal and of 1920, or about 150 pounds. In Delaware a yield of 360 pounds is indicated. Harvesting began May 30, but no offers have been received by growers for their seed. In North Carolina, where considerable crimson-clover seed is usually harvested and sold in the chaff, a production 90 per cent normal and 75 per cent of last year is indicated by reports of decreased yield and acreage. Most of this seed is sold to farmers locally and in adjoining counties and the price does not follow very closely the market for clean seed. Growers are expecting $10 per 100 pounds in the chaff.

Canners' Prices.

The opening prices of the California pea packers have been announced; one new pack No. 2 petit pois, listed at $3; fancy melting, $2.55; fancy sifted, tender sifted, No. 10's, $7, and sifted $1.30; No. 10 fancy sifted, $8; sweet tender sifted, No. 10s, $7, and sifted 10s, $6.25. These prices are considerably lower than a year ago.

Michell's Primula Seed

PRIMULA CHINENSIS

	½ tr. pkt.	Tr. pkt.
Michell's Prize Mixture. An even blending of all colors	$0.60	$1.00
Alba Magnifica. White	.60	1.00
Chiswick Red. Bright Red	.60	1.00
Duchess. White with zone of rosy carmine, yellow eye	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens. Crimson	.60	1.00
Rosy Morn. Pink	.60	1.00

PRIMULA OBCONICA GIGANTEA

A great improvement over the old type; flowers much larger

	Tr. pkt.		Tr. pkt.
Lilacina, pale lilac	$0.50	**Rosea,** pink	$0.50
Kermesina, deep crimson	.50	**Alba,** white	.50
		Hybrida Mixed	.50

Also all other Seasonable Seeds, Bulbs and Supplies. Wholesale Price List Free.

HENRY F. MICHELL CO., 518-516 Market Street, PHILADELPHIA, PA.

Flower Seeds
KELWAY'S

choice strains of Florists' Flowers are unsurpassed and have received over 300 Exhibition Awards, gained in the worlds leading centers.

Prices available now—spot or growing crops. The address

KELWAY & SON, Wholesale Seed Growers, **Langport, England**
Cables: "Kelway, Langport."

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FIELD SEEDS

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WHOLESALE
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GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

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J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

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Lily of the Valley Pips

EXTRA FINE STRAIN EXHIBITION
Size GERMAN "LUBECK" PIPS
Just Arrived.

Price in cases, 1000, 500 or 250 each, on application.

J. M. THORBURN & CO.
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Woolworth Building
NEW YORK CITY
Importers
Japanese Bulbs, Plants and Seeds

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Sweet Pea, Nasturtium and Flower Seeds
GUADALUPE, CALIFORNIA

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SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

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Seeds Which Succeed

Bloomsdale Farm — BRISTOL, PA.

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An experience of half a century in producing high grade

GARDEN SEEDS

at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

S. D. WOODRUFF & SONS

Orange, Conn., and New York City.

SEEDS

Flower, Vegetable and Farm

Send your inquiries to

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231-235 W. Madison St., Chicago

Before Placing Orders for SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Grass and Clover Seed Prices.

The following were the wholesale prices in dollars per 100 pounds on timothy, Kentucky blue grass, red top and red clover at principal points of distribution, May 28, 1921, as given by the Government Market Reporter of June 4, 1921:

	Timothy	Ky. Blue Grass	Red Top	Red Clover
New York ..	$7.00	$33.00	$15.00	$18.00
Baltimore ..	7.25	32.00	14.00	18.00
Richmond ..	7.75	33.00	15.50	17.00
Buffalo	7.25	33.00	14.75	19.25
Toledo	6.95	34.00	15.00	22.90
Louisville ...	8.00	31.00	17.00	23.00
Chicago	6.40	33.50	14.00	18.00
Minneapolis .	6.50	35.00	16.00	21.50
St. Louis ...	7.15	37.00	14.00	20.00
Kansas City.	7.00	35.00	15.00	18.00
Denver	6.75	34.00	15.00	20.00
Salt Lake ..	7.00	36.00	17.00	17.00
Seattle	7.50	35.00	18.00	21.00
Average for the United States same date 1920	$12.75	$28.25	$18.50	$46.15

Clover:

PLANTS

Now Ready
SEEDLINGS
$10.00 per 1000
1000
2¼ inch..$40.00
2½ inch.. 55.00
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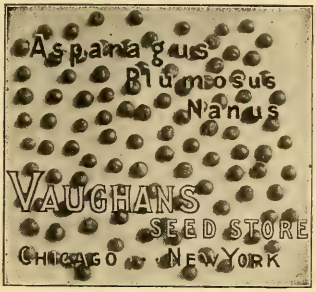
Western Springs, Illinois



SEEDS

Greenhouse Grown
1000 seeds, $3.50
5000 seeds at $3.25....per 1000
10,000 seeds for..... $27.50
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CHICAGO

Valley for June Weddings

NEW STOCK READY FROM COLD STORAGE

Bruns' Celebrated Chicago Market Brand		Florists' Money Maker Brand	
$35.00.....per 1000	$10.00.....per 250	$30.00.....per 1000	$8.00..... per 250
20.00.....per 100	5.00.....per 100	16.00.....per 250	4.00.....per 100

I carry over 2,500,000 of the Finest Valley Pips in storage, and facilities enable me to make shipments the same day or not later than the day following receipt of order.

If it's Valley, I can supply it. Tell me what you want.

H. N. BRUNS, 3032-42 W. Madison St., Chicago, Ill.

Hogewoning & Sons, Inc.

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299 Broadway, New York

BURPEE'S SEEDS GROW

Wholesale Price List for Florists and Market Gardeners.

W. Atlee Burpee Co.
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JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.

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DUTCH BULBS

Standard Bulb Company
BENTON HARBOR, MICH.
Ask prices.

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Seed Growers

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

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438 MARKET STREET

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GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.

WHOLESALE SEED GROWERS

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The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June 22-24, 1921.

THE outdoor irises, orchids of the flower garden, are making rapid strides in popularity.

THE largest elm in the United States is at Wethersfield, Conn. It is 30 feet in circumference, 97 feet high and 250 years old.

LEMON growers in California claim they are unable to market their product because of increased freight rates and orchardists invite visitors to help themselves.

HARVEY, ILL.—Students of the Harvey high school visited Vaughan's nurseries at Western Springs, May 31, and were taken on a tour of inspection through the establishment.

MINNEAPOLIS, MINN.—Theodore Wirth, superintendent of parks, and wife have returned from Annapolis, Md., where they attended the graduation of their son from the naval academy.

JOHN WATSON, secretary of the American Association of Nurserymen, says that J. C. Vaughan is the only living member who attended the first convention of that organization at Chicago in 1876.

GENEVA, N. Y.—The William Smith park, comprising 27 acres, and formerly owned by the W. & T. Smith Co., who used it to display ornamental nursery stock, was sold recently for building purposes. The Smith company had generously offered it to the public for park purposes, but the authorities failed to grasp the opportunity.

Azalea Ledifolia Alba Dutiable.

The board of general appraisers in a claim in protest that Azalea ledifolia alba should be classified as nursery stock under paragraph 211 of the tariff act of 1913 has held that congress in specifying Azalea indicate in paragraph 210 in a way excluded all other azaleas and the claim of 15 per cent ad valorem was sustained.

Northwest Peony and Iris Society.

The Northwest Peony and Iris Society, in conjunction with the American Iris Society, held its second annual show at Minneapolis, Minn., June 2-3. In spite of an unfavorable season the display was successful in every way. The exhibits consisting entirely of irises were placed in the show rooms of the Pence Automobile Co., Hennepin avenue and Eighth street. There were about 5,000 blooms on exhibition. Some of the better varieties displayed were Lard of June, White Knight, Pallida Dalmatica, Fairy Ma Mie, Mme. Cherau, Glory of Hillegom, Jacquesiana, Monsignor and many others.

The sweepstakes prize, a silver cup, was awarded to Prof. Arny of the University of Minnesota farm school. W. E. Freyer, Mantorville, Minn., had a large display of seedlings and Miss Grace Sturtevant, Wellesley, Mass., exhibited irises of the Avalon type.

American Peony Society.

The eighteenth annual exhibition of the American Peony Society, to be held in conjunction with the Massachusetts Horticultural Society, will take place at Horticultural hall, Boston, June 18-19. The business meeting which will precede the banquet, will be held Saturday evening, June 18, in the banquet room of Horticultural hall. Members who intend to be present at the annual dinner of the society will kindly notify the local committee, consisting of A. H. Fewkes, Winthrop H. Thurlow and Harry A. Norton, as soon as possible on Saturday or before.

Headquarters will be maintained at Horticultural hall, due to the fact that there is no hotel conveniently situated to the place of exhibition. The hall can be reached by taking any outward bound Huntington avenue car, either at Park street subway station, Boylston street, or Huntington avenue. The following hotels are located within easy reach of these cars: Hotel Lenox, Copley Plaza, Hotel Vendome, Hotel Brunswick, Hotel Touraine and the Parker house.

The premium list is now ready and copies may be had on application to A. P. Saunders, Clinton, N. Y., or W. P. Rich, Horticultural hall, Boston.

The judges for the show are as follows: Harry Norton, Ayers Cliff, Quebec; Bertrand H. Farr, Wyomissing, Pa.; A. H. Scott, Front and Market streets, Chester, Pa.; Prof. A. P. Saunders, Clinton, N. Y.; James Boyd, Haverford, Pa., and R. T. Brown, Queens, L. I.

Netherlands Trade in Nursery Stock.

According to United States Consul General George E. Anderson, Rotterdam, the nursery and plant trade in the Netherlands shows some of the depression to be noted in other lines, but on the whole the condition is considered satisfactory. Shipments to various countries so far this season have been lighter than usual, but trade prospects for the coming season are more promising. Exports to the United States have been small compared with last year, although in value the trade in 1920 was not up to the standard of the year before. The trade last year compared with that of 1919 was as follows:

Articles	1919	1920
Growing flowers and plants	$ 131,314	$ 65,461
Trees and shrubs	1,257,836	1,009,954
Fruit trees	7,791	43,644
Other plants	464,433	140,413
Total	$1,861,374	$1,319,472

Most of the decreased shipments of trees and shrubs, which include roses and similar plants, were due to the collapse in the trade with Germany, which fell from $249,396 in 1919 to $23,212 in 1920, but the exports to the United States also fell from $173,178 in 1919 to $47,664 in 1920. Shipments to almost all countries other than Great Britain fell off materially, but exports to Great Britain increased from $158,772 to $473,785. There was also a decrease in shipments of miscellaneous plants to all countries, but the decrease in shipments to the United States from $278,825 in 1919 to $35,075 accounted for most of the loss. Nearly all fruit trees, plants in pots and the like went to Great Britain and Belgium.

Exports in flower bulbs in 1920 showed a decrease compared to the value of the exports in 1919, but the decrease was in value rather than in volume and the United States showed an increase. The exports of flower bulbs, according to Dutch statistics, were as follows:

Destination	1919	1920
Germany	$ 580,610	100,236
Belgium	50,095	97,676
Great Britain	1,187,627	724,633
France	153,579	118,170
United States	2,119,482	2,219,676
Norway	422,910	317,362
Sweden	1,353,499	1,154,430
Denmark	746,104	450,011
Canada	18,162	126,690
All other	374,961	207,077
Total	$6,998,029	$6,515,961

VIBURNUM PLICATUM

Also Berberris Thunbergii, Hydrangea Paniculata, Weigelia, Spireas, Etc.

Ask for complete list of Oak Brand Shrubs.

The LEONARD & JONES CO — WEST GROVE PENN'A.

Robert Pyle, Pres. — Asst. Wintzer, Vice-Pres.

Mention the American Florist when writing

The Barclay Nursery

Importers and Growers of
Seeds, Bulbs, Plants, Trees, Vines, Shrubs and All Hardy Perennials.
All Kinds of Decorative Plants.
Our Specialty—Everblooming Hardy Roses, Boxwood and Rhododendrons.

60 Barclay St., 14 West Broadway and 62 Vesey St., New York
Telephone: Cortlandt 1518.

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THE

Storrs & Harrison Co.

PAINESVILLE NURSERIES

Catalogues and Price Lists Free on Application.

PAINESVILLE, - OHIO

Mention the American Florist when writing

HILL'S EVERGREENS

Best for over half a century. Firs, Spruce, Pines, Junipers, Arbor Vitaes, Yews, in small and large sizes. Send for price list.

The D. Hill Nursery Co., Inc.

Evergreen Specialists—
Largest Growers in America.

Box 404, - - DUNDEE, ILLINOIS

Mention the American Florist when writing

The Elm City Nursery Co.

IBOLIUM PRIVET

THE NEW HARDY HEDGE

To be introduced to the public this fall for the first time.

BOX-BARBERRY

2-Year Old IBOLIUM PRIVET

Now too well known to need further description

We are now ready to quote trade prices to houses who wish to catalog these novelties in their forthcoming issues.

INTRODUCERS

THE ELM CITY NURSERY COMPANY
Woodmont Nurseries, Inc.
NEW HAVEN, CONN.

Mention the American Florist when writing

We have on hand the largest stock of
Boxwood in New England; all shapes.
RHODODENDRONS
Parson's Hardy American Seedlings.
FANCY EVERGREENS, for tubs.
300 BAY TREES
All sizes, standard shapes.
MONTROSE NURSERIES
Wakefield Center, Mass.
(Office and Salesroom) 31 Otis St., Boston, Mass.
N. F. McCarthy & Co., Props. Send for catalog.

Grape Phylloxera.

A quarantine against the importation of grape vines and protective measures for their inspection and fumigation are recommended by specialists of the United States Department of Agriculture as means of preventing the spread of the grape phylloxera in California. An extensive study of the life history of the insect has been made by specialists of the department, a report of which was recently published in department bulletin No. 903, "The Grape Phylloxera in California."

The methods recommended by the specialists are in force in a number of sections in the California grape districts. The grape phylloxera, according to the bulletin, is a native of the Mississippi valley and made its appearance on the Pacific coast among cultivated grapes planted about the missions as early as 1858. It has spread throughout the most of the grape districts in the state, and has caused such serious damage that many vineyards have had to be replanted two and three times. Though it is difficult to determine the loss caused by this pest, estimates place the destruction at about 75,000 acres of grapes during the last 60 years.

Fruit Shortage Predicted.

The state agents of the bureau of crop estimates, United States Department of Agriculture, report that there will be a short fruit crop this year. The shortage will be fairly general east of the Rocky mountains, except in portions of Michigan, New York and New England. The reports refer particularly to stone fruits, such as cherries, plums and peaches, but also indicate that there will be a material shortage of apples and grapes, though not as extensive as the shortage of stone fruits. It is too early, the statisticians say, to make an estimate of the probable yield of blackberries and raspberries. With the shortage of stone fruits, it is expected that the fruit supply will be limited in many sections. While considerable frost damage has occurred in some parts of California, the general outlook for deciduous fruits on the Pacific slope is still regarded as good.

Trees of Great Age.

The New York Sun tells of a tree "said" to be living in Mexico, that is 6,000 years old. It is described as a cypress 36 feet in diameter. But there are really baobab trees in Africa credited with 4,000 years, and the big sequoias in California are given an age approximately 3,000 years. Yews in England are believed to be of equal age, with many oaks and elms known to be 800 years old.

Golden Yellow Sweet Peas

I have been asked, "Why dye peas when there are so many natural colors, tints and shades?"

First—There is no real yellow, apricot or burnt orange pea supplied by nature.

Second—People like these colors and shades and buy them repeatedly just as they do lavender, pink, etc.

Third—The greater the variety of colors offered the public, the more peas the retailer sells. Try it and see.

Fourth—The cost is almost nil. One quart will dye about 2,500, or one cent per bunch of 25.

Fifth—Usually one needs white or very light shades of pink peas in quantity only occasionally, and at other times they can be dyed.

Sixth—In design work, such as the "Eastern Star," you need yellow flowers that stand up well. At such times, yellow carnations are of special service, and it would not pay you to grow natural yellow carnations throughout the season.

Seventh—Try yellow, apricot or burnt orange peas with deep blue or purple in corsage work, etc.

Some, in making trial order, write as if they expect to be "skinned."

All such are going to be agreeably surprised. If I were not sure it will do just as I claim so I will get repeat orders, I should never offer it for sale at all. I think life entirely too short for one to be anything else than on the square. It is not practicable to offer free samples, and the dollar trial will not likely pay expenses while I am convincing you.

Some seem to think the flowers are dipped, so the dye is on the outside. We fill jelly glasses three-fourths full of dye solution and stand stems of fresh cut peas in this in the evening, leaving them thus overnight. In the morning, lift them out, rinse, dry off stems and stand them in fresh water as though just cut. In a few minutes they may be bunched without staining the hands. But should you get the dye on the hands, it may be quickly renewed by a little borax and water, or even soap lather soon takes it off.

Price, sufficient to make one quart, $1.00, prepaid. Six for $5.00.

H. S. McCLENAHAN
40th and Phillips Streets, OKLAHOMA CITY, OKLA.

Mention the American Florist when writing

2-yr. Bench Roses

	Per 100	Per 1000
Russell	$ 8.00	$75.00
Sunburst	8.00	75.00
YOUNG STOCK		
Ophelia, 3-inch	9.00	80.00
Sunburst, 2½-inch	9.00	80.00

Good stock.

GEO. REINBERG
30 E. Randolph St., CHICAGO, ILL.

Mention the American Florist when writing

ABUNDANCE OF STOCK

	100	1000
2¼ in. **Ageratums,** two varieties	$2.75	$25.00
2¼ in. **Alyssum,** Little Gem	2.25	20.00
2¼ in. **Coleus,** red and yellow	2.75	25.00
2¼ in. **Geraniums,** Nutt and Buchner	4.25	40.00
2¼ in. **Salvia Splendens**	4.00	35.00
2¼ in. **Vincas,** variegata	4.25	40.00
2¼ in. **Alternantheras,** red and yellow	3.25	30.00
4 in. **Caladiums**	12.50	

Cabbage Plants, all varieties, $3.50 per 1000, or $30.00 for 10,000.

Correspondence solicited.

ALONZO J. BRYAN
Wholesale Florist, Washington, New Jersey

Mention the American Florist when writing

CHAS. H. TOTTY
MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty.

Mention the American Florist when writing

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.

342 pages, illustrated. Price, $2.25.

American Florist Co.
440 S. Dearborn St., CHICAGO

SPECIAL OFFER OF HEATHER
Heather Melanthera and Ovata, French Trumpet Hybrids, Coredenoides Veitchii, out of 1¾ inch pots ready for shift, $100.00 per 1000.
A. L. MILLER, Jamaica, N. Y.

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Elmer D. Smith & Co.
ADRIAN, MICH.
Chrysanthemum Specialists
Catalogue Free.

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CARNATIONS
F. Dorner & Sons Co.
Lafayette, Ind.

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Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Dooley, Cook County, Ill., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

ATHENIA, N. J.—Wm. M. Hunt & Co. have purchased the strawberry plant growing business of C. Kevitt.

THE new Municipal market for truckers on Milwaukee avenue, Chicago, was opened the last week of May.

BARBERS in Iowa are said to be charging double price for shaving farmers, whose faces are twice as long as usual, owing to the low price of corn.

VINITA, OKLA.—Plans are being made to form a truck growers' organization of farmers in this vicinity. Strawberries will be planted for fall and next year's crops.

THE standard barrel of the United States should contain 7,056 cubic inches, with 28½-inch staves and 17¼-inch heads, head material not thicker than 2/5 of an inch.

LABOR, leaving the cities, is flocking back to the farms, and by mid-summer the normal supply of farm workers, about 6,000,000, should be available, according to Chief Murray, of the United States Department of Agriculture, bureau of crop estimates.

BOSTON, MASS.—Blodgett's Potato Exchange has been formed here. Subscribers are to pay $2.75, as representing one bushel of seed potatoes at the present market, and in return will receive at their doors next fall, four bushels of eating potatoes for each bushel of seed paid for. Sounds like a Ponzi potato plan.

PERISHABLE vegetables and fruits, brought successfully from Chile for the first time by refrigerated steamship, were received in New York recently. The 7,000 mile transportation was cheaper than from Chicago to New York by rail. Grapes, melons, tomatoes and prunes in the cargo are expected to spell competition for California.

Prices of Indoor Fruits and Vegetables.

Chicago, June 7.—Cucumbers, 2-dozen box, $2 to 3; leaf lettuce, per box, 25 to 35 cents.

New York, June 3.—Cauliflower, per dozen, $1.50 to $4; cucumbers, 50 to $1.25 per dozen; mushrooms, per basket, 75 cents to $3; radishes, 100 bunches, $1 to $3; tomatoes per pound, 10 to 25 cents.

Cabbage Heads and Profiteers.

Certain cabbage heads raised in Texas were sold by the producers for $7 a ton recently. They were shipped to Chicago at a total expense of $26.30 a ton, which included the freight, icing and federal tax charges. Then other heads went to work over the cabbage heads, which were sold to Chicago consumers at the rate of $140 a ton.

The actual cost on the tracks in Chicago was $33.30 a ton; sale price to Chicago people, $140 a ton—20 times what the farmers got for them.

The Railway Age printed the facts, and the Railway Age declares the commission merchants "among the most remorseless profiteers in the country." Somewhere on the way from farmer to consumer the price of a ton of Texas cabbage was boosted from $7 to $140. That's going some for cabbage heads!

Market Review of Fruits and Vegetables

In the review of the produce markets throughout the United States by the Department of Agriculture for the week of May 22-28, prices for fruits and vegetables show a decline, with certain exceptions, due to heavy receipts and a desire to dispose of stock before Memorial Day. Southern grown new potatoes because of a weakened demand, declined from $2 to $3.50 per barrel, in some centers, selling at the end of the week at $3.50 to $5.50 per barrel. Old potatoes decreased from 15 to 50 cents, per 100 pounds. The supply of sweet potatoes was good, with prices irregular, a decline of 25 cents a bushel noted in the west with an increase of the same amount in the east. Apple shipments have been the heaviest in years, a total of 103,761 cars having been rolled this season. Values slumped from 25 to 50 cents per box. A noticable falling off in onion shipments was observed, which had no effect, however, on prices which declined. Strawberries slumped in value, the closing price being eight to 18 cents per quart. A good call was had for watermellons, with a moderate increase in price. Cantaloupe values were steady, with lower prices noted in peaches, cabbages, tomatoes, lettuce and cucumbers, due to the increased shipments.

Market News Aids Distribution.

Market gluts are one of the principal causes of loss in marketing farm products, especially those of a highly perishable nature, such as soft fruits and vegetables, which cannot be held until condition of supply and demand adjust themselves. Avoidance of these ruinous conditions is possible in large measure by more careful and widespread distribution, but all products are not marketed most advantageously by the same system, and the marketing plan varies somewhat in different areas from season to season.

With respect to the fruits and vegetables, and more especially those of high perishability, perhaps no more effective work in broadening distribution has been accomplished than that of the Imperial valley melon growers' and shippers' in co-operation with the bureau of markets, United States Department of Agriculture. The department opens a temporary office at Brawley, Calif., at the beginning of the shipping season. By means of a large chart in the temporary office of the department, shippers are able to know the daily distribution of each day's shipments and diversions.

The information, in conjunction with the telegraphic report compiled by the department's representatives in the east and telegraphed to its Brawley office, showing receipts, prices and conditions in from 20 to 25 of the major markets of the country, enables the shipper to have before him each day a complete picture of the market situation with respect to melons, and to distribute his shipments accordingly. There is no discrimination—every shipper has full knowledge of the entire situation. The day has passed when one shipper has advantage over another by reason of more complete information.

Widespread and accurate distribution cannot be accomplished without dependable information as to conditions of supply and demand.

POUGHKEEPSIE, N. Y.—Mrs. Feierabend, widow of the late H. Feierabend, whose death was recorded in our issue of June 4, will continue the extensive business of carnation growing.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound. $1.00.

American Florist Co.

440 S. Dearborn St., Chicago.

PLANTS

All leading varieties raised from selected seed.

Tomato Plants	$1.50 per 1000
Cabbage Plants	1.00 "
Pepper Plants	2.50 "
Celery Plants	3.00 "

All plants carefully packed in moss.

OROL LEDDEN, - Sewell, N. J.

Largest Grower of Vegetable Plants in N. J.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD, Delaware County, PA.

Mention the American Florist when writing

CYCLAMEN

We must have room and offer for one week, 2,500 2¼-in. **Cyclamen**, at $10.00 per 100; $90.00 per 1000.

3,000 3-in. **Cyclamen**, at $20 and $25 per 100.
1,000 4-in. **Cyclamen**, at $40.00 per 100.
Ask for our prices of **Easter Greeting**

Pelargoniums and Ferns.

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing

Ageratum Fraseri

We feel confident in offering **Ageratum "Fraseri"** to our customers that we are offering what will be one of the most valuable acquisitions to the bedding plant line in recent years, that it is a blue, a decided blue, that would be continually in bloom. In our trial grounds last summer **"Fraseri"** attracted more attention than any other bedding plant. It only grew about 8 to 10 inches high and was covered the entire season with what can easily be classed as immense trusses of flowers, as many of them were over 2½ inches across, while the individual flower would be ⅞ of an inch in diameter. The plant spreads about 12 to 15 inches across. It can easily be used with Alternantheras as a border plant.

Being an early bloomer and dwarf, compact grower, it makes an excellent pot plant.

2-inch, $1.00 per doz.; $ 6.00 per 100.
3-inch, 1.50 per doz.; 10.00 per 100.

Be sure to get Our Monthly Bulletin.

R. Vincent, Jr. & Sons Co.

White Marsh, Md.

Mention the American Florist when writing

Ready Reference Section

15 CENTS, NET, PER LINE

AGERATUMS.

Ageratum Fraseri, an early bloomer and dwarf, compact grower, it makes an excellent pot plant, 2-in., $1.00 per doz.; $6.00 per 100; 3-in., $1.50 per doz., $10.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Maryland.

ALTERNANTHERAS.

Alternantheras, yellow, fine bushy stock, 2 in., $3.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $12.00 per 1,000; 2¼-in. pots, $6.00 per 100; $50.00 per 1,000; 3-in. pots, $10.00 per 100.
ROMAN J. IRWIN,
43 West 18th St. New York.

Asparagus Sprengerii, 4-inch, 20c; 3½-inch, 15c each. Asparagus plumosus, 4-inch, 20c; 3½-inch, 15c each. DAVIS FLORAL CO., Davenport, Ia.

ASPLENIUM.

Asplenium Nidus Avis (Birdnest Ferns), good strong, healthy stock, ready for delivery June 1, 1921. 1¾-in., 20c; 2¼-in., 25c; 3-in., 35c each. WM. K. HARRIS, 55th and Springfield Ave., W. Philadelphia, Pa.

ASTERS.

Asters, Pick's Royal and Vick's Branching, separate colors, strong plants, ready for the field, $6.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

BEDDING PLANTS

Asters, early and late	$ 1.00
Colens, best varieties, 2½-in.	5.00
Lobelias, 4-in.	10.00
Salvias, 4-in.	15.00
Asparagus Sprengeri, 4-in.	15.00
Forget-me-nots, 4-in., in bloom	15.00
Geraniums, Nutt, 4-in., in bud	15.00
Cobea Scandens, 4-in.	15.00
Dracaena Indivisia, 5-in.	35.00
Vincas, varieg., 4-in.	20.00

Cash with order.
JOHN RINDFLEISCH
Beloit Wis.

BEGONIAS.

BEGONIAS—2¼-IN. POTS READY NOW

	100	1,000
Melior	$40.00	$350.00
Cincinnatti	35.00	300.00
Lorraine	27.50	250.00
Mrs. J. A. Peterson	40.00	.....
Chatelaine	7.00	65.00
M. A. Patten	8.00	75.00
Pride of Newcastle	12.00	110.00
Rex Begonias	16.00	150.00

New begonia BETTY FAIR, semi-double, dwarf, deep cerise. Fine for bedding and pot plants. Rooted cuttings, $15.00 per 100.
ROMAN J. IRWIN
43 West 18th St. New York

Begonia Chatelaine, 4-inch, $25.00; 3½-inch, $20.00 per 100. DAVIS FLORAL CO., Davenport, Ia.

BUDDLEIA.

Buddleia Asiatica. Short and bushy out 5-in. pots, $50.00 per 100. A. L. MILLER, Jamaica, N. Y.

BULBS.

Bulbs, Gladiolus. All bulbs are first-class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CANNAS.

STARTED CANNAS.

	Per 100
City of Portland	$8.00
Yellow King Humbert	5.00
Indiana	4.00
Allemania	4.00

DORMANT CANNAS.

Yellow King Humbert	4.00
Allemania	3.00

NORTH STAR NURSERY,
H. B. Schroeder, Mgr. Onarga, Ill.

Cannas. Extra strong plants. King Humbert, $15.00 per 100. WALLACE FLORAL CO., 5744 Kercheval Ave., Chicago.

CARNATIONS.

Carnation Plants. Fine stocky plants from 2½-in. pots. Matchless, Enchantress and White Enchantress, $6.00 per 100; $55.00 per 1,000. A Henderson & Co., 166 N. Wabash Ave., Chicago.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

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CELERY PLANTS—EASY BLANCHING.
Now grown exclusively by 90 per cent of Kalamazoo growers in place of Golden Self-Blanching, strong plant ready for the field, $3.00 per 1,000. Cash.
BRILL CELERY GARDENS
Kalamazoo Michigan

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CHRYSANTHEMUMS, ROOTED CUTTINGS
Clean, healthy stock free from midge.
Standard Varieties.
Golden Glow, Early Frost, Charles Razer, Seidewitz, Major Bonnaffon, Robert Halliday, Tints of Gold, Oconto, Unaka, Dr. Enguehard and all other standard varieties, $3.50 per 100; $30.00 per 1,000.
Pompons—Mrs. F. Wilcox, Baby, Xmas Gold, Lilian Doty, White Doty, Quinola, Overbrook, White Gem. Hardy early flowering; single varieties. Anemones, $3.50 per 100; $30.00 per 1,000.
Ask for full list of Mum cuttings and pot plants.
ROMAN J. IRWIN
43 West 18th St., New York.

POMPONS

	100	1,000
Godfrey	$3.00	$25.00
Buckingham	3.00	25.00
Golden Wedding	3.00	25.00
Volunteer	3.00	25.00
Hilda Canning	3.00	25.00
Izola	3.00	25.00
Elizabeth Firestone	3.00	25.00

WIETOR BROS.,
Wholesale Florists
30 East Randolph St. Chicago, Ill.

CHRYSANTHEMUMS.

FOR SALE

1000	Uvalda	$4.00 per 100
600	Christmas Gold	4.00 per 100
200	Western Beauty	4.00 per 100
500	Carrie	4.00 per 100

BASSETT & WASHBURN
178 North Wabash Ave., Chicago.

Chrysanthemums. Caprice, five varieties. This is a fine variety for early pot plants. Stock is in good shape. 2¼-in. at $8.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrain, Mich.

CINNAMON VINES.

Most beautiful and fragrant of all climbers. Easily handled, quickly sold. Good "money-makers" every day for florists. Now is your time. Particulars and colored plate free. Address largest grower in the world. A. T. COOK, Seedsman, Hyde Park, N. Y.

COLEUS.

COLEUS.
Special June prices, best bedding varieties, dwarf bushy stock, $2.00 per 100; 3-in. extra bushy Golden Bedder, $5.00 per 100. Cash.
JOSEPH BANCROFT & SON
Cedar Falls Iowa

CYCLAMEN.

CYCLAMEN—Grown by specialists from a selected strain. Dark Xmas Red, Bright Red, Rose with Dark Eye, Rose Marienthal (Pink), American Beauty, White with Carmine Eye, Pure White, Salmon (Glory of Wandsbek).

	100	1.000
2¼-inch pots	$12.00	$100.00
2½-inch pots	15.00	
3 -inch pots	18.00	
3 -inch selected	25.00	
3½-inch pots	35.00	
4 -inch pots	40.00 and $50.00	

Add 5% for packing. If Salmon alone is ordered add 10 per cent to above prices.
ROMAN J. IRWIN.
43 West 18th St. New York.

A BARGAIN.
On account of moving to new quarters. Cyclamen plants, finest German strain. Healthy plants. 2½-inch, $8.00 per 100; $75.00 per 1,000; extra select, $10.00 per 100; $90.00 per 1,000. 3-inch, $15.00 per 100; $140.00 per 1,000; extra select, $18.00 per 100; $160.00 per 1,000. Mostly red, salmon and pink colors. Packed in paper pots. No packing charge.
JOSEPH TURSKI
Gross Point, Illinois

From Amer. grown seed and superior in quality. Cyclamen Giganteum, 3-inch pot plants, now ready for delivery.

Glory of Wandsbek	White-Carmine Eye
Daybreak	Rose of Marienthal
Brilliant Red	Magnifica
Christmas Cheer	Lavender
Pure White	Rokoko Improved

$20.00 per 100; $175.00 per 1,000, net. Strong, hardy plants, a superior strain and grown cool.
J. A. PETERSON & SONS,
Westwood. Cincinnati, O.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CYCLAMEN.

Clycamen. A-1 stock; ready now. For varieties and prices, see advertisement on front page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

Clycamen. Fine, strong, cool grown plants. 3-in., $18.00 per 100; $170.00 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Cyclamens, best strain, assorted colors, 2½-in., ready for 4-in., $11.00 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Cyclamen, 2½-in., good assortment, leading varieties, $12.00 per 100. MATTHEWSON'S, Sheboygan, Wis.

DELPHINIUMS.

25,000 Delphinium Belladonna. 2¼-in., $6.00 per 100, $50.00 per 1000. WM. SWAYNE, Kennett Square, Pa.

FERNS.

FERN RUNNERS—$15.00 per 1,000. Boston, Roosevelt, Whitmani, Verona.

FERNS—Strong 2¼-in., $6.50 per 100: $55.00 per 1,000. Boston, Roosevelt, Teddy, Jr., Verona, Whitmani, New Macawii. $10.00 per 100, $95.00 per 1,000. Larger sizes, ask for prices.

Table fern seedlings, $3.00 per flat, 5 flats at $2.75 per flat, 10 flats, $2.50 per flat. Best varieties, Pteris Wimsettii, Wilsonii, Cyrtomium, (Holly) Aspidium, Albo Lineata, etc.

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BOSTON FERNS
Good, Strong, Bushy Stock

5-inch	$ .50 each
6-inch	.90 each
7-inch	1.25 each
10-inch	2.50 each

Add 5% packing charge.
DAVIS FLORAL CO.
Davenport Iowa

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

FREESIAS.

California Freesias. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

GERANIUMS.

Geraniums, 4-inch, Nutt, Poitevine and Ricard. Nutt, $15.00 per 100; Poitevine and Ricard, $16.00 per 100. Especially fine stock in bud or bloom. WALLACE FLORAL CO., 5744 Kercheval Ave., Chicago.

Geraniums, Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GRAPE VINES.

Grapevines for pot or greenhouse culture. Black Hamberg out of 4-in. pots, ready for 6-in. at $9.00 per doz. A. L. MILLER, Jamaica, N. Y.

HARDWOOD ASHES.

Fertilize with hardwood ashes. They give strength to the stem and color to the flower. Delivered to you for $30 per ton. Terms: Your check upon arrival. GEORGE STEVENS, 364 Mark St., Peterborough, Ontario, Canada.

HEATHER.

Heather Melanthera and Ovata, French Trumpet Hybrids, Coredenoides Veitchii, out of 1¾-in. pots, ready for shift, $100.00 for 100. A. L. MILLER, Jamaica, N. Y.

HYDRANGEAS.

FRENCH HYDRANGEAS—2¼-inch Pots.

	100
Avalanche, white	$ 8.00
Bouquet Rose	8.00
Baby Bimbinetti, rose	8.00
E. G. Hill, pink	10.00
General de Vibraye, rose	8.00
Tillie Mouillere, crimson rose	8.00
Otaksa	7.00
Mme. E. Mouillere, best white	8.00
Mme. Hamar, flesh	10.00
Mousseline, rose	8.00
Radiant, carmine	8.00
Souv. de. Chautard, rose	8.00
Trophee, reddest red	15.00

Larger sizes, ask for prices.

A fine lot of pot-grown, above kinds to grow on for next year. Ask for full list.

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43 West 18th Street, New York

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

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Hardy English Ivy. Exceptionally good stock. 2-in., $2.75 per 100, $25.00 per 1,000; 3-in., $3.75 per 100, $35.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

Lily of the Valley. London Market Strain. From ice storage. 250 pips for $9.50; 500 pips for $18.00; 1,000 pips for $35.00. Vaughan's Seed Store, Chicago and New York.

Lily of the Valley pips. Extra fine strand, exhibitive size, German "Tubeck pips." Write for prices. J. M. THORBURN & CO., 53 Barclay St., New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

PELARGONIUMS.

Pelargonium Easter Greetings. In bud and bloom, extra fine plants, 5-inch, 40c; 4-inch, 25c each. DAVIS FLORAL CO., Davenport, Ia.

POINSETTIAS.

Poinsettias, 2¼-inch, ready June 15. $11.00 per 100; $95.00 per 1,000.

California, also oak leaf type, 2¼-in. pots, $15.00 per 100; $140.00 per 1,000.

ROMAN J. IRWIN
43 West 18th Street, New York

PRIMULAS.

PRIMULA OBCONICA GIGANTEA, 2¼-in., grown from best Ronsdorfer strain, $7.00 per 100; $60.00 per 1,000. Following colors ready June 15:—red, rose, apple blossom, lavender, salmon, white, oculata and compacta. Primula Chinensis and Malacoides, 2¼-in., same price.

ROMAN J. IRWIN
43 West 18th Street, New York

Primula Obconica Giganteum. Our own strain and our reputation for this strain warrants us in saying that it is the best obtainable. The stock is in fine shape, ready to go out now; out of 2¼-in., at $7.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

Primula Obconica Gigantea, Kermesina and Rosea, plenty of red, fine, strong, transplanted plants as good as 2¼-in., $4.00 per 100, postpaid. Cash. Immediate delivery. BRILL CELERY GARDENS, Kalamazoo, Mich.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

ROSES.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Russell Bench Plants	$16.00	$150.00
Milady Bench Plants	15.00	140.00
Killarney Bench Plants	12.00	115.00
Ophelia Bench Plants	12.00	115.00
Sunburst Bench Plants	12.00	115,00
American Beauty	20.00	190.00

M. C. GUNTERBERG,
Wholesale Florist
8 East Randolph St. Chicago, Ill.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

Roses—Own Root. Ophelia, 3-in., $12.50 per 100; Columbia, 3-in., $18.00 per 100; Dunlop, 3-in., $25.00 per 100. This is all good stock and ready to go out now. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

SALVIAS.

Salvias, 3½-in., $6.00 per 100; 2-in., $3.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Salvias. Zurich and Bonfire, $15.00 per 100. WALLACE FLORAL CO., 5744 Kercheval Ave., Chicago.

SEEDS.

GARDEN SEED BARGAIN. Good money for florists. Big dollar box of earliest and best vegetable and flower seeds; 40 varieties; big packets; just what every planter must have. 25c, 6 boxes, $1.00; 100, $12.50 prepaid. A. T. COOK, Seedsman, Hyde Park, N. Y.

Seeds. Seed stock of the following varieties, hand-picked and ready for planting: Fordhook Bush Lima, Wood's Prolific Bush Lima, Large White Pole Lima, and Lazy Wife Pole. Write for quantities and prices. Henry Berrien Fish, Carpinteria, Calif.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsiek and Salmon King, $15.00 per 1,000. All other colors, $12.00 per 1,000. S. S. SKIDELSKY & CO., 50 Park Place, New York.

Seeds. Primula Chinensis and Primula Obconica Gigantea. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518-516 Market St., Philadelphia, Pa.

Seeds. Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Son, Langport, Eng.

Asparagus plumosus seed of new crop. Greenhouse grown. True flat sprayed type. Per 1,000, $3.50; 5,000 lots at $3.25; 10,000 for $28.50; 25,000 at special price.

VAUGHAN'S SEED STORE, CHICAGO, and 41-43 Barclay St., N. Y. City.

Seeds. The largest French cultures of Primulas. Ask for prices 1921 crop. Malacoides, $22.69 per lb. JH. PAQUET, bd., Magnan, Nice (France).

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

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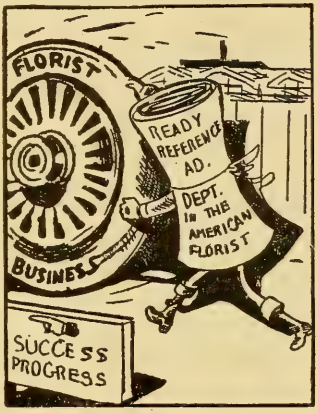

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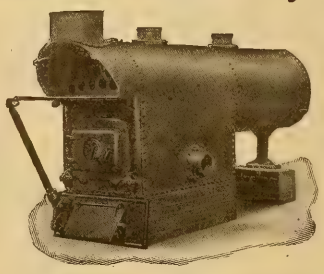

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

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Next annual meeting and exhibition, New York, June 25-26, 1921. OFFICERS: WILLIAM A. SPERLING, New York, President; E. C. VICK, 205 Elwood Ave., Newark, N. J., Secretary.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

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AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition, St. Thomas, Ont., August 24-25, 1921. OFFICERS, H. E. MEADER, Dover, N. H., President; A. C. BEAL, Ithaca, N. Y., Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Office Housecleaning.

Nearly all growing establishments at the present day have what is termed the office, and during the busy season, in many places, but little attention is given to keep it in a tidy condition. Now is the time, after the carnations are housed and before the fall work commences, to have a thorough cleaning up of the office and workroom and get them in readiness for the coming season. Get all the papers filed away in proper shape and fix up all accounts as far as possible, and thereby get rid of much of the worry and trouble. Clean up the workroom and give it a good coat of paint, and straighten out the supplies. If the stock of baskets has grown dirty, get a little gold paint and give them a coat of this, which will certainly make them more attractive than the dingy supplies too often seen hanging on the walls or standing around. The florist too seldom appreciates how the customer likes to trade in a clean, up-to-date place, and often endeavors to excuse the dirty appearance by remarking: "It is impossible where so much dirt is handled to keep the place clean." Such a one is only fooling himself. The present-day customers, of whom many are ladies, know better; they see other places that are kept neat and clean, and they cannot be imposed upon with such tales. Now is the time to get everything shipshape for the fall and winter trade.

Delphiniums.

This perennial has become quite a popular cut flower for summer use and is very decorative and showy. Those that have a stock can increase the plants of the better varieties by propagation at this time. When the plants bloom, those that produce the best spikes and are of the best colors should be marked. After the blooms are cut the small growths that break from the stem are very easily rooted. Prepare a bed in a shaded frame and insert the cuttings, watering heavily when first put in. They will need frequent syringing during the hot weather and will root in three or four weeks, when they can be either potted or planted in a frame where they can be given attention. As soon as well established they can be planted in their permanent location, but should be given a little protection during the first winter by throwing a little old straw or some such material over them.

Anemone Japonica.

One of the most useful perennials for the fall is the Anemone japonica. It blooms at a time when flowers are very scarce, and if planted where it can be protected from the early frosts, will produce quantities of bloom that can be made of use in all classes of floral work. The successful blooming of this plant depends much upon its summer culture. If the season is dry, it will require constant watering, in fact, a good soaking. Is is a good plan to place the hose in a bed of this and let the water run until the ground is thoroughly wet, and do this as often as may be required. It will amply repay in the long strong shoots, full of blooms, that will be produced in the fall. The florist not possessing a good stock of this beautiful perennial should procure some of it and plant a bed for fall cutting.

Pansies.

For winter blooming the seed of pansies should be sown early. Procure a strain of seed that will produce large flowers, and unless they are to be grown in considerable quantities mixed colors are to be preferred. To obtain plants enough for winter blooming it will be better to plant the seed in flats and place them in a cool, shady location in the house, where they are much more easily cared for than out in the open. If such a location is not to be had, they can be sown in a cold frame and a sash that is quite heavily shaded placed over them until the plants begin to grow. As soon as large enough they should be planted in a cold frame until the bench is made ready, about the

middle of September, in the house. The soil for winter growing should be good, and of the richest, in order to obtain large flowers, and the house in which they are planted should be maintained at a cool temperature, about 45 degrees at night, after settled fall and winter weather commences. Pansies are not, as a rule, troubled much with insect pests, but sometimes in the fall, in the houses, they are attacked by green fly and they are quickly checked in their growth if the aphis gets a good hold upon them. A careful watch should be maintained, and if they are found to be infested with aphis, constant spraying with nicotine solution will keep the insects down.

Compost Pile.

The extra help that is so often employed during the spring trade can be utilized for a few days before they are let go, in getting together a good compost pile, and there is no better time of the year than the present to do this. The sod can be taken off now after the mowing with no great amount of grass upon it, and if stacked at this time, the warm summer days will soon rot the sod and make the pile fine and mellow. So many growers will spend their money for coal and labor and skimp on that most necessary thing for good production, the soil upon which the plant depends for its culture, and again put the matter off until the fall, when the days are cold, the soil too often full of moisture, and the hauling poor, which makes the work more expensive, and in the end, not having as good an article for the succeeding year. It is not necessary to stack the manure with the pile at this time, but if ground bone is to be used, it is better to sprinkle it into the pile now. Bone dissolves slowly and the earlier it is incorporated in the soil the better, and it also helps the rotting of the sod. Take advantage of the slack time with both the men and teams and get the compost pile up at once.

Bougainvilleas.

The plants of bougainvillea that are through blooming should be cut back into shape and potted in preparation for the next season's growth. Much depends upon the summer care of all hard-wood stock if nice specimens are to be grown. They should be plunged outside in a frame or placed in full sun in a light airy house. Outside culture is far preferable for all this class of stock in order that a good strong growth, well furnished with foliage, may be assured. Be sure that they never get too dry. The great danger of all hard-wooded stock is letting it dry out, for it does not show it as quickly as the softer growing plants, but the check is more severe and the plants seldom fully recover from it. The young stock rooted earlier should be placed in a similar location, and kept well pinched back into shape, until enough shoots have been obtained to insure a good shapely plant, when they can be allowed to grow freely, but any extra strong leaders are better cut back during the season. Any chance flowers that show should be picked off at once, that a good strong stocky plant may be obtained and the strength all retained for that purpose.

MINNEAPOLIS, MINN.—Julius Rieck, 4658 N. Bryant avenue, suffered a loss estimated at $5,000 by fire, on June 10, many plants in his greenhouses being destroyed.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

While there are still a goodly number of weddings, the rush is past and the irregular business of summer will soon set in. This falling off of trade does not troube the up-to-date progressive florist, who is prepared for this period of little demand and at the same time encourages and makes the most of his opportunities. Men who do not look for business are pretty certain not to find it; they accept the dull times of July and August as a matter of course and these florists think it is useless to make a display, now that people are all out of town, and nobody wanting flowers they accept the loss and keep expenses down to bare maintainence.

The live dealer does not figure this way however. His plan is to keep his shop at all times attractive with sufficient seasonable stock on hand to meet the ordinary demand and in this way encourage and increase the volume of business. Showy outside flowers make very attractive window displays at this time. Larkspur, hydrangea arborescence, gaillardia, coreopsis and herbaceous phlox, are comparatively cheap and will make effective decorative effects. Neatly printed show cards with the name of each variety and one of good size with the inscription "Garden Flowers" will make people halt for a minute to see what it all means. The value of the printed card in the window can not be over estimated as it features and puts life and vim into an otherwise commonplace decoration.

The street front of the store must be kept attractive, which if properly looked after gives a live, always ready for business appearance that counts heavily in the transient trade. Where there is a broad pavement there is nothing more decorative than well-shaped dwarf evergreens in painted tubs. These placed in a row close to the building under the window have a fresh vigorous appearance that is sure to attract attention. So many shops have such an outside, forlorn appearance with their displays of passe bedding plants and other unsalable stock, which condition has come on so gradually that it is not noticed by the proprietor and the stock is carried in and out each day until it is positively worthless. Every morning it should be someone's duty to see that the front of the store is all right and sure to make a good impression on the passers-by.

A requisite for the summer trade is a line of light wooden boxes in which to pack the cut flower box that has to go out of town. Boxes packed for even two or three hours in this warm weather should be iced, which is not practical without the protection of the outside wooden case. Even these should be heavily wrapped in paper, which keeps the heat out and prevents the ice from melting. Boxes of flowers

DELPHINIUMS IN VARIETY.

PANSIES FOR THE SPRING TRADE.
A Corner of One of the Sashes.

should always be given a light sprinkle and then turned up to run off any surplus water. Many such packages have reached their destinations in a delapidated condition from neglect of this precaution.

Are you featuring the telegraph service in its relation to tourists? There is an opportunity for considerable business in this direction. "Surprise your tourist friends on their birthday or other anniversary with flowers delivered to any city in the United States by the Florists' Telegraph Delivery," is a good window card. Every order taken for such delivery is new business and brings the store into greater prominence. The business will not come of itself however; it must be brought to the attention of the public all the time, and will before long become the store's best asset.

Fancy leaved caladiums are one of the most decorative plants for the summer window, the little dwarf Argyrites with its white mottled foliage can often be used to good advantage in large funeral wreaths the whole plant being set in with mossed roots keeping it fresh after the flowers have wilted.

A dollar in the bank is worth two on the books and it is well to get the accounts collected up as closely as possible before the customer gets away. The modern way of doing business is to as far as possible shorten credits and have all transactions on a cash or 30 day basis.

Now is the time to plan and arrange for the vacations of the various employes. With the dates of the weeks settled well in advance, each has his or her pleasure time to look forward to and enjoy in its anticipation.

Summer Business.

Many florists consider the months of July and August as drawbacks on the year's business, a dead weight to carry and creating a deficit which has to be made up from the profits of the balance of the year. The man who expects nothing is very rarely disappointed and the retailer who is satisfied that this summer period will show a loss, can generally prove it by his ledger. The experience of many in the trade, however, is that this surmise is a great mistake, as with the proper bid for seasonable business and use of the store's force in the preparatory work of the coming year, not only is the deficit made up but an inventory of the stock produced will show as well, a balance for the right side of the ledger.

As a matter of course the vacation months are the dullest of the season but that is no reason for giving up and practically going to sleep on account of a few dull days. There are not so many customers, but those who do call should find a cool inviting store and a pleasant welcome, that is in itself refreshing and conducive to good business. The summer setting should be completed from the street front and show windows to the interior. The outside appearance should always be spick and span in its well painted exterior, its fresh awning if any, its wealth of color in the flower boxes on the cornice over the window, and the pavement tubs of evergreens underneath. The windows should always contain something so attractive that people will stop to observe.

A few white lattice screens made with ordinary planed lath, painted white, decorated with fresh green oak branches in jars of water, which are hidden behind the screens will make a good background against which can be displayed vases of garden flowers such as herbaceous phlox, gladioli, hollyhocks, larkspurs, hydrangeas, etc. Green and golden privet branches also make showy foliage and are most useful in backing up sprays and clusters. Fresh hemlock is also a green that can be used to advantage in flower and decorative work. There should always be a jar or two of Easter lilies in stock, cut as they are now in bud, they last quite a while and like few other flowers are of the same standard in summer as in winter. Water lilies in a miniature pond in the window or shallow bowls in the store are seasonable and attractive.

The principal work to prepare for at this season, is funerals, which at times taxes the facilities of the store to the utmost. Preparatory measures will include a stock of mossed wreaths in all sizes, made up prepared magnolia and oakleaf wreaths, both crescent and full round. These with the addition of fresh flowers can be quickly made into very acceptable designs. Frequently in summer, flowers become very scarce; roses are cut tight, heavy rains spoil the sweet peas and other outdoor stock, orchids are only cut as ordered and there are often transportation delays that are very annoying. Flowers should be at once sought after as soon as the orders are taken, and when it is found the stock on hand is not sufficient, roses that are tight one day can be developed overnight to be of double value the next, and there is great advantage in having

the stock on hand the day before, particularly when early trains are to be met to make delivery.

TELEGRAPH SERVICE.

The telegraph service should be featured in connection with the resort and tourist business. Many, for various reasons would like to surprise their friends at distant points with flowers if they knew this to be possible. It is a good feature to exploit during the summer and should be made the text for a leaflet, that would be received with interest by the store's customers. A neatly printed card extolling and explaining this service should have a permanent place in both shop and window.

Considerable business can be worked up with high class restaurants and hotels in providing flowers in small vases for their dining tables. Gladiolis and asters in season are good flowers for this purpose and can be furnished two or three times a week at prices that appear low for the service. Gladioli are at times very plentiful and can then by extensive display on the street front, together with a price card, be moved in quantity.

Flower Store Arrangement.

Address by R. Irving Gresham, Atlanta, Ga., delivered at the annual convention of the Tennessee State Florists' Association at Memphis.

To my mind, a flower store, as all other retail stores, should have a location where the most people pass during the day and evening, in close proximity to the hotels and theatres. I prefer a corner store, where it is possible to have as much glass window space as you can. The store, by all means, should be level with the sidewalk, and I object to having even one step to make, approaching or going to the entrance door.

THE WINDOWS.

The windows should have the first consideration. Get as much glass front as it is possible to obtain, and I think a curved glass front in the windows, with the marble base, makes about the handsomest show you can get in your windows. The floors of the windows should be from 18 inches to two feet above the sidewalk. The flooring of the windows should be of tile, and put down in such a way as to drain. There should also be a water connection in each window for watering plants, arranging fountain displays, etc. There should also be electric sockets for connecting up electrical decorations, such as lighting pumpkins for Hallowe'en displays, etc.

The lighting effect in the windows should be of the best; have the lights concealed, using reflectors with high power lobes, so as to make the windows and the front as bright as you can; which at the same time, will light up the entire store front and show off your display to the best advantage.

In arranging a store front, where there is space for two windows, I prefer one large window and one smaller one, using the large space for decorative effects in the way of wedding scenes, Hallowe'en decorations, Thanksgiving arrangements, etc., and by having a window of this size, you can get beautiful rustic effects in the summer, with fountains and fish ponds, which, combined with birch and cork bark, make very cool and attractive displays. My reason for having the smaller window is to practically show nothing in it except choice arrangements of cut flowers. The advantage of the small window is, that you can combine different colors of velvet, ribbon, etc., with your general color scheme, and by doing this, you do not have such a quantity of cut flowers in the window, and thereby it enables you to keep most of your stock in the ice box. I think one of the most valuable assets to the flower store is the window display, and you cannot give your window too much attention and care.

When it comes to advertising, spend your money on your windows first, and let the newspapers, posters, folders, etc., come next. The advantage of strated to me more this fall than ever before. During our fair, we had a display of bulbs with attractive posters; box upon box of narcissi, etc., and by using baskets filled with tulips and hyacinths, and covering the entire floor with bulbs, we had a display which filled the entire window, and was six feet high in the back and center. We intermingled palms and ferns with the cork bark in making this feature, and we sold more bulbs than we ever have sold before, by far.

We also tried this big window out with a display of baskets. We happened to have three shipments coming from different firms, which were all practically of different designs and colorings, from the smallest tumbler basket to some receptacles six feet high. We arranged these baskets as well as we could, filling the entire window as full of them as we could get it. We also put two very attractive displays on each side of the store as you entered, and although these baskets were bought to carry us through the fall and Christmas, we have practically sold the entire amount.

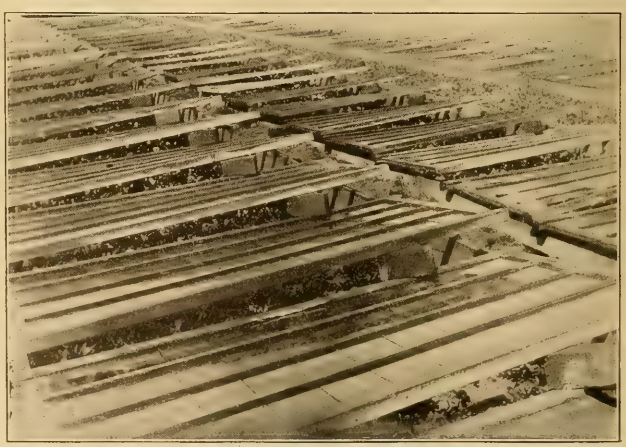
The windows should have mirrors in the sides where possible, but the back should be left open, so that everything in the entire store can be seen.

THE ICE BOX.

Next to the windows, the ice box should be given the first consideration —in the same line as with a wedding decoration—the altar being the first attention and the bride's table the next. The ice box, the same as the windows, should have as much glass space as possible. It should be well lighted, with tile floor and with step elevations, so that the flowers may be arranged one vase above the other, so that each individual vase of flowers stands out separately and distinct from the other, and if possible, a reserve refrigerator should be maintained in the work room where the surplus flowers should be kept, and not crowded together in the main ice box. In displaying flowers in the box, I think that the new green willow, zinc-lined vases are decidedly the nicest thing of their kind that we have ever had to display our flowers in. It surprasses the old-time fibre jar, zinc, glass and the crockery vases, etc. They throw out the flowers, as a full background does all flowers. The vases are well regulated as to size, and are very substantial. The ice box should have mirrors in the back of it, the same as the sides of the windows.

THE STORE.

Planning the general arrangement of the store is a hard problem because the size of the store has a great deal to do with the general detail, but the arrangements should be such as to get the best display of the flowers in the store; and whoever plans the store should follow out some floral scheme. Arrange it in an Italian garden effect. Pergola effects, with columns, can be worked into most any store to good advantage, and with fancy iattice trimmings, you can get a garden effect background that adapts itself beautifully to the display of flowers. I am very much opposed to mirrors in the up-to-date flower shop, because the barber shops and Greek restaurants have worked mirrors overtime. In the case of my own store, I conceived the idea of a garden wall, which I had built all around the store in tapestry brick of a fancy design, which gave me the handsome effect which you might find in some of the gardens on our wealthy peoples' estates. This dull brick background throws out the flowers and plants to great advantage. In arranging the office in the store, I had a balcony built, and by having garden gates going through this brick wall, with a combination of pergola and balustrade. I was able to get an attractive



PANSIES FOR THE SPRING TRADE.
Partial View of 2500 Sash Filled With Pansies

WREATH OF ASTERS AND MAGNOLIA LEAVES.

background in the rear of the store, which afforded me the use of the balcony for office space, and room underneath same, for the assorting and packing of the flowers. Where the decorations of the store is carried out to an elaborate extent, I think a fountain arrangement of some attractive design helps to make the store more attractive, and is in keeping with floral features of different kinds. In arranging a fountain, see that it is well built, of good design, and that there is no leaking or splashing of water outside of it to keep the floor wet and dirty. The fountain should also be built with a view of combining plants with flowers to give an attractive decorative effect. In other words, the fountain should be like a show case in a store; to display your merchandise in the most attractive manner. To my mind, there is nothing so attractive in a flower shop as wicker furniture, upholstered in tapestry cushions. I also prefer baskets, stands and urns of willow, rather than crockery, jadinieres, etc.

The floor of the store should be of some attractive tile design, which can be easily cleaned, and of such color as the general scheme of the store decorations. The lighting effects in the store should be given careful consideration. Flowers, like jewelry, should have all the light obtainable, but the lighting effect should be of a light glow with shaded fixtures, so as not to let the bright electric globe itself come into contact with the eye. Where it is possible, the workroom should be separated from the store, as it is nearly impossible to keep the store clean where the making up of bouquets, designs, etc., is carried on in the store. A clean store and ice box should be a manager's hobby, and I think every store should have a maid to do nothing but see that the ice box is kept clean, the floor always swept and clean, and the fixtures and furniture in the store dusted and washed regularly. I also think that the office should not be on the main floor of the store, when it is in any way possible to have it on an adjoining floor or on a balcony, where there may be privacy for the bookkeepers, etc. There should be placed in the store, at some advantageous position, an attractive mirror arrangement of some kind, but not in a too conspicuous place, so that the customer may use it in pinning flowers on, etc.

WORK ROOM.

The workroom should be situated where there is as much daylight as possible to be obtained, and also well lighted, as this gives the designer the best advantage in combining the different flowers, ribbons, etc. It should also be large enough, where possible, to afford plenty of room for the workers, the shipping clerk, etc. There should be counters provided for the wirers, and also bins built for made-up shipping boxes, so that they may be had on a moment's notice.

In my own case, I have divided up my second floor into different rooms. I have my ribbon room, where all the ribbon, tulle, chiffon, etc., is stored. The stock is kept in glass cases on shelves, and you can see just what stock you have on hand at a minute's notice. I have another room where all the baskets, tumbler vases, etc., are kept; another one we call the glass room, for flower bowls, small glass vases, bud vases and novelty glassware. We have another room that we use for keeping general supplies, such as toothpicks, twine, match-sticks, etc.

On the next landing is where I store all of my shipping cases, cut-flower boxes, etc., where there is a separate bin made to hold every size box that we use, both in corrugated and cut-flower boxes. At the front of this floor, where there is ample light space, is our wire shop, which is also in a room to itself and separated from the other rooms.

I have my arrangements on the top floor similar to the workroom floor. This is given over to the decorators. They have one room where all of the decorative materials, such as electrical fixtures, candelabras, tall vases, urns for church work, lattice paneling, Japanese umbrellas and lanterns, and all articles of this class are stored. We have a separate room on this floor which we call the carpenter shop, where all the painting of baskets, etc., is done; the making of birch boxes, and this class of work.

All of these separate rooms throughout the building are under lock and key. The decorators are responsible for the decorating rooms. They see to it that the different articles are checked out and in, and are stored properly in their respective places. The wire man has his own key, and is responsible for the wire room. I also have a general stockkeeper who looks after the other rooms, keeping them locked at all times, and issues the different articles as they may be needed, and I hold him responsible for the stock in these different rooms. The basement of our store is given over as a stock room for the made-up wire work, heavy decorative materials, iron stands, and goods of this character.

The subject, "Flower Store Arrangement," is rather a hard one, as the location and size of the store has everything to do with the general arrangement, and every manager has to work out his store according to its size and location, but where there is a large building, with several floors and a basement, the above, as described, is my conception for the arranging of a store doing a large business. I have fitted up five stores since starting into business, and the arrangement has had to be different in each case, according to the size of the store and growth of the business.

THE CARNATION.

Summer Care of Field Plants.

Because of excessive heat and dryness, general throughout a wide area of the country, the conditions are not so favorable for the growth of the field plants as is the case in most seasons in the early part of June, and though the plants have made a good average growth they are not as large as they should be at this time, especially those that were planted late. Plants which were set out in April and got the benefit of several spring rains are very well established and able to withstand the hot, dry weather, but those that were late propagated and not very well branched when planted in the field are behind with their growth and must be encouraged in every way to make up their backwardness, or they will be small plants when needed for benching.

KEEP THE FIELD CLEAR OF WEEDS.

There is not any part of the grower's work that is more important than that of keeping down the weeds in the field. Whether the plants are backward or not, the weeds are bound not to be. Hot, dry weather just suits them, and unless attended to they will grow luxuriantly, to the detriment of the carnations or any other plants. The hand cultivator should be kept going continually, never allowing the surface soil to become baked. But avoid deep cultivation which will expose and dry out the roots of the plants, the purpose of the cultivator being to loosen up the top surface soil to form a fine mulch and conserve the moisture for the plant's roots.

While the use of the cultivator will keep a large number of weeds in check, it will not get them all and the man with the hoe must be brought into action. One who can use a hoe properly is a great help on any place, but how very few helpers we find that will give a little thought to the purpose of hoeing, their only idea seemingly being to get to the end of the field in the shortest possible time. Instead of getting out the weeds by the roots, they cover them over with the fine soil, so that in a few days the field is in a worse condition than it was before the hoe was put into it. It is a good qualification in any man to do work

HAIL DAMAGE AT M. PHILLIPS', WAUSAU, WIS., MAY 22.
Loss About $5,000. Boy Scouts Picking Out Glass the Morning After.

WATER LILY GARDENS.
Nymphæa Pennsylvania, Best of the Blues.

quickly when it is coupled with thoroughness, but working rapidly without the latter qualification does not accomplish very far reaching results. If the weeds are cleaned out thoroughly in a field of carnations during the month of June, while they are young in growth, there will be very little trouble from them during the balance of the season. Be very careful while hoeing not to draw the soil away from the plants so that the roots will be exposed.

TOPPING THE PLANTS.

Topping the plants is another important part of their care at this period of growth, and should be attended to on time, so the plants can be given every chance to make new growths and build a good foundation. A little observation of a shoot that has been allowed to extend out before being pinched, will find that the growth is heavier than the rest of the plant, indicating that it is pulling most of the plant's strength and if allowed to go on, the other parts of the plants will appear to be weaklings beside it, showing plainly how important it is to attend to the work of pinching back the growths on time.

In this article I have touched upon the work that seems to me to be very important in the field culture of carnations, which may seem trifling to the experienced grower. But I can assure the beginner in carnation raising that unless the different parts of the work therein mentioned are followed up closely, good results will not be obtained from the plants; and the satisfaction to every grower of having his field well cared for and in good trim more than pays for the extra care given them.

SUMMER CARE OF GREENHOUSE PLANTS.

We read in the trade press of more growers each year planting their carnation stock directly into the greenhouse benches, and not following the summer field culture at all. Some of the most prominent growers in different sections of the country are following this plan and obtaining the best of success. Some plant in raised benches while others plant in ground beds, and are equally successful.

The feasibility of indoor summer culture of carnation plants was thrashed out at nearly every session of the American Carnation Society some 15 years ago and was a very lively topic because it was against the general method of culture then followed. For a time we did not hear very much about it, but evidently this plan has come to the front again.

When following out the method of indoor culture, the stock should all be planted into its permanent quarters by June 15. This may mean sacrificing some flowers during June and early July, but unless the plants can be benched by the time mentioned so that good sized plants can be made by fall, it is better to follow field culture during the summer. After the stock is planted, the important parts of their care is the watering, topping and keeping the surface soil open. The plants will need watering only directly at their roots, until they have spread farther out into the soil. This keeps the soil fresh and sweet for the roots to work in. As regards the topping or pinching back of the growths, the same rule applies to the indoor grown stock as to the field plants to obtain good results. Under this method the work of topping must not be neglected during the summer growth.

The work of keeping the surface soil open is also of equal importance. Do not allow the surface to become baked or a green scum to form on it, but keep it well worked to allow the light and air to enter. Red spiders coming in through open doors and side ventilators must be guarded against by syringing freely every few days.

TAKING CARE OF OLD PLANTS.

The old plants still on the benches should be cleaned out as soon as they get beyond being profitable. Do not leave them to become breeding places for all kinds of insects. As they have finished their work, it is a good policy to clean them out and get the houses ready for new stock. Any repairing of benches can also be attended to, so that when the time comes for bringing in the plants from the field, all will be in readiness. C. W. JOHNSON.

Water Lily Gardens.

One of the striking features of a small yard, or when more elaborate, a beauty spot on the lawn, is the lily pond. This can be as small as 24 inches in diameter, as when made from a sunken half-barrel, or as large as desired when the construction is a cement lined pool. The depth necessary is 24 inches, 12 for good soil generously mixed with cow manure, with a two-inch layer of sand, and then filled within three inches of the top with water.

Nymphæas and other like lilies, as well as the lotus, can be successfully grown in half-barrel tanks buried in the ground. The lotus and hardy nymphæas can be planted as early as May 1, but many of the beautiful, more tender varieties should not be set out until after June 1, when the summer warmth is counted on to be continuous. It is not necessary to change the water, as the lilies like still, warm water and will not do well where the pond is continually fed with cold spring water.

Submerged aquatic plants are necessary to aerify the water. Anacharis canadensis gigantea and Cabomba viridifolia are good plants for this purpose; one to a tub of 24 inches will be sufficient. Two small goldfish are also necessary, as they destroy mosquito larvae and other insects. Water should be added occasionally to supply that lost by evaporation and keep the tank or pond well filled. Ground bone is a good stimulant, as is a little dried blood, the latter, however, given sparingly.

The water lily garden is in flower continuously from July 1 until frost, and is a constant source of delight. While it is possible to grow and flower lilies in half-barrels, results are more satisfactory if the pool is larger, six feet by three, or six by six, round, oval or rectangular. Its location must be in bright sunshine. Hardy nymphæas and nelumbiums will stand the winter, if so protected that the crowns of the plants are not frozen. It is best in shallow tanks to drain off the water and pack the space well with leaves and cover with boards to hold them in place. Tender varieties are best planted each season, as they have to be wintered in a greenhouse. Best results are secured from young plants.

Day flowering nymphæas open at sunrise and close at night. The night blooming sorts open out as the sun goes down. They are both desirable for cutting, the night blooming sorts showing beautifully under artificial light. Following is a list of the best standard varieties: Tender day-flowering nymphæas—Capensis, blue; Daubeniana, light blue; gracilis, white; Mrs. C. W. Ward, pink. Night-blooming tender nymphæas—Bissetii, large, rosy pink; dentata, white; Frank Trelease, crimson; rubra rosea, rosy red. Nelumbiums (lotus)—Alba grandiflora, white; kermesina, a rich rose pink; lutea, yellow.

Hardy nymphæas—Aurora, yellow, changing to red; gloriosa, deep rose; James Boydon, rosy crimson; alba, white; Marliacea chromatella, bright yellow; odorota minor, miniature white; pygmaea, miniature white, very free; tuberosa Richardsonii, splendid white.

TOLEDO, O.—M. A. FIERSTEN, representing Vaughan's Seed Store, Chicago, called on the trade here recently.

Boston Spring Bulb Show, 1922.

The Massachussetts Horticultural Society announces an exhibition of spring bulbs and other flowering plants, with Holland bulbs the special feature, to be held at Horticultural hall, Boston, in March, 1922. The preliminary schedule now being mailed to prospective exhibitors is sent out early so that growers may be informed of the varieties required and may provide the bulbs called for. A final schedule will be prepared later and will include other classes. Awards amounting to $6,000 will be offered at this exhibition. Copies of the premium list may be obtained from Wm. P. Rich, secretary, Massachussetts Horticultural Society, Horticultural hall, Boston, Mass.

It is the intention of the committee on prizes and exhibitions to give competitors reasonable latitude in the depth of pans used. They may use their discretion as to pots or pans but the diameter must comply with the schedule.

Among the features of the show will be two spring bulb gardens, one open to amateurs only, and the other to commercial growers. The garden open to amateur competition will cover 300 square feet, and pansies, daisies or other hardy spring-flowering plants, or hardy shrubs or evergreens may be used as accessories. Two awards will be given in this class, the first prize consisting of a gold medal and $200, and the second prize, $200. The garden for commercial growers will cover 500 square feet, the same accessories being permitted. The first prize will be a gold medal and $300, and the second, $300.

Two prizes will be offered of $100 and $50 for the best exhibits of six 12-inch pans of hyacinths in six distinct varieties, one kind in each pan. For a collection of single early tulips consisting of 12 distinct varieties in 10-inch pans, awards of $50 and $25 will be made. A competition open to amateur growers only, with prizes of $50 and $25, consists of a collection of Darwin or breeder tulips, six varieties in 10-inch pans, one distinct kind in each pan. For a display of single narcissi, 12 distinct varieties, one 10-inch pan of each, awards of $50 and $25 will be given. Many other classes are included in the schedule, and with the liberal prizes offered, a successful show is anticipated.

National Flower Growers' Association.

OHIO DISTRICT.

In addition to George Asmus, Chicago, Herman P. Knoble, of Cleveland, has been secured to deliver an address at the first annual meeting of the Ohio district to be held at Columbus, June 21. His subject will be "Cost Systems for the Average Grower." During the past three years Mr. Knoble has made an exhaustive study of that subject and is well qualified to talk from the standpoint of an expert. A few years ago he headed a small group of business men that took over one of the old greenhouse establishments in Cleveland. His first step on assuming control was to call in the help of expert accountants and establish a cost system, so that today he knows what each department is producing, the cost of operating and the possible profit or loss for any given period. In other words, he knows what each plant costs him from the time it is put in the ground until it reaches the customer. It is largely through the development of this accurate system of costs that Mr. Knoble ascribes his success as a grower.

Other topics to be brought up at the meeting are "The Co-operative Buying of Supplies," "Legislative Protection," "Credits," "Standardizing the Grading of Cut Flowers and Plants," etc. Committees will be appointed on these subjects and plans made to carry on the active work of the association throughout the year.

TOLEDO MEETING.

An enthusiastic session was held by the Toledo section on June 8 at the greenhouses of Schramm Bros., 1311 Cherry street, Vice-President Wm. Kreuger in the chair. Many of the members present signified their intention of attending the Columbus session of the state organization on June 21. After their return another meeting of

George Hanges, New York.
Pres.-Elect Greek-American Florists' Ass'n

the Toledo section will be arranged for and plans made to commence a membership drive for the association in this city and vicinity. President Carl Hagenberger, W. Mentor and Secretary L. C. Vinson, Cleveland, were present.

The Cincinnati section has issued an interesting preliminary report "On the Grading of Flowers and Plants, and Upon a Method to Establish Costs in the Greenhouse."

L. C. VINSON, Sec'y.

Washington Rulings and Regulations.

New regulations for the licensing of various businesses in the District of Columbia are being sought by the district commissioners to meet changes which have come into conditions within the last few years. A special commission has been appointed to study the question, and to make recommendations for such changes as it may find necessary. It is believed that any changes which may be made in the license law will be in the nature of upward revision of fees, since it is felt that business in Washington has increased greatly since the present regulations were promulgated and that profits have increased to an extent which enables the proprietors of business to pay larger fees. It has been suggested, for instance, that the profits of drug stores have increased to such an extent as to enable operators of such establishments to pay a license fee of $50 per annum, instead of $6 as at present.

Washington florists who have vaults in their cellars extending under the sidewalk in front of their place of business will be taxed upon such vaults, under the decision just rendered by the United States Supreme Court in the appeal of local merchants from a recent act of congress providing for a vault space tax. The suit was brought on the ground that permits to construct vaults were in such form as to create in each by contract a vested right of property in the vault on the street of which the owner would be deprived without due process of law if they were required to pay the rental tax. It is provided by the building regulations that such vaults shall be abandoned should the space be needed for public and improvement. The Supreme Court, however, held that the merchants are mere licensees and upheld the validity of the tax.

Post office officials are watching with interest the results of an experiment now being conducted in Washington, the success of which will completely revolutionize the method of collecting letters now followed in the large cities. The business center of the city has been designated as a "quick collection" section, and collections of mail from the letter boxes are made every 40 minutes by special messenger, who takes his load to the city post office, where a special force of clerks sort the mail and dispatch it without delay. As a result of this "quick collection" service a great saving in time of delivery is affected, amounting to as much as a day in mail for distant points. In addition, it has induced the deposit of mail during the day, instead of its being held over until the close of business, and has enabled the post office greatly to reduce its night force. Success of the plan in Washington will be followed by extension of the service to other large cities.

B. F. L.

Chicago Pageant of Progress.

MUNICIPAL PIER, JULY 30-AUGUST 14.

Advertising means factory orders; factory orders mean jobs, and jobs mean fewer unemployed workman and no necessity of bread lines and free lodging houses such as many cities of the United States have found it necessary to establish.

That is the theory on which Mayor Thompson and a large group of Chicago's biggest business men are working in establishing here a great annual business exposition, to be known as the Pageant of Progress Exposition, which will have its first presentation from July 30—August 14, on Chicago's $5,000,000 municipal pier, swept by cool breezes in the hottest summer weather, and in itself one of the city's biggest attractions. The two great upper decks of the pier, each a great exhibition hall 67 x 2,340 feet, without a post to obscure the view, are now being arranged in sections where the products of the city will be shown to the tremendous crowds that are expected.

Among the industries that will be represented in a big way in the exposition will be the furriers, the florists, the automobile and allied lines, which have taken two complete sections of the exposition (each exhibit hall is divided into eight sections of equal size), shoe manufacturers, advertising and paper products manufacturers, furniture manufacturers and distributers, office ap-

pliance manufacturers, building material and real estate men, milk distributers, ice cream manufacturers, public utilities, dry goods, chemicals, machinery, beverages and practically every line of business.

All the exhibits will be educational. An educational committee headed by David Kinley, Ph.D., LL.D., president of the University of Illinois, and comprising scientists from all the great educational institutions of the middle west, is co-operating with the men in charge of the industrial exhibits. Not only will the finished products be shown, but also the raw materials and the various processes through which they pass before they are ready for retail distribution. Mayor Thompson has insisted from the first that the exposition be 75 per cent business and only 25 per cent of amusement, but that 25 per cent has already developed into the greatest entertainment programme that has been seen in Chicago since the world's fair of 1893.

A four-day's programme of speed boat races is being arranged by Sheldon Clark, commodore of the Chicago Yacht Club. The races will be run over a two-and-one-half mile course laid out just north of the pier and south of the outer breakwater, so that the boats will be in full view of the spectators throughout the races, and the course is so sheltered by the breakwater that nothing but a northeast wind amounting to a gale could prevent their being run. Such a gale is not likely in August. Some of the fastest speedboats in America have already been entered. Detroit, Mich., Toronto, Ont., and Milwaukee, Wis., are building boats to compete, and will face "Miss Chicago," a boat now being constructed by a syndicate of Chicago business men to win the speedboat championship of the United States for the city. Mayor Thompson headed the syndicate list with a subscription of $1,000, and Chris Smith of Algonac, Mich., the best known boat builder in America, now has "Miss Chicago" under construction.

CHORUS OF 10,000 VOICES TO SING.

A great chorus of 10,000 voices, to sing at the pier daily, is being arranged by a committee of which Milton G. Severinghaus is chairman. Grand opera singers will be soloists, and effects of unusual beauty will be obtained at the evening concerts by placing 1,000 singers on each of the six gunboats that will come here for the naval manoeuvres in connection with the pageant, and ranging the gunboats in a semicircle about a barge on which is stationed a 200-piece band. At a signal from a conductor with an electric lighted baton the band will play and the great chorus will sing patriotic and popular airs. The naval pageant in itself will be a show worth going miles to see. Secretary of the Navy Denby has ordered the naval militia of the states bordering on the Great Lakes, to rendezvous at the pier for their annual summer practice cruise. They will bring six gunboats, several subchasers and smaller craft, and several thousand sailors. Capt. D. W. Wurtsbaugh, commandant of the Great Lakes Naval Training station, will send several hundred of his boys to camp at the pier, during the exposition, and in addition to the naval manoeuvres and sham battles they will feature, they will participate in evening parades through Chicago.

Aeroplanes from the army, the navy and the United States mail service will participate in flights, carrying both passengers and freight, to show the latest developments in aviation. An unusual feature will be races between aeroplanes and homing pigeons supplied by the pigeon fanciers of Chicago. In one of these events carrier pigeons will race with an aeroplane, an automobile and a motorcycle, probably between Chicago and Milwaukee.

Business men's associations in the outlying districts of the city, are co-operating in the Pageant of Progress Exposition by demonstrations of their own, at which they are choosing neighborhood queens, who will compete at the exposition for the honor of being crowned Queen of the Pageant, at a great ball to be held on Chicago Night. The young woman who will act as the queen will be chosen by a committee of Chicago's best known artists and sculptors. Great rivalry between the various neighborhoods has already developed.

San Francisco.

TRADE IN SATISFACTORY CONDITION.

Since Memorial Day, trade has been going along in a satisfactory way. The wedding demand keeps things moving along nicely, and aids the market to clean up in these days of heavy supply. One is impressed with the fine quality of the roses being received. The foliage is splendid and the flowers and stems all that could be wished for. Mrs. Chas. Russell is quite plentiful with prices about the same as last week. Butterfly is now coming in freely and is a popular variety. Prima Donna is a good seller. Columbia is not in large supply and cleans up well. Mrs. Aaron Ward is fine just now and finds a ready market. Excellent Hadleys are to be seen everywhere. Cecil Brunner is another variety that is plentiful. Very few white roses are to be had. From outdoors we have plenty of Ulrich Brunner, but most of the offerings remain poor. Wholesalers report that rose shipments still continue to go out of this market to other cities. Carnation growers must be well pleased with the prices they have been receiving all season. At this date the acreage cut is bringing $4 to $6 per 100. Many buyers complain at the prices asked, but all stock is disposed of early in the day. There is a large cut of Bride gladioli and prices have dropped to a low figure for this stock. Some good red dahlias are being offered and bring the grower $4 per 100. Large flowering gladioli are firm at $1.50 per dozen. Fine long stems and large flowers are the rule for all this stock. Much complaint is heard among the retailers of the poor quality of sweet peas this season. Notwithstanding this the cut is being sold at $1 per dozen. This stock is being grown by Japanese growers and it is very evident that they are not paying very much attention to their stock seed. Lily of the valley is now in good supply with the demand excellent. Peonies are scarce. Giganteum lilies are still in good supply with the call somewhat limited. Snapdragon is not so plentiful as formerly and good stock finds a ready market. Larkspur is in good supply and reasonable. Scabiosa caucasica is a perennial that seems to be in good demand at all times. Flowering eucalyptus is also meeting with much favor. There seems to be a fairly good cut of cattleyas, which sell well. Rhododendrons are about the only flowering plant available at present. Ferns and greens of every description enjoy a fine sale.

RETAIL FLORISTS' ASSOCIATION.

There was a large attendance of the trade at the meeting of the Retail Florists' Association, June 1. P. Vincent Matraia reported that the few remaining florists of the city who were not members of the association were now ready to join, and observe Sunday closing. The club gave a reception to J. Fred Ammann and Hilmer V. Swenson, who are making a Pacific Coast trip in the interest of co-operative advertising, on the evening of June 7.

NEW MARKET FOR WHITE GROWERS.

P. Vincent Matraia of the Art Floral Co., who has been an untiring worker for the new wholesale market for white growers, says that practically every florist in this city has signed up to take stock in the company that is being organized to secure the new flower market. The necessary amount to obtain the building is now in his hands and he hopes to be able to close the deal by July 1. The present plans are to secure a lease for four years on the structure which has been selected as the most desirable, and at the end of that time erect a much larger building to afford ample room for all growers selling stock in this city. If this market becomes a reality, we may again see a revival of carnation growing by white growers. The Japanese forced the discontinuance of this industry among the whites a few years ago by making prices so extremely low that competition was impossible.

NOTES.

After comparing notes, it is the opinion of the trade in this city that Memorial Day business was not as good as last year. It is difficult to understand but it seems to be a fact nevertheless that holiday trade is growing less each succeeding year. It is conceded by all retailers that Mothers' Day is far ahead of Memorial Day in the quantity and quality of flowers bought in this city.

Plans for the flower show to be held in this city, October 26-28 are going ahead steadily. The Menlo Park Horticultural Society, which counts among its members some very able private gardeners, has endorsed the exhibition, and many surprises may be looked for from that locality in the way of prize chrysanthemums and orchids.

Miss Ella E. Barton has removed to a much more commodious store at 2209 Union street. Miss Barton has made a great success of the flower business.

Albert O. Stein and Fred Bertrand represented the trade on the Shriners' excursion to Fresno last week.

H. Plath, proprietor of the Ferneries, says the out-of-town demand for ferns and decorative plants continues excellent. Mr. Plath is planning an extended trip to Europe early next year and will visit all the horticultural centers both in this country and abroad.

From the chrysanthemum growing district along the peninsula comes the report that the cool spring has been ideal for the growing of this fall favorite. The plants are making a splendid clean growth and long stems will be the rule.

Mrs. R. E. Darbee has left for an extended vacation trip throughout the state and will be away for several weeks. She reported shipping trade for Memorial Day as satisfactory and was in a position to take care of all orders.

The Lynch Nursery Co., at Menlo Park, one of the few white growers of carnations left, has been shipping a fine grade of stock all season. Snapdragon is another special there.

E. W. McLellan & Co. is handling a heavy cut of roses from the firm's greenhouses at Burlingame. Their Mrs. Chas. Russell and Hadley are particularly good.

The governor has signed assembly bill No. 380 authorizing a license fee for conducting a nursery or selling nursery stock in this state.

JAMES T. LYNCH.

Tri-State Florists' Association.

The next meeting of the Tri-State Florists' Association will be held at the Annex Hotel, Fargo, N. D., June 24-26. Prominent speakers have been invited from Chicago and the Twin Cities. Saturday afternoon a fishing trip will be made to Detroit Lake.

THE AMERICAN FLORIST

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We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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LUMBER prices are at rock bottom, according to the annual report read at the opening session of the National Hardwood Lumber Association convention at Philadelphia, Pa., June 9, by Frank F. Fish, of Chicago, secretary-treasurer of the organization.

FLORISTS of New Orleans, La., are making vigorous protest against an order of federal and state officials instructing the police to stop all flowers on the way to patrons and ascertain if they have a permit. This is said to be part of the war on the camphor scale.

Pueblo Flood.

George Bolt, Jr., manager of the Pueblo Floral Co., writes June 10: "Our store was completely wiped out, but the greenhouses remain untouched. We are again up and at it and are going to be a bigger and better Pueblo. The flower business will be a little slack for a while, but we will make it better than before this disaster."

GLADIOLUS growers report the crops doing well.

PORTLAND, ORE., wants the 1925 convention of the Society of American Florists.

Girls Jolt Plant Quarantine.

New Orleans, La., June 11.—Swarms of girl graduates appearing on the streets with "uncertified" floral decorations have overwhelmed efforts of the state authorities requiring all wearers of flowers to carry a certificate attesting to their freedom from the pest. State Entomologist Anderson rescinded the order last night, after it had been in effect one day, and the police had met only scornful contempt when inquiries were made as to whether the bouquets were certified or not.

Post Office Inspection.

California now requires post office inspection at destination of "all florists' stock, trees, shrubs, vines, cuttings, grafts, scions, buds, fruit pits and other seeds of fruit and ornamental trees or shrubs, and other plants and plant products in the raw or unmanufactured state, except vegetable and flower seeds: Provided, that the list of plants and plant products shall not apply to plants and plant products shipped under the certificate of the federal horticultural board of the United States Department of Agriculture."

Membership Drive.

EVERY MEMBER GET A MEMBER.

Personal letters have been mailed to each member this week. This is in the nature of a follow-up reminder, and emphasizes that a certain duty has been assigned to you to accomplish for our beloved Society of American Florists, as well as for your fellow craftsmen.

We sincerely hope that you have already secured the one new member in our "Every Member Get a Member" canvass, and we trust that you will not stop at that, for remember, we have a few weak brothers who will lay down on the job. Then, too, a few are so situated that they cannot make good. So in order to make up for any deficiency in our campaign, just secure a few additional members. We have a number of "live wires." Come, get into that class and we will reach our goal easily.

JOS. H. HILL,
A. L. MILLER,
S. S. PENNOCK,
PAUL R. KLINGSPORN,
J. F. AMMANN,
Membership Committee.

Washington Convention Hotel Rates.

The Society of American Florists, through its committee on hotels, has been able to secure special rates at hostelries in Washington, D. C., for the annual convention of the society, August 16-18. The hotels and the amounts asked are presented herewith:

Hotel	Single room	Single room and bath	Double room	Double room and bath
Raleigh	$3.00-$4.00	$4.00-$7.00	$4-$6	$5-$10
Powhatan	2.50- 3.00	4.00- 7.00		
National	2.00- 2.50	3.50- 4.00	3- 4	5- 6
New Ebbitt	2.50	3.50- 4.00	4	6
Franklin	2.50- 3.00	3.00- 4.00	4	5- 7
Cont'nt'l.	2.00- 3.00	3.50- 4.00	3- 4	5- 6
Metroplt'n.	2.00- 2.50	3.00- 3.50		
Har'ngt'n	3.00	3.50- 4.50	4	5- 7
St. James	1.00- 2.00	2.50- 4.00		
Willard	3.00 up	5 00 up	5 up	7 up
Wardman.		5.00		8
Cairo....	2.00- 2.50	2.50 up	3- 4	4- 5
Shoreham		3.50- 5.00		5- 7
Washn'ton		4 00- 6.00		7- 8
Arlington		4.00		6

American Dahlia Society.

At the last meeting of the American Dahlia Society the nomenclature committee decided that the term hybrid cactus be left as it now stands, and that the variety, George Walters, be classed with the hybrid cactus; also Mrs. E. W. Estes, Shower of Gold, and other narrow petaled varieties, and that these be used as types of that class. The decorative class is to stand alone without a hybrid class, the narrow petaled decoratives to go in the hybrid class.

All new dahlias, if the originators are undecided as to the class, are to be sent to the trial grounds at Storrs, Conn., for proper classification.

The classification of the American Dahlia Society as it now stands is to be continued, except the fancy class—the fancy class to be dispensed with.

The following committees were appointed for the dahlia show to be held at the Hotel Pennsylvania, New York, September 27-30:

Committee on all varieties taking prizes at show: Prof. J. B. S. Norton, College Park, Md.; J. H. Pepper, New York; Prof. Geo. W. Fraser, Storrs, Conn., and T. A. Weston, New York.

Membership committee: Chas. A. Searle, Westfield, N. J.; A. F. Clark, Netcong, N. J; Mrs. Chas H. Stout, Short Hills, N. J.; F. P. Quinby, White Plains, N. Y.; C. E. Walker, Paterson, N. J., and H. Mills, Mamaroneck, N. Y.

Staging: Wm. J. Rathgeber, Chairman; C. Louis Alling, West Haven, Conn., John H. Meleady, New York.

Judges: Amateur exhibits, James Duthie, Oyster Bay, N. Y.; Mr. Clark, Riverton, N. J.; Prof. J. B. S. Norton, Prof. Geo. W. Fraser, John S. Vincent, White Marsh, Md.; M. A. Douglass, Woodbury Heights, N. J., and Alt. F. Clark.

Judges: General, F. P. Quimby, White Plains, N. Y.; John MacNichols, Cedarhurst, N. Y.; Alex Michie, Locust Valley, N. Y.; Prof. Safford, Washington, D. C.; Doctor Howe, Bronx Park; James Kirby, Huntington, N. Y.; Wm. H. Waite, Rumford, N. J., and Prof. F. L. Mulford, Washington, D. C.

Judges: At Storrs, Conn., Prof. J. B. S. Norton, Chairman; James Duthie, Myron A. Douglass, W. B. Sweeney, Willimantic, Conn.; John Kennedy, Westerly, R. I., and Frank P. Quimby.

Judges: At College Park, Md.; Prof. Geo. W. Fraser, James Duthie, Prof. Mulford, Washington, D. C.; Prof. Safford, Washington, D. C., and Wm. J. Rathgeber.

Entertainment: Richard Vincent, Jr., Wm. J. Rathgeber, J. K. Alexander, East Bridgewater, Mass., and W. L. W. Darnell, East Moriches, N. Y.

Prizes: Richard Vincent, Jr., E. C. Vick, I. S. Hendrickson, Flowerfield, N. Y., and F. T. Austin, Berlin, N. J.

Premium Schedule: I. S. Hendrickson, James Duthie, N. Harold Cottam, Wappingers Falls, N. Y., and C. Louis Alling.

Reception committee: Geo. L. Stillman, Westerly, R. I.; Prof. Geo. W. Fraser, Mr. Thomas, care J. M. Thorburn Co., New York, and Max Schling, New York.

The price of the tickets was set at fifty cents each, plus the war tax. Exhibitors must make their own labels, not over three-inches long and ¾-in. wide, and to conform to this size as nearly as possible so as to make the exhibits uniform. The next meeting will be held at the Grand hotel, New York, Friday, July 8, 1921, at 10 a. m.

E. C. VICK, Sec'y.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of changes of date, time and place of meeting.]

Boston, Mass., June 20, 8 p. m.—Gardeners' and Florists' Club of Boston at Horticultural hall. Wm. N. Craig, secretary, Faulkner farm, Brookline, Mass.

Columbus, O., June 20, 8 p. m.—Columbus Florists' Association at the Nell house. E. A. Munk, secretary, 19 S. High street, Columbus.

Grand Rapids, Mich., June 20, 8 p. m.—Grand Rapids Florists' and Gardeners' Club at office of members. Edw. Freyling, secretary, 1057 Wealthy avenue, Grand Rapids.

Hartford, Conn., June 24, 8 p. m.—Connecticut Horticultural Society at County building. S. H. Deming, secretary, Hartford.

Newport, R. I., June 23, 8 p. m.—Newport Horticultural Society at Music hall, Thames street. Fred P. Webber, secretary, Nelville, R. I.

Orange, N. J., June 20, 8 p. m.—New Jersey Floricultural Society at J. O. W. A. M. hall, Geo. W. Strange, secretary, 84 Jackson street, Orange.

Philadelphia, Pa., June 21, 8 p. m.—Pennsylvania Horticultural Society at New Century Drawing room. David Rust, secretary, 606 Finance building, Philadelphia.

Portland, Ore., June 21, 8 p. m.—Oregon Floral Society at Masonic temple. F. A. Van Kirk, secretary, 64 E. 50th street, Portland.

Toronto, Ont., June 21, 8 p. m.—Gardeners' and Florists' Association at St. George's hall. Alex. Simpson, secretary, 87 Grosvenor, Toronto.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—First class rose grower and foreman in good Texas city. Four room house on place. $175 to $200 per month to right party. Address

Key 562, care American Florist.

Wanted—Alfred E. Hachet, or anyone knowing or seeing him, write Rosa Hachet, Chattanooga, Tenn., Highland Park. Very important; estate to settle.

For Sale—Flower store; established 25 years; to be sold because of illness. Call **G. Carajanes, 2594 Eighth Avenue,** New York.

For Sale—Well established market garden and floral business. 29 hot beds, well, windmill and tank, 11-room house, also barn; four city lots. A snap at $3,600; $1,500 cash. Address

JOHN C. KRUEGER
Medford, Box 72, Wis.

Help Wanted

An opportunity in dynamic Detroit. Wanted a high grade pot plant grower to take complete charge of 20,000 feet of glass. It's an old plant but owner will spend the money to put it in good condition Salary and commission. A retail growing plant. Would rent or sell to the proper man in due time. Must come at once.

M. BLOY, 4114 Van Dyke Ave., Detroit, Mich.

Situation Wanted

By all around gardener and florist, German, age 32, single. Life experience in all branches. Desire to work in good retail place again with chance to renew experiences in designing, etc. If suitable would buy place later. West or coast preferred. Address

Key 563, care American Florist.

BARGAIN

100 canvas army covers, rubber army boots, oil skin suits, out door night automible covers, army coco door mats and matting, second hand wire rope, second hand fire department hose, old garden hose, it is used around trees; army horse blankets, tents, cots, blankets, large brass cannon suitable for country residence, church bells, large sugar cane knives for cutting down trees, corn, etc.

E. J. KANE, 59 Ann Street, NEW YORK CITY

For Sale

GOOD SECOND-HAND PIPE

All sizes, for water and steam purposes. Also pipe for culverts, grape arbors, fence and corner posts. Cheaper than wood and lasts longer. Send us your inquiries and let us quote our prices.

MAX ZEIGLER & BROS., Muncie, Ind.

For Sale

Good location for Florist or Gardener. Contains 10 and 4/10 acres. Nearly new 8-room house, hot water heat, 100 ft. chicken house or kennel, other out buildings. Land all clear. Clear land in vicinity $1000 per acre. Selling price $10,000, half cash. Location good for florist.

ANDREW R. KENNEDY
WESTBURY, L. I., N. Y.

FOR SALE

Two greenhouses, 22x60 each, one house 24x16 and one 18x24, full of plants, complete; 9-room modern residence and garage; 2½ acres land, all improved; best of soil, in town of 3,000, four miles to city market of 18,000, and can sell all can raise; reason for selling, have other business; will sell for $5,000; we did $27,000 during May; everything in working order.

L. R. ORDWAY,
11 Elm St., Canisteo, N. Y.

Forced Sale

Exceptionally fine greenhouse property in Evanston, Illinois, must be sold by order of court to close litigation. Located on corner, 172x251 feet; greenhouses cover over 30,000 square feet and are equipped with concrete benches. There is also a 7-room heated dwelling on the premises and necessary sheds, etc. Property worth double what you can buy it for now.

Frederick H. Brammer
138 North La Salle Street
CHICAGO

For Sale

First-class flower store on north side. Chicago's big hospital trade. Long lease and low rent. $4,000 cash required.

FLORIST
2110 North Halsted Street, CHICAGO

FOR SALE

Glass: 16x24, 16x20, 16x22, per box	$5 50
16x16, 14x16, per box	4.50
12x16, 10x16, per box	4.00
1¼ in. wrought iron pipe, per foot	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each	2.50
Rafters or sash bars, per foot	.02
Shafting (heavy), per foot	.10
Shafting (light), per foot	.06
Ventilating arms, each	.25
Ventilating hangers, each	.10
Garland iron gutters, per foot	.40
	Per 1000
6 ft. wire stakes	$13.50
5½ ft. wire stakes	10.00
5 ft. wire stakes	10.00
4 ft. wire stakes	7.50

PETER REINBERG
30 East Randolph Street, CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $8.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

Greatly Increased Demand

If you have any to offer, or are likely to have any soon,

advertise in these columns now.

AMERICAN FLORIST CO.
440 So. Dearborn Street, ... CHICAGO

Pittsburgh.

STOCK OF POOR QUALITY ARRIVING.

Business is slow with an abundance of all kinds of stock that at times is hard to move. Weddings and commencements have not been a factor, so far this June, and with the exception of lily of the valley and white roses which clean up daily there is no special call for any item on the list. Gladioli and Easter lilies move well as the supply is still limited. Carnations are not fit to carry over. Outdoor flowers are arriving in large quantities and are the principal reason for a lowered price over the greenhouse stock. Some extra good sweet peas are seen, but the most of them are poor.

RETAIL FLORISTS' ASSOCIATION.

The Retail Florists' Association held its monthly meeting June 9, at the Hotel Chatham. As an election of officers was in order the attendance was large. The result was as follows: George Wessenauer, president; W. J. Warrick Jr., vice-president; Edward E. Ludwig, secretary,and G. P. Weaklen, treasurer. It was voted to continue the meetings during the summer, and to have a big joint session with the Florists' and Garers' Clubs of this city, and Sewickley in September. It was also decided to have an out-of-town speaker for each session, a man nationaly known in the business and who can tell us about the associations in other cities. The organization here is young, but all the members are enthusiastic and there is no doubt but that it will be a success A membership campaign is now on and it should not be long until every florist within a radius of 75 miles will be a member.

NOTES.

Lawrence Cooper, manager of The McCallum Co's. factory, was operated on for appendicitis last week and at the last report was getting along nicely.

There has been a heavy call for red, white, and blue immortelles, ribbons and chiffon, because of several funerals of former overseas soldiers

Several of the florists have been reported ill, those on the sick list include Fred Reigelmeyer, and Jos. Fineberg.

E. C. T.

St. Louis.

STOCK BRINGING LOW PRICES.

The weather during the past week has been very warm and showers have been more than numerous, bringing on all outdoor stock with a rush. There is, generally speaking, an abundance of stock of all kinds on the market and although the trade remains excellent, the stock is bringing comparatively low prices. Roses of the best quality are not numerous, but there is a large amount of second rate flowers offered. The best grade of such popular varieties as Ophelia, Mrs. Chas. Russell, Premier, Ward, Milady, Butterfly and Killarney are wholesaling at from six to 10 cents apiece. They are in great demand and thousands are being used almost daily for June weddings and other functions. Carnations of best quality are rather limited but there is a large supply of second grade blooms. The dark colors are in greatest demand. Gladioli are coming in in large numbers. Some of the stock is very fine, having many large flowers on each spike. Loveliness is the variety in greatest abundance at this time. Daisies, both yellow and white, are more than plentiful as a cut flower, but very few are seen as pot plants in windows. There is a fair demand for Shasta daisies, which are scarce. Some excellent calendulas of enormous size are offered, but they move very slowly. Cornflowers are coming in in large quantities and are being used to a great extent in combination with coreopsis and delphiniums, and are in good demand. Larkspur is offered in shades of blue, pink and white and sell readily. Lily of the valley is sold by a few establishments and the demand is brisk. It finds its chief use in bridal boquets, but due to the excessive heat does not keep well. Lilium Harrisii seems to be in a steady, though not pressing demand. Callas are very scarce and clean up well. Orchids are limited in quantity and bring a good price. The stock is of excellent quality. There are a few cypripediums to be had and they sell well. Irises are entirely gone. Snapdragons though limited in quantity and quality sell well. Begonias are in good demand, but scarce. A few plants of statice, candytuft and ageratum are being sold. They are used mostly in boxes, in combination with other plants. Some fine varieties of geraniums are on the market in large quantities and they sell quite readily. Novelties, such as pandanus, cibotiums, dracaenas, crotons, etc., are plentiful and show little fluctuation in their regular price. Bedding plants still continue to sell well, and there is an ample supply to fill all demands. Greens are plentiful, but ferns are rather scarce and do not keep well. Southern ferns show effects of the warm weather by turning brown within a short time. Displays consist al-

CALIFORNIA
Freesias

DUE IN CHICAGO SOON

NEW NAMED COLORED

General Pershing

Extra robust grower, 3 feet in height, with 4 to 5 long side laterals, large open flowers of lavender pink, yellow lip and somewhat of a bronze cast.

Per 100, $ 3.50
Per 1000, 30.00

VIOLA

Like a large wood violet, the lower petals of a deeper violet blue, a beautiful distinct and valuable hybrid.

Per 100, $ 3.50
Per 1000, 30.00

PURITY

	1000
3/8—1/2	$ 7.50
1/2—5/8	12.50
5/8—3/4	16.50

FISCHERII

Improved Purity. Best of the White Freesias.

Per 100, $6.00; per 1000, $50.00.

Now is the Time to Order SPHAGNUM MOSS.

CHICAGO VAUGHAN'S SEED STORE NEW YORK

REX BEGONIAS

3-inch, $2.00 per dozen.

GERANIUMS (Our Specialty)
Nutt. Buchner, Ricard, Poitevine, Viaud.
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere.

Elmer Rawlings, Wholesale Grower. ALLEGANY, N. Y.

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Wendland & Keimel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Weiland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
Harry O. May, Summit, N. J.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
Stephen Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
Budlong Rose Co., Auburn, R. I.
J. J. Fallon Co., Lynchburg, Va.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

Mention the American Florist when writing

most entirely of pot foliage plants. Many fancy leafed caladiums are being shown.

NOTES.

W. A. Rowe, Kirkwood, is erecting four large greenhouses of the ridge and furrow type. They are 35x300 feet. A new boiler house is also being built. Mr. Rowe states that he has about 110,000 square feet of glass and wishes he had more.

The Florists' Club held its regular meeting on June 9. A large number were present and some important business was transacted.

H. G. Berning states that he cannot obtain enough snapdragons and delphiniums to fill all orders.

The Missouri Botanical Garden is displaying a large collection of fancy leafed caladiums and orchids.

Orchids and carnations are features with the St. Louis Wholesale Cut Flower Co.

Large quantities of roses and gladioli are being shipped by W. J. Pilcher, Kirkwood.

The Windler Wholesale Floral Co. reports an excellent trade in roses and gladioli.

C. A. Kuehn reports an excellent trade in his section of the city.

Grimm & Gorly's books show a wedding for every day this week.

Foliage plants of all kinds are good sellers with Geo. Waldbart.

Funeral trade has been brisk with the Mullanphy Floral Co.

The Bourdet Floral Co. is handling some very fine pot plants.

Fred C. Weber is displaying some excellent flower boxes. R. D. M.

Boston, Mass.

MARKET IN POOR CONDITION.

The market this week was very quiet, and stock was carried over from day to day until the last of the week when there was a general clean up. On June 11, there were carnation days in Lynn, Malden, Winthrop, and Gloucester, which took abut 60,000 pinks out of the market. The price of pinks during the early part of the week was $1 to $1.50 per 100. The clean up the last of the week sent the prices to two and three cents a piece. The drive for funds in aid of the city dispensary helped, considerably on the rose situation. There were about 10,000 roses sold on the streets in aid of that fund. The prices which roses and carnations brought for that occasion was not very high, but it helps to relieve the glut. Business in general is very quiet, and prices correspondingly low without any outlook at present for better conditions. White roses, lily of the valley, and sweet peas, are mostly in demand for wedding work and there is some call for gladioli and larkspur for decorations. Judging from the amount of flowers coming in at present there will probably not be any change in prices for the coming week.

J. Dufflin, buyer for T. E. Palmer, Brookline, has gone to Kalamazoo, Mich., to take charge of the landscape department of one of the leading florists there.

Elliott Tilson salesman for Pierce Bros., met with a very painful accident this week. The truck on which he was riding collided with a touring car, and he had the left side of his face and ear badly cut by flying glass.

E. F. S.

BALTIMORE, MD.—Frank Adams recently purchased the flower shop owned by John Simon, Jr., at 1636 Eastern avenue. Mr. Simon will devote his entire time to his greenhouses on Radnor avenue, Govans.

Prepared Cycas Leaves

(BEST ON THE MARKET)

We will send you 100 assorted sizes of our best quality Cycas Leaves up to 36 in. long for the special price of **$6.00.**

One Floral Art Album given free with any order of $25.00 or more —Get our complete list of other items it's free.

Geo. H. Angermueller Co.

Wholesale Florists 1324 Pine Street, ST. LOUIS, MO.

Roses for Hot Weather

Buy direct from the grower. We are especially equipped to handle our flowers in such a way that they will reach you in good condition.

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST

Subject to Market Changes

	Per 100
RUSSELL	
Fancy Long	$16.00 to $20.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
COLUMBIA	
Fancy Long	$16.00 to $20.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
PREMIER	
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
HOOSIER BEAUTY	
Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
OPHELIA	
Long	$10.00 to $12.00
Medium	6.00 to 8.00
Short	3.00 to 6.00
SUNBURST	
Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
WHITE KILLARNEY	
Long	$10.00 to $12.00
Medium	8.00
Short	4.00 to 6.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selection, in lots of 200 or more, as follows:

	Per 100
Good medium lengths	$6.00
Good short lengths	4.00
Good, very short lengths	2.50
New Fancy Ferns, per 1,000	$3.00
Adiantum, per 100	1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	.35 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

STOCK IS IN LARGE SUPPLY.

Stock is in large supply and is arriving in fair condition considering the warm weather of the past week. Roses patricularly are plentiful and good first-class shipping stock which is in limited supply, is commanding fair prices. The weather has turned cooler at this writing, June 14, and the quality of the roses is showing signs of improvement. All the varieties grown for this market are to be had in quantity with Mrs. Chas. Russell in best demand. Carnations are still included in the shipments, but the supply is gradually dwindling with very few saleable flowers obtainable. Peonies are quite a factor in the market and are in good demand. Orchids are having a brisk call and lily of the valley appears to be holding its own, notwithstanding the heavy supply that is being cut this month. Gardenias are selling nicely. Lilies are quite a factor in the market and a fair supply of callas is seen at some of the houses. Gladioli are good property. Sweet peas, cornflowers, candytuft, coreopsis, gaillardia, feverfew, gypsophilas daisies, snapdragons and all other miscellaneous seasonable indoor and outdoor stock is obtainable in quantity. New ferns are arriving and are selling at prices ranging from $3 to $5 per 100, according to quality. Business has been fair considering conditions with the demand strengthening this week as commencement exercises approach.

NOTES.

Mangel & Co., the Palmer House Florists, have their window all ready for their ducks which are an added attraction each year at this establishment. Mr. Mangel has them so well trained that they can now quack, "Say It With Flowers."

FOUNDED BY FLINT KENNICOTT 1st

We are proud that the spirit of service, which characterizes all Kennicott dealings, has attracted to us so many of the foremost growers and retailers. We can ask no fairer measure of our worth than the type of clients we serve.

It is because of this fact that we can give to both retailer and grower the effective service they should have.

KENNICOTT BROS. CO.
174 N. Wabash Ave., Chicago

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

ROSES and CARNATIONS

Heavy Supply of Both at Reasonable Prices

Buy Direct From the Grower — **CURRENT PRICE LIST** — **Subject to change without notice**

	Per 100
MRS. CHAS. RUSSELL	
Specials	$20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00
COLUMBIA	
Specials	$ 20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00
PREMIER	
Specials	$ 20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00
SUNBURST, OPHELIA	Per 100
Specials	$15.00
Select	12.00
Medium	$ 8.00 to 10.00
Short	4.00 to 6.00

		Per 100
Killarney / **White Killarney**	Specials..	$15.00
	Select....	12.00
	Medium..	8.00 to 10.00
	Short....	4.00 to 6.00
ROSES, OUR SELECTION		$5.00
CARNATIONS		
Good and Fancy		$ 3.00 to $ 4.00
Peonies		6.00 to 8.00
Adiantum		2.00
Asparagus, per bunch		50c to 75c
Ferns, per 1,000		$6.00
Galax, bronze and green; 1,000		2.00
Leucothoe Sprays		1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

Discriminating Buyers

Place their regular orders for Cut Flowers with us. **There's a reason.**

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

Poehlmann Bros. Co. is having a strong call for lily of the valley and orchids. Roses are in large supply here, especialy Mrs. Chas. Russell, which is grown on a heavier scale than ever this season at the Morton Grove greenhouse.

The Allied Florists' Association is carrying considerable advertising in all the dailies in which the girl graduate occupies the principal part.

The floriculture division of the Pageant of Progress Exposition is maintaining a permanent organization in carrying on solicitation among prospective exhibitors for the contracting of space.

James Henderson, son of A. Henderson, who is home from the Boston School of Technology on vacation, will pursue his chosen profession of architecture in a local office during the summer.

William F. Schofield, the North State street florist, is back from a pleasant visit at Janesville, Wis.

N. H. Kirsch, of Niles Centre, is back from Rockford where he attended the state convention of the Catholic Order of Foresters.

At Kennicott Bros. Co.'s store American Beauty roses are arriving in heavier supply, especially in the longer stemmed grades.

Julius Dilloff, representing Wertheimer Bros., New York, is calling on the trade here this week. Mrs. Dilloff is with him.

A new retail store will open at the northwest corner of South Wabash avenue and Congress street in the near future.

HIGH-GRADE CUT FLOWERS

WEDDINGS AND COMMENCEMENTS

Premier, Russell, Columbia, Ophelia and Sunburst Roses, Carnations, Callas, Etc.

WIETOR BROS.

30 East Randolph Street, L. D. Phone: Randolph 2081 CHICAGO

George Wienhoeber had the order for the Pirie-Withers wedding, which was probably the largest job so far this season. Over 500 dozen larkspur were used in the bridal path and a large quantity of candidum lilies in the two flower beds on either side of the spot where the ceremonies were held. The order also called for the bridal bouquet of white orchids and lily of the valley and six bridesmaid's bouquets. A heart-shaped center piece fully six feet in diameter, made of pink and white sweet peas with a large tree of all the varieties of larkspur obtainable in the middle, created quite a sensation, as the guests circled past the bride's table to admire it after the luncheon.

Peter Schousboe, superintendent of the Peter Reinberg greenhouses for several years, has rented five of the Reinberg houses, consisting of about 50,000 square feet of glass, which will be devoted to roses, carnations and miscellaneous stock. He is catering to the north side trade and is buying considerable stock in the market to fill his orders. He is going to purchase a new Ford.

Arthur Peterson of Escanaba, Mich., stopped off here June 10 on his way home from Detroit, where he attended a business meeting of state fair officials. He was appointed on the board of managers by the governor and was made superintendent of the flower and plant department besides being named on the entertainment committee.

Frank J. Kral, Jr. has sold his business at 1903 South Halsted street to John Tazeska, who took possession June 10. Mr. Kral is attending the convention of the Catholic Order of Foresters at Rockford this week, but will leave shortly on an extended pleasure trip with his family.

E. F. Winterson Co. is disposing of large quantities of larkspur from the well-known wholesaler's farm at Highland Park. New eastern ferns are arriving in good sized quantities at this house.

Leonard H. Vaughan of Vaughan's Seed Store, returned early in the week from the firm's growing station in Michigan, and reported finding the crops there in excellent condition.

Chas. Smith, of the Eastern Wreath Manufacturing Co., Providence, R. I., who is making a western trip, called on the jobbing trade here this week.

George Louder, employe of the nurseries of Swain Nelson & Sons Co., age 20, was drowned in a pond near the Glenview Golf Club, June 12.

The J. A. Budlong Co. is receiving shipments of water lilies in addition to its regular line of stock.

Herman E. Bruns and wife are rejoicing in the arrival of a daughter, Shirley Louise, June 11.

Drive Your Slogan Home

The New

WRAPPING PAPER

Made especially for Florists

WATERMARKED

"Say it with Flowers"

Carries your dynamic slogan right into the homes of your trade.

and

adds just the proper touch to your service

Ask your supply house or paper merchant for samples.

If they can't supply you write direct to

Orchard Paper Company

756 Spruce Street

SAINT LOUIS

Summer Flowers

You can always get the best stock you need here. We are careful to select the best for shipping orders so that it will arrive in good condition. We take just as good care of the city buyers as we do the out-of-town customers.

Roses, Beauties, Lilies, Gladioli, Callas, Sweet Peas, Larkspur, Delphiniums, Calendulas, Orchids, Daisies, Carnations, Gypsophila and all other Miscellaneous Seasonable Cut Flowers. Complete Line of Greens.

A. L. VAUGHAN & Co.
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PHONES:
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161 North Wabash Ave, Chicago

PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association
WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 CHICAGO

Finest and Most Complete Supply in the Chicago Market---Bar None

The remains of the late O. P. Bassett, which were cremated at Pasadena, Calif., and held there until June 2, reached here last week and were laid to rest in the family lot at Brownville cemetery, Hinsdale, Friday, June 10, at 3 p. m. Mrs. Bassett was unable to be present owing to illness, so the burial services were strictly private. Mr. Bassett was the senior member of the firm of Bassett & Washburn.

The local members of the Florists' Telegraph Delivery Association held a meeting at the municipal pier, where the Pageant of Progress will be held. A temporary organization was perfected and the F. T. D. expects to have two booths, one in conjunction with the Western Union Telegraph Company. Orders will be taken for cut flowers at the Pageant and telegraphed everywhere, right from the booth.

Paul R. Klingsporn, of the membership committee of the Society of American Florists, is ready to add all the new names possible before the convention in August. All those who are not already members should send in their application without delay. Mr. Klingsporn's official headquarters are at the store of the Chicago Flower Growers' Association, 182 North Wabash avenue.

The Joseph Foerster Co. is supplying its trade with choice gladioli and peonies in addition to its usual complete line of all seasonable cut flowers.

At Peter Reinberg's store the receipts of roses are heavy with the stock arriving in good condition considering the hot weather.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA
RUSSELL
White Killarney
Butterfly
Milady Sunburst
Killarney Brilliant
Ward Ophelia
Premier

MISCELLANEOUS

Valley Cattleyas

CARNATIONS

Callas
Yellow Daisies White
Snapdragons
Calendulas

PEONIES

Cornflowers

GREENS

Plumosus Sprengeri
Bronze and Green Galax
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood

A meeting of the creditors of the Grossberg-Tyler-Finnerman Co. was held at the offices of the Chicago Association of Credit Men, 10 South La-Salle street, June 14. Their liabilities are a trifle over $7,000. The accounts receivable amount to $1,141.92, and it is estimated that the stock on hand is worth about $1,085. A committee consisting of Horace Walter Hawkins, Frank Mikolajczak and Leo Adler was appointed to look after the interests of the creditors.

Zech & Mann are supplying their trade with choice lilies which are in good supply with them. Allie Zech received word this week from N. Gibson that he has disposed of his business at Nappanee, Ind.

Wietor Bros. report a heavy demand for chrysanthemum stock which they disposed of in double-quick time this season. A few pompons are left, but orders for these are arriving in every mail.

A. Miller, of the American Bulb Co., says business has been highly satisfactory all through the season to date and looks forward to improving conditions in general trade the remainder of the year.

Wilfred Eastman, son of L. D. Eastman, 1322 East 63rd street, and Miss Helen Anderson stole a march on their many firends when they were quietly married at Crown Point, Ind., June 14.

A. L. Vaughan & Co. are enjoying a splendid shipping business as well as city trade. Peonies are in good supply here.

Manager John P. Degnan, of A. Henderson & Co., says this has been the best bedding plant season on record, with the demand still lively.

Visitors: J. W. Rodgers, Dayton, O.; Hans Rosacker and wife, Minneapolis, Minn., enroute to Europe; Bruno Juergens, Peoria; George MacArthur, Mineapolis, Minn.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Randolph hotel, June 9. Owing to the unavoidable absence of President Kohout, Vice-President A. T. Pyfer presided. The following candidates were elected to membership: Irving Stein, 161 N. Wabash avenue, Chicago; Gustav Bloom, Chicago; Anton Batek, Schermerville, and E. J. Delaney, Hollywood, Calif.

The report of the May party, theatrical entertainment and dance was presented by T. E. Waters, chairman of the good-of-the-club committee, and by a unanimous vote, the secertary was instructed to send a letter of thanks and appreciation to Prof. J. C. Blair, Prof. H. B. Dorner, and the students of the Floriculture Club at the University of Illinois, for their excellent rendition of the "Florists' Shop."

Chairman Waters, of the sports committee, was authorized to organize a bowling team, among the members, which would be entered in competition with other teams at the Washington, D. C., convention of the Society of American Florists, August 16-18.

It was decided to discontinue sessions of the club during the months of July, August and September. The plan of inaugurating the autumn season with a grand opening and entertainment, met with the approval of the members, and 300 tickets were authorized to be issued at $1 each, the committee in charge hoping to have them ready for distribution in the near future.

CHICAGO TO WASHINGTON.

The transpotration committee presented a report on trains and special rates to the Washington convention of the Society of American Florists, August 16-18. The trains for the trip and all other particulars will be announced later.

A rate of a fare and one-half for the round trip on identification certificates has been authorized. On this basis, the fare from Chicago to Washington and return will be $44.96. Tickets will be on sale August 14-16; validation, August 16-19, and return limit, August 21. The one way rate is $29.97, including tax.

Pullman fares, Chicago to Washington, including surcharges and war tax are: Lower berth $8.91; upper $7.13 compartment $25.11, and drawing room $32.40.

North Shore Horticultural Society.

The spring flower show of the North Shore Hotricultural Society, was held at the Gorton school, Lake Forest, Ill., June 4-5. Owing to abnormal weather conditions, exhibits were much smaller than usual, many exhibitors who had made entries of peonies finding themselves unable to compete, as the flowers were not sufficiently opened, and the iris classes were not numerous enough to make up this deficiency.

The principal winners in the various classes were Mrs. Chas. Schweppe, E. S. Moore, H. F. McCormack, Prentiss Coonley, and Byron L. Smith, all of Lake Forest. Successful out-of-town exhibitors were Mrs. H. S. Cooper, Kenosha, Wis., and S. Insull, Libertyville, Ill.

There was good competition in those classes calling for collections of perennials. Gloxinias in fine form were shown by Mrs. Schweppe and Mr. Coonley, the former exhibitor having fine examples of Mary Pickford gladioli. Mrs. Cooper took the first prize offered by the Illinois Garden Club for a vase of peonies, and the prizes for table decorations offered by this organization were won by Mrs. Augustus Carpenter, Mrs. Ryerson and Mrs. Brewster.

F. W. SPARK, Cor. Sec'y.

State Fair.

The Illinois State Fair will be held at Springfield, August 19-27. J. S. Miles, Petersburg, is in charge of horticulture and floriculture. Prof. W. S. Brock, of Urbana, is superintendent of horticulture, and Catherine Miles, Petersburg, of floriculture.

Heavy Supply of Roses

For June Weddings and Commencements

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA
SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

CARNATIONS White, Light Pink, Deep Pink, Red CARNATIONS

Exceptionally good for so late in the season.

Valley, Sweet Peas, Larkspur, White and Blue Daisies, Lilies, Peonies, Forget-Me-Nots, Gladioli, Delphiniums, Gypsophila, Stocks and all other seasonable Cut Flowers. Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri.

Now that Sweet Peas are about done for the season use NESBIT ROSES they more than serve their purpose.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

Kansas City, Mo.

STOCK SELLING READILY.

The month of May brought the trade the heaviest business of the year, due to a great extent to the excellent holiday trade. At the present time all seasonable stock is plentiful and of good quality, and is sold wholesale at a low price to keep it moving. Such material as delphiniums, larkspurs, candytuft, gaillardias, cornflowers, pink carnations, daisies, coreopsis, lupines and hardy sweet peas are the principal items. Roses for summer cutting are very good, in fact, better than they were in the winter season and the prices range wholesale from three to 12 cents. Carnations are of inferior quality. The call for graduation flowers was somewhat heavier this year than last. Garden flowers were a factor in this work.

NOTES.

At a recent meeting of the Florists' Club it was decided to hold the annual picnic July 4, at Pleasant Hill, Mo., the same place as last year, and a cordial invitation is extended to all the trade to attend.

Miss B. Lucier, formerly with Miller Bros., Abilene Kan., is now employed with Arthur Newell.

Considerable remodeling is changing the interior of many of the retail stores.

Chas. Robinson is now with the Kansas City Wholesale Cut Flower Co.

Ray Blessing is recovering from a bad case of blood poisoning.

The greenhouses are being cleaned up for next year. E. J. B.

Nassau County Horticultural Society.

The monthly meeting of the Nassau County Horticultural Society was held at Pembroke hall, Glen Cove, N. Y., June 8, President Wm. Noonan in the chair. B. Wallace was elected to active membership, and one petition for membership was received. The chair appointed Thos. Proctor, James McCarthy and Thos. Twigg to judge the exhibit held in conjunction with the session. The following awards were made: President Noonan, 1st., for 25 sweet peas; Frank O. Johnson, 1st., for 12 hybrid tea roses, and 12 hardy perennial roses.

The report of the rose show held by the society June 7 was read, and it was voted the best display ever had by the organization. It was decided that the society lend its support in the community playground movement, Mrs. E. J. Brown acting as representative. President Noonan presented Mr. Johnson with the Scheeper sweepstake, a fine vase, which he won at the recent tulip show. The next session and show of the society will be held July 13.

Tonner

CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

The E. F. Winterson Co.
Long Distance Telephone, Central 6004
166 N. Wabash Avenue, Chicago, Ill.

The Ove Gnatt Co., Inc.
Preservers of Natural Foliages LA PORTE, IND.
Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

Oklahoma City, Okla.

Weather conditions have practically ruined the carnation crop, but it has been an asset to gladioli, lilies and outdoor sweet peas which are arriving in large numbers and are of excellent quality. Trade is holding up fairly well for this time of the year, with weddings numerous though small.

NOTES.

A. S. Gray, Chickasha, who was a visitor last week is endeavoring to organize a base ball team to defeat Guthrie at the time of the florists' convention in August. He reports that his chrysanthemums are all planted outdoors, stating that he has better success this way than with greenhouse culture.

An attractive wedding breakfast window is seen at Furrow & Co.'s store. The Guthrie branch of this establishment has extended a challenge to the florists of this state for a ball game to be played at the time of the florists' convention in this city July 6-7.

The Foster Floral Co., has received some very fancy cibotiums, and are featuring them in a window display.

Mrs. L. K. Butts, El Reno, is enjoying a good business, having purchased stock in this city last week.

Clyde Batten of the Stiles Co., who has been sick is now back at work again.

PAUL RICHMOND.

Columbus, O.

STOCK MOVING SLOWLY.

Business during the past week was rather quiet. While there were some social functions, the wedding period had not yet started. A number of large weddings are scheduled for the remainder of the month and the trade will be busy. Funeral work is slow. There is some demand for loose flowers, and corsages have been considerably in demand. The usual run of flowers are in the local market, consisting of roses, carnations, sweet peas, snapdragons, lilies of the valley and garden flowers. The quality is good and the supply is slightly better than the demand, although prices have not declined materially. Plants are not selling very readily at present. Orchids are one of the newer flowers on the list and the supply is fairly good. Some peonies are still coming in from northern points, but the season is practically over.

SAM SELIGMAN
FLORISTS' SPECIALTIES
116 W. 28th St., New York
IMPORTER—MANUFACTURER
Artificial Flowers for Summer Sales.

One of the large weddings of the season was that of Miss Marion Smith, daughter of Mrs. W. A. Smith, 1073 East Broad street. T. J. Ludwig furnished the bridal spray of lily of the valley, swansonias and orchids. There were seven maids of honor, each being provided with a bouquet, consisting of Butterfly roses and snapdragons.

J. W. L.

Milwaukee, Wis.

HEAT AFFECTS STOCK.

While business has been good the past week, the supply was too large, especially of the inferior grades. Due to the extreme heat, all indoor stock is getting so poor that it is hard to carry it over from one day to the next. All the good stock available is quickly moved at excellent prices. Outdoor cut flowers, such as local peonies, delphiniums, gypsophila and some forced gladioli are now arriving in quantity and of course, have the preference over other varieties. Commencement and wedding work is not very good.

NOTES.

Fred N. Nalton left June 13 for Des Moines, Ia., to attend a Masonic meeting and assist the band, of which he is a member.

Chas. A. Koch, manager of the Wauwatosa Floral Co., has left on a fishing trip after a most strenuous season.

While the sale of bedding stock was exceedingly good up to Memorial Day, it came to a sudden stop and one can see numerous empty veranda boxes and vases.

E. O.

Rochester, N. Y.

EXCELLENT COMMENCEMENT TRADE.

Commencements and weddings, have been the main features the past week. Peonies are excellent in quality and are in great demand. Roses, carnations, and sweet peas are being used for all kinds of floral work. Garden flowers are much in demand such as

Do not take any fake or imitation thread, claimed to be the Meyer silkaline, or smilax threads. Be sure the name Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from and you will notice that our threads run full two ounces of thread to the spool. Be sure and get the Meyer thread.

Mention the American Florist when writing

Dyed Green Sheet Moss
Fancy and Dagger Fern
Telegraphic Orders Promptly Filled.
Duncan Jackson, Kinston, Ala.

Mention the American Florist when writing

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

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(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

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713 Milwaukee Avenue

CHICAGO, - - ILLINOIS

Write for Catalog and Prices.

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

larkspur, gaillardia, coreopsis, gypsophila, etc. Sweet peas are fine and sell well. Garden roses are beginning to come in.

NOTES.

Dewey Lester, formerly connected with the Rochester Floral Co., was a visitor to his home in this city recently. He is now in the government employ in New York.

John B. Keller & Sons had several large weddings during June. Their peony crop has been unusually good this month.

Excellent sales in aster seedlings and bedding stock are being had by James Vick's Sons.

W. L. Keller and wife celebrated their 25th. wedding anniversary June 11.

The peony exhibit at Highland park last week was a success in every way.

The Rochester Rose Society held its annual show on June 13-14.

CHESTER.

PAWTUCKET, R. I.—Lapham, the Florist, Inc., has been incorporated with a capital of $50,000. Chas. Lapham, Matilda Lapham and Chas. E. Lapham are the incorporators.

Wire Hanging Baskets

The well made kind. Painted, bound with galvanized wire 6 at dozen rate. 50 at hundred rate.

10 inch.....$2.25 per doz.; $16.00 per 100 14-inch.....$3.25 per doz.; $25.00 per 100
12-inch..... 2.50 per doz.; 20.00 per 100 16-inch..... 4.25 per doz.; 35.00 per 100

GREEN SHEET MOSS Long Green Sheets for Hanging Baskets Per bag....$2.00 10 bags. .$17.50

Michigan Cut Flower Exchange, 1452 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST

		Dozen
Roses, Beauty	$ 3.00 to	$ 6.00
	Per 100	
" Mrs. Chas. Russell	4.00 to	35.00
" Butterfly	4.00 to	30.00
" Columbia	4.00 to	30.00
" Dunlop	4.00 to	30.00
" Premier	4.00 to	30.00
" Hoosier Beauty	4.00 to	30.00
" Killarney Brilliant	4.00 to	30.00
" White Killarney	4.00 to	30.00
" Mrs. Geo. Shawyer	4.00 to	30.00
" Milady	4.00 to	30.00
" Mrs. Aaron Ward	4.00 to	20.00
" Sunburst	4.00 to	20.00
" Ophelia	4.00 to	20.00
" Dble. W. Killarney	4.00 to	20.00
" Cecile Brunner		4.00
" Our Selection		5.00
Calendulas	2.00 to	4.00
Peonies	6.00 to	15.00
Snapdragon, per bunch	.75 to	1.00
Daisies	2.00 to	3.00
Sweet Peas	.75 to	1.50
Cattleyas, per doz.		36.00
Gladioli	6.00 to	10.00
Valley		8.00
Carnations	2.00 to	4.00
Lilies, per 100	15.00 to	20.00
Adiantum	1.50 to	2.00
Ferns .....per 1,000		4.00
Galax .....per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch	
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry		7.50

ZECH & MANN

WHOLESALE FLORISTS

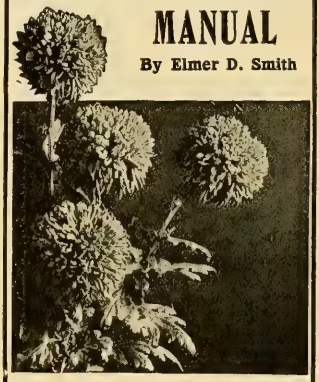
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Rambler Roses
Russell
Columbia
Premier
Double White
Killarney

There is no surer way to increase your Rose Sales than to carry some of these good Roses in stock. Our supply has no equal, especially in RUSSELL. We have more of this variety than you will find elsewhere.

The demand is for good Roses this month and we can supply you with what you need in that line.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

EDWARD REID
CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BOSTON, JUNE 15. Per 100

Roses, American Beauty	4.00@	50.00
" Russell	4.00@	16.00
" Dunlop	4.00@	12.00
" Pilgrim	4.00@	12.00
" Crusader	6.00@	25.00
" White Killarney	6.00@	20.00
" Ward	4.00@	12.00
" Maryland	2.00@	8.00
" Hoosier Beauty	6.00@	20.00
" Columbia	4.00@	12.00
" Hadley	6.00@	25.00
" Ophelia	4.00@	12.00
" Premier	4.00@	12.00
Adiantum		2.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, doz.		12.00
B. Buttons	2.00@	3.00
Calendulas	2.00@	3.00
Carnations	2.00@	4.00
Carnation, Laddie	6.00@	8.00
Cattleyas, per doz.		18.00
Delphinium	2.00@	2.50
Lily of the Valley	10.00@	12.00
Longiflorum Lilies		20.00
Pansies	1.00@	1.50
Smilax, per doz.		6.00
Snapdragons, doz.	.75@	1.50
Sweet Peas	2.00@	3.00
Callas	2.00@	2.50
Marguerites	2.00@	3.00
Myosotis, per bunch		.50
Gladioli	1.00@	1.50
Swansonia, per bch.	.50@	1.00

BUFFALO, JUNE 15. Per 100

Roses, American Beauty—		
" Special	40.00@	50.00
" Fancy	25.00@	35.00
" Extra	20.00@	25.00
" 1st	6.00@	10.00
" 2nd	3.00@	5.00
" White Killarney	5.00@	10.00
" Dbl. Wht. Killarney	6.00@	16.00
" Richmond	6.00@	12.00
" Maryland	4.00@	12.00
" Sunburst	5.00@	12.00
" Columbia	3.00@	20.00
" Ophelia	5.00@	15.00
" Russell	6.00@	15.00
" Premier	5.00@	20.00
" Cecile Brunner	3.00@	4.00
Calendulas	3.00@	5.00
Calla Lilies	8.00@	20.00
Carnations	2.00@	4.00
Easter Lilies	12.00@	20.00
Mignonette	4.00@	5.00
Rubrum Lilies	6.00@	8.00
Snapdragons	3.00@	8.00
Sweet Peas	1.00@	3.00
Peonies	3.00@	6.00

Write For Our
Price List
On Cut Flowers
H. G. BERNING
1402-4 Pine St., St. Louis, Mo.

Berger Bros.
The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, JUNE 15. Per 100

Roses, Premier	4.00@	15.00
" Russell	4.00@	15.00
" Columbia	4.00@	15.00
" Butterfly	4.00@	15.00
" White Killarney	4.00@	15.00
" Pink Killarney	4.00@	15.00
" Sunburst	4.00@	15.00
" Mrs. Aaron Ward	4.00@	15.00
" Ophelia	4.00@	15.00
" Baby Doll	3.00@	4.00
Carnations	2.00@	4.00
Easter Lilies and Callas	15.00@	20.00
Perns, per 1,000		4.00
Forget-Me-Not, bunch		.25
Galax, per 1,000		1.50
Plumosus (south) per bch.		.25
Smilax, per string	.15@	.25
Snapdragons	6.00@	8.00
Stocks, per bunch	.50@	.75
Calendulas	2.00@	3.00
Sweet Peas	.50@	1.00
Gladioli	10.00@	12.50
Cornflowers		3.50

Philadelphia.

EXCELLENT DEMAND FOR STOCK.

The demand the past week has been strong and well ahead of expectations; in fact, there is not enough in some lines to go around, the number of weddings, commencements and social activities of all kinds, taxing the facilities of the trade to keep them supplied. The quality of the stock in general was never better or perhaps as good at this season. The cool May brought all greenhouse flowers along slowly and roses particularly are of fine quality. Outdoor stock is now suffering for want of rain, cornflower, gaillardias, larkspur, sweet peas, feverfew, coreopsis and hydrangeas being the principal items. There is a good demand for Dorothy Perkins and other rambler rose sprays, which owing to the late frosts are not so plentiful as usual. Easter lilies will be a factor from now on and they have a heavy call at top prices. Superb flowers of gigas are fairly plentiful, but every one finds a customer. Lily of the valley is about equal to the demand. There is a good supply of greens, which sell well.

June 13.—The market opened with a good supply of roses, Easter lilies, gladioli, and a general line of outdoor flowers. The first of the outdoor grown local gladioli are arriving, and are very good stock. There was a brisk demand particularly for the higher grades of roses.

THE FLORISTS' CLUB MEETING.

The June meeting of the Florists' Club was preceded by a delightful dinner given by President Alfred M. Campbell in honor of Prof. E. I. Wilde, of Pennsylvania State College, the officers, past officers and committees of the club. The banquet was held at the Union League Club, famous for its cuisine, which was fully demonstrated on this occasion. A magnificent plateau of Premier roses and larkspur filled the center of the oval table. With the passing of the cigars Robert Craig happily voiced the feelings of all present in his graceful eulogy of the host, which was seconded, all rising in his honor. The meeting of the club was fairly well attended, the feature being an address on "The College and its Relative Importance to the Trade," by Prof. E. I. Wilde. This lecture and its intimate discussion by many of the members proved its interest to the best men in the trade. He stated that a college education, while it did not give a student practical knowledge, there was a groundwork laid, a systematizing of the facts and things that had been found helpful and useful from experience which were necessary for a business and social career. The college strives to instil into the student an ambition which will be satisfied with nothing but the best. It equips him to live so as to be a power in his community, and that there was more in life than to earn money to pay debts. The bright college man at the age of 45 should have his business so established that he could then devote a portion of his time to the affairs of his community. The college with its pathologists, entomologists and others with scientific knowledge, could solve many of the grower's problems if they would only co-operate with them. Farmers had found the work of the college of great benefit and if the horticultural trade would interest themselves with the state authorities in securing appropriations for a greenhouse equipment, as the trade under the guidance of J. F. Ammann in Illinois had succeeded in doing, it would place them in a much better position to be helpful to growers. In the discussion that followed many interesting points were touched on particularly that of soils and fertilizers. Robert Craig believed that the young man who was anxious to learn would be greatly benefitted by a college course, which however, would not be of much use to the indifferent, who failed no matter how much they were helped along. He cited Peter Henderson as a man who had gained great success without a college training. Mr. Craig however, believed in the colleges, and would like to see a six week's course in fundamentals for bright boys, who had shown they were capable of benefitting by it. He believed Prof. Wilde was on the right track in getting the trade interested and was sure that much good would come by its co-operation.

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A NIESSEN OUTING.

An occasion that is looked forward to with a great deal of pleasure by the Leo Niessen Co., is the annual trip to the lilac farm of Wm. F. Lacroix, Buena, N. J. Mr. Lacroix extends this invitation every year, which this season was set for June 12. A special car attached to the nine o'clock Atlantic City, N. J., express took the merry party to Buena, where they were met by automobiles and soon reached the farm, where everything was arranged for their fullest enjoyment. One of the features was the orchestra of Norman Hinkle, which furnished music for the singing and dancing, and was most enjoyable. A base ball game between the sales and packing department was a lively contest. After an inspection of the 100 acre farm planted entirely with lilacs for forcing, the party sat down to a bountiful repast that would have done credit to our best restaurants. After the appreciation and great pleasure of the visitors had been voiced to Mr. Lacroix and wife, dancing was indulged in until train time and the party were whirled to the city, completing in every respect a perfect day.

NOTES.

Stephen Green of H. Bayersdorfer & Co. is back from a trip with his Buick business car, which included cities as remote as Cleveland, O., and Buffalo, N. Y., and all the towns and cities en route going and coming. A bulging book of orders was the result.

Miss Ann Heacock, a sister of the late Joseph Heacock, a lady now past her 84th birthday, has been drawn on a court jury and expresses her desire to serve. She is still quite active in the affairs of her home and much interested in the suffrage for women.

T. Nelson Geiger left on Saturday, last for a fishing trip through Maine and up into Canada. He expects to spend a month in this sportsman's paradise.

Choice roses, gladioli, and sweet peas were features of the Edward Reid stock the past week. Mr. Reid says, "We never had better stock at this season."

Berger Bros. have enjoyed a very good June business, gladioli, roses, carnations and sweet peas being leading items of their stock.

George Aeugle of the Philadelphia Cut Flower Co., has added a six cylinder car for his own personal use to his fleet. K.

Wholesale Flower Markets

PITTSBURGH, JUNE 15.	Per 100
Roses, Beauty, spl., per doz.	6.00
" " fcy., per doz..	5.00
" " ex., per doz...	4.00
" " No. 1, per doz.	1.50
" Killarney	6.00@ 15.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	8.00@ 25.00
" Columbia	6.00@ 20.00
" Ophelia	6.00@ 15.00
" Hilda	6.00@ 15.00
" Premier	8.00@ 20.00
" Madam Butterfly	6.00@ 15.00
Carnations	4.00@ 5.00
" Laddie	10.00
Cattleyas, each	1.00
Easter Lilies	20.00@ 25.00
Ferns, per 1,000	3.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.50
Calendulas	3.00@ 4.00
Sweet Peas	1.00@ 3.00
Smilax, per doz. strings	4.00
Valley	6.00@ 8.00
Lilies, Calla	15.00@ 20.00
Snapdragons, per doz.	.75@ 2.00
Peonies	8.00
Babybreath, per bch.	.50
Delphinium	8.00@ 10.00
Sweet Williams	2.00
Cornflowers	2.00
Coreopsis	3.00
Gaillardia	4.00
Gladioli	15.00@ 20.00

PHILADELPHIA, JUNE 15.	Per 100
Roses, Beauty, special	30.00@ 50.00
" " fancy	10.00@ 20.00
" Mrs. Chas Russell	5.00@ 25.00
" Killarney	2.00@ 6.00
" Hadley	10.00@ 40.00
" Sunburst	4.00@ 10.00
" Wards	3.00@ 6.00
" Ophelia	2.00@ 10.00
" Columbia	3.00@ 20.00
" Premier	6.00@ 20.00
Adiantum	1.50@ 2.00
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Calendulas	1.50@ 3.00
Carnations	2.00@ 6.00
Cattleyas	1.00@ 1.50
Easter Lilies	20.00@ 25.00
Lily of the Valley	6.00@ 8.00
Smilax	.35
Snapdragons, per doz.	.75@ 1.50
Mignonette	3.00@ 4.00
Callas	10.00@ 20.00
Sweet Peas	.25@ 1.50
Larkspur, per doz.	1.00@ 1.50

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ST. LOUIS, JUNE 15.	Per 100
Roses, Premium	4.00@ 15.00
" White Killarney	4.00@ 10.00
" Columbia	4.00@ 10.00
" Ophelia	3.00@ 10.00
" Killarney	2.00@ 6.00
" Russell	4.00@ 20.00
" Ward	2.00@ 6.00
" Sunburst	4.00@ 12.50
Calendulas	1.00@ 3.00
Carnations, Laddies	5.00@ 6.00
Carnations, fancy	1.00@ 3.00
Ferns, per 1,000	4.00
Valley	6.00
Smilax, per string	.20
Leucothoe	7.50
Galax, green, per 1,000	1.75
" bronze, per 1,000	1.75
Callas	10.00@ 15.00
Snapdragons, per doz.	1.00@ 2.00
Forget-me-nots, per bch.	.20

MILWAUKEE, JUNE 15.	Per 100
Roses, Kill'n'y, W. Kill'n'y	6.00@ 15.00
" Premier	8.00@ 25.00
" Ophelia	6.00@ 15.00
" Columbia	6.00@ 25.00
" Hoosier Beauty	6.00@ 25.00
Callas, per doz.	1.50@ 2.50
Calendulas	4.00@ 6.00
Carnations	4.00@ 6.00
Sweet Peas	1.50@ 3.00
Fancy Ferns, per 1,000	6.00
Asparagus, per bunch	.50@ .75
Daisies	1.00@ 3.00
Valley	8.00@ 10.00
Snapdragons	4.00@ 8.00
Gladioli, per dozen	1.50@ 2.00
Peonies	4.00@ 6.00

New York.

USUAL SUMMER DULLNESS NOTED.

There is a fine supply of both greenhouse and garden stock on the market. The weather has been favorable both to the trade and the public, but considering that this is the month of June, when all nature smiles, the small amount of business that is reaching the florists gives the impression that nature has a monopoly of the smiling. The condition of business would be considered about normal for July or August, but it is discouraging for June. But there is no mystery about it. Income taxes are falling due; almost every branch of trade is in a disorganized condition and 300,000 men are said to be out of employment in this city alone. Some of the spokesmen for the trade have claimed that the business received from the working people amounts to little, but we have noticed a difference when large numbers of them, as at present, are out of employment. Great numbers of the monied class are sailing for Europe or other points, where ruin and misery are prominent features, but idle curiosity must be justified. The people that stay at home are sitting tight. Some exceptions may be noted. Numbers of men are putting up $50 each to see a foreigner, and as Congressman Gallivan has stated, "a big bum," pummel each other. In greenhouse stock, American Beauty and other roses are all slow. The supply of Beauties is not heavy, but there is enough for the demand. In such roses as Columbia, Ophelia and Premier, which may be said to be the leading offerings, the principal demand is for stock ranging from No. 2 to extra. The orchid market does not clean up and good stock is sold at the rate of $50 to $75 per 100, a few gigas bringing $1 to $1.25 each. Carnations are getting small and so are the prices. The average of stock goes at $1.50 per 100 with $3 for the best. A few peonies bring $1.25 and $1.50 per dozen, but ordinary stock is 50 to 75 cents. These prices do not seem unreasonable, but the trouble is that so many people do not seem to want flowers at any price.

June 13.—The market is in poor condition with an excess of supply of practically all stocks.

GREEK-AMERICAN FLORISTS' ASS'N.

The Greek-American Florists' Association held its annual meeting at Eighth avenue and 23rd street on the night of June 9 and elected officers as follows: George Hanges, president; George Rondires, vice-president; Spiros Sakos, secretary; George Cotsonas, assistant secretary, and James Soterides, treasurer. Directors: C. A. Sakelos, Theodore Malandre, and Christ. Pappas. All are men well known and of good standing in the trade. President-elect Hanges says that his associates are full of ambition. It is expected that the organization will arrange for an outing at an early date. The excursions of this association were in the past well conducted and largely attended by florists, irrespective of their affiliations. They had to be given up during the war on account of the food situation and the difficulty in securing a steamer.

NOTES.

Calling recently on the Olympia Florist, Broadway and 158th street, we noticed an exceptionally attractive show window of gladioli in tall handle baskets, and smaller baskets of cornflowers, yellow daisies, gaillardias, centaureas and sweet peas.

John Lampert, who had been with the Van Praag Florist Co. for 12 years, died from consumption on May 31 in Seton hospital. He went with the overseas army to the world war; was gassed and taken a prisoner to Germany.

S. Masur, the Brooklyn retailer, recently returned from a 10 days' stay at his camp at Delaware water gap. When school closes he will return, taking Mrs. Masur and the family.

A. T. Bunyard and family sailed for England on June 14 to visit Mr. Bunyard's former home. They expect to return about September 1.

James G. Calaftes, who has a fine store at Westchester avenue and Southern boulevard, Bronx, advises us that business is fairly good.

The Greenwich Flower Shop, 111 West Tenth street, is another of the downtown stores that is always attractive.

A fine trade has been enjoyed by Matthew A. Battista, who has an attractive retail store at 44 Carmine street.

Visitors: Theodore Outerbridge, Berumda; Frank McDonald, Boston, Mass., and C. Quadland, North Adams, Mass.

A. F. F.

New York Florists' Club.

The New York Florists' Club held its last meeting preceding the July and August vacation on the evening of June 13, President Hendrickson in the chair. Suitable memorial resolutions were adopted on the deaths of Alfred Demeusey, Sr., a member of the club, Mrs. A. H. Langjhar and Mrs. P. B. Rigby, wives of members. C. Lowther reported on arrangements and transportation to the convention of the Society of American Florists, to be held at Washington, D. C., August 16-18. He stated that all arrangements had been made and urged everyone who intends to make the trip to secure early reservations for parlor car seats. Applications must first be made to Secretary Young for identification certificates.

There was a brief discussion on the membership drive for the Society of American Florists, but nothing definite came of it. A. T. De LeMare for the good-of-the-club committee, who recently sent a questionnaire to all members, reported progress. Among the questions asked was one concerning the desirability of another and better place of assembly. Charles H. Totty warmly advocated, for the good of the club, a better hall. Charles Weathered endorsed Mr. Totty's remarks and mentioned objectionable features connected with the present hall, particularly the acoustics. A. L. Miller was satisfied with the present place, but Mr. Weathered clung to his argument. There was a brief discussion relating to the exhibition of the American Sweet Pea Society, to be held in this city June 25-26.

Dr. W. E. Britton, Ph. D., state and station etomologist of the Connecticut Agricultural Experiment station, New Haven, Conn., by the aid of fine stereopticon views, took the members on an excursion to "bugland." He gave a lucid description of the many insect pests that prey on vegetables and flowers. One might conclude that big bugs have little bugs to bite them. Dr. Britton was given a standing vote of thanks at the close of his address.

The Springfield Floral Co., Springfield, N. J., exhibited a fine vase of delphimium hybrids. John Lewis Childs, Inc., Floral Park, N. Y., displayed a collection of flowers, including peonies, yellow callas and lilies in variety.

A. F. F.

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NEW YORK, JUNE 15. Per 100

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" Columbia	2.00 @	10.00
" Pilgrim	2.00 @	8.00
" Hadley	4.00 @	30.00
" Dunlop	3.00 @	12.00
" Dbl. Wht. Killarney	2.00 @	10.00
" White Killarney	2.00 @	8.00
" Aaron Ward	2.00 @	10.00
" Ophelia	3.00 @	10.00
" Mrs. Chas. Russell	3.00 @	15.00
" Premier	3.00 @	15.00
" Scott Key	10.00 @	50.00
" Sunburst	2.00 @	8.00
Adiantum Croweanum and Hybrid	.75 @	1.00
Asp. Plumosus, per bunch	.25 @	1.00
Carnations	1.00 @	3.00
Bouvardia	5.00 @	10.00
Cattleyas	25.00 @	125.00
Lilies, white	12.00 @	15.00
Lily of the Valley	2.00 @	6.00
Gaillardia	1.50 @	2.00
Callas, per doz.	1.50 @	2.00
Smilax, doz. strings	2.00 @	3.00
Snapdragons, per dozen	.75 @	1.50
Daisies, yellow	.50 @	3.00
Larkspurs, per doz.	.75 @	1.50
Peonies	4.00 @	8.00
Gladiolus, per doz.	1.50 @	2.50
Coreopsis	.75 @	1.00
Sweet Williams	.75 @	1.00
Sweet Peas	.50 @	1.00

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June 20.

Sao Vicente, Portuguese Line (Lisbon-Madeira).

June 21.

Edgemont, Black Diamond Lines (Rotterdam).
Dante Alighiere, Transatlantica Italiana (Genoa).

June 22.

America, United States Mail Line (Plymouth-Bremen).
Re d' Italia, Lloyd Sabaudo Line (Genoa-Naples).
FROM BOSTON, Deranof, I. M. M. Lines (Hamburg).
FROM GALVESTON, Meltonian, I. M. M. Lines (Liverpool).
FROM MONTREAL, Cornishman, I. M. M. Lines (Avonmouth).
FROM MONTREAL, Vedic, I. M. M. Lines (Liverpool).
FROM NEWPORT NEWS, Yseldyk, Holland-America Line (Rotterdam).
FROM PHILADELPHIA, Maryland, I. M. M. Lines (London).

June 23.

Mount Clay, Hamburg-American Line (Hamburg).

June 25.

Celtic, I. M. M. Lines (Liverpool).
Chicago, French Line (Havre).
Kroonland, I. M. M. Lines (Antwerp).
Maine, I. M. M. Lines (London).
Olympic, I. M. M. Lines (Southampton).
Rotterdam, Holland-America Line (Rotterdam).
San Lorenzo, Porto Rico Line (San Juan).
West Tacook, I. M. M. Lines (Glasgow).
FROM BALTIMORE, Maryland, I. M. M. Lines (London).
FROM BOSTON, Missouri, I. M. M. Lines (London-Antwerp).
FROM NEW ORLEANS, Bullaren, Swedish-American Line (Gothenburg).
FROM PHILADELPHIA, Brahebolm, Swedish-American Line (Stockholm).
FROM PHILADELPHIA, Zuiderdyk, Holland-America Line (Rotterdam).

CHICAGO
75 E. Adams St.

HENRY **Wittbold and Son** DECORATORS
FLORAL FLORISTS
EVANSTON, ILL. 3025 Central St.

Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Kansas City, Mo.

The Apollo Flower Shop
4 East 11th Street
We Carry the Largest Stock of Cut Flowers in the City. We Please the People.
Home Phone: Main 3652 Bell Phone: Main 1014
Mention the American Florist when writing

St. Louis, Mo.

F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.

New Orleans, La.

CHAS. EBLE
Oldest Florist South
121 BARONNE STREET
Members of Florists' Telegraph Delivery.

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ALEX. S. GEORGE
(Not Incorporated)
National Florist
FLORAL ARTIST
423-425 Richmond Terrace
(V. M. C.)

New York. Telephone Lenox 3822
HENRY HART, Inc.
FLORIST
1000 Madison Avenue
in the Heart of most exclusive residential section.

CHARLES L. SCHMIDT
23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

LEWIS HENDERSON, Florist
1519 Farnam St., Omaha, Neb.
Member of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F.T.D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Milwaukee, Wis.

FOX'S
Incorporated
437-39-41 Milwaukee Street
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Omaha Neb.

Hess & Swoboda
FLORISTS
1415 Farnum St. PHONES: 1501 and L1582
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

For St. Louis

WIRE
Grimm & Gorly

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—A. Eckrich, 924 Madison Ave.
New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—N. Christatos.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Oklahoma City, Okla.—Furrow & Co.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosaia Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heini & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

St. Paul, Minn.

Holm & Olson
20-22-24 W. Fifth St.
We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS
Seattle's Leading Flower Shop
1536 SECOND AVE.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Savannah, Ga.

JOHN WOLF
The Largest Grower of Cut Flowers in the South

Mention the American Florist when writing

Knoxville, Tenn.

Baum's Home of Flowers
Personal attention given to orders For Knoxville and East Tennessee.
Members F. T. D.

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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R. Summer Season.

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Chicago

Congress Flower Shop

CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing

New York Telephone Audubon 6618 Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY.
Orders from Other Cities filled with promptness

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building, 4 South Jefferson Street, Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

Mention the American Florist when writing

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing

Salt Lake City, Utah

Evans Floral Co.

261 South State Street
Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.

Mention the American Florist when writing

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers Personal Service Members F. T. D.

Mention the American Florist when writing

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

DARDS

341 Madison Ave.
Opp. Hotel Biltmore
New York

The Leading Florist for nearly Half a Century

MEMBER

Mention the American Florist when writing

Albany, N. Y.

Danker

FLORIST

The Best Service MEMBER

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue
Member Florists' Telegraph Delivery

Mention the American Florist when writing

Kansas City, Mo.

W. J. Barnes FLORIST. K.C.MO.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florists
JOHN BREITMEYER'S SONS
1314 Broadway
PHILIP BREITMEYER, - President

Boston, Mass.
Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

New York. Established 1849
David Clarke's Sons
2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus.

Mention the American Florist when writing

WIRE YOUR ORDERS TO HARRY PAPWORTH
The Metairie Ridge Nursery & the FLORISTS 135 Carondelet St.
ROSES ORCHIDS VIOLETS
NEW ORLEANS
F.T.D.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to
The Dominion Floral Co.
484 St. Catherines St., West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

Mention the American Florist when writing

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

A. M. Myers
Telephones: Lenox 2352 Lenox 7019
1062 Madison Ave., Near 80th St.
NEW YORK
Orders from other cities promptly filled.

Mention the American Florist when writing

Toronto, Can.
Canada's Best Known and Most Reliable Florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured

Nashville, Chattanooga and Atlanta THREE STORES
MEMBER Florists' Telegraph Delivery
Joy's

Mention the American Florist when writing

New York
Matthew A. Battista FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS. EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D. 799 Park Avenue
Telephone Rhinelander 3087

Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Hartford, Conn.

WELCH'S Flower Shop

Also Store at New Britain, Conn.
Established 1885.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Colorado Springs, Col

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell
FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

Mention the American Florist when writing

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO OPPOSITE FIELD'S — DETROIT

Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

Mention the American Florist when writing

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"
Get in touch with
MATTHEWSON'S, SHEBOYGAN, WISCONSIN.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

Brooklyn, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place
Phone: 1952 Lafayette.
Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Mention the American Florist when writing

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel. Next annual meeting, will be held at St. Louis, June 20-21, 1921.

THE fertilizer business is reported very dull.

VISITED NEW YORK: Theodore Outerbridge, Bermuda.

CABLE report from Japan, July 15, states Formosum prices firm.

COUNTER trade, generally, is reported slower than during the first half of June, last year.

VISITED CHICAGO: H. Hartmann, Copenhagen, Denmark; Charles Loechner, New York.

CINCINNATI, O.—J. Chas. McCullough and family have returned from their winter home in Florida.

ONION SETS in the Chicago district, because of wet weather and thin stand, show too much top growth.

PHILADELPHIA, PA.—Howard M. Earl, Chas. McKubbin and C. Maule will attend the St. Louis convention.

JACKSONVILLE, FLA.—E. A. Martin, with the aid of friends, has purchased his business from the receiver and will continue.

THE Wholesale Grass Seed Dealers' Association will meet in annual convention at St. Louis Mo., next week, June 20-21.

SUDAN grass seed advanced 40 cents per 100 pounds under good demand. The value now is only one-sixth of the 1919 price.

GEORGE W. KERR, with the W. Atlee Burpee Co., Philadelphia, Pa., who returned from California this week, says the seed crops there look fairly good.

J. M. BRIDGEFORD, managing director of Watkins & Simpson, London, Eng., now in California, made the trip from Cherbourg to Los Angeles in 10 days.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, June 15, were as follows: Timothy, $4.25 to $6.00 per 100 pounds, Red Clover, $10.00 to $16.00.

NEARLY three times the quantity of red clover was imported in May, 1921, compared with 1920, and double the quantity of rape, but for the 11 months period, the 1920 importations were larger.

VAUGHAN'S SEED STORE, Chicago, is sending out invitations to visit its gladiolus farm at Ovid, Clinton county, Mich., after August 1. The farm is located on the Grand Rapids-Detroit division of the Grand Trunk R. R. and the auto route main state highway line from Grand Rapids to Detroit.

American Seed Trade Association.

ST. LOUIS PROGRAMME, JUNE 22-24.

Wednesday, June 22.—Morning session:

10:00 A. M.—Call to Order.
Address of Welcome.—Roger A. Annan, of St. Louis Merchants' Exchange.
Response.—Fred Mangelsdorf, Atchison, Kans.
President's Address.
Secretary and treasurer's report.
Report of membership committee.
Amendments.

Wednesday—Afternoon session:

2:15 P. M.—Executive session.
4:15 P. M.—Trip to Missouri Botanical Gardens (Shaw's Garden), arranged by the St. Louis seedsmen's committee.

Wednesday—Evening:

Reception and entertainment at Hotel Statler.

Thursday, June 23.—Morning session:

9:30 A. M.—"Promoting Larger and More General Plantings of Vegetable and Flower Seeds," by Kirby B. White, Detroit, Mich.
"Promoting the Use of More and Better Field Grass and Clover Seed on the Farm," by L. L. Olds, Madison, Wis.
Report of garden bureau committee, Leonard H. Vaughan, Chicago, chairman, and James H. Burdett, director.
General discussion of above topics.

Thursday, June 23.—Afternoon session:

2:15 P. M.—"The Seed Trade of the Southeast," by Frank S. Love, secretary Southern Seedmen's Association, Montgomery, Ala.
"The Seed Trade of the Southwest," by Dick O'Bannon, Sherman, Tex.
"The Flower Seed Growing Industry of California," by L. D. Waller, Guadalupe, Cal.
"Latest Development in Corn Breeding," by Eugene D. Funk, Bloomington, Ill., (illustrated).
"Mosaic and Angular Leaf Spot Diseases of the Cucumber," by Dr. S. C. Doolittle, bureau of plant industry, Washington, D. C.

Thursday—Evening:

Banquet.
Entertainment features arranged by St. Louis seedsmen's committee.

Friday, June 24.—Morning session:

9:30 A. M.—Report of nomenclature committee; Chairman, Francis C. Stokes, Moorestown, N. J.
Report of postal laws committee; Chairman, G. F. Bradley, Cleveland, O.
Report of experiment station committee; Chairman, L. L. Olds, Madison, Wis.
Report of committee on necrology; Chairman, W. H. Barrett, Adrian, Mich.
Miscellaneous and unfinished business.
Election of officers.
Adjournment.

French Bulbs Sold "Short".

It is becoming more and more evident that importers of French bulbs who are most insistent on low prices, are those who have sold at definite fixed prices, these French stocks before they had any real knowledge of what price the French growers would demand.

A third meeting of the French Bulb Growers' Syndicate will be held soon, at which time representatives of the newly organized bulb dealers' association will appear and endeavor to convince the growers that preliminary prices are too high. It is already evident, that regardless of the result of this meeting, the French bulb crop will not move forward to America as early as usual.

Some Dutch exporters in France are said to have bought Paper White narcissi at the high prices.

California Seed Crops.

The Pieters-Wheeler Seed Co., of Gilroy, Calif., under date of May 30, reports as follows: "Seed crops in this state are now far enough advanced to permit of a tentative estimate as to their outcome. The endive plantings amount to about one-half of last year's, with excellent prospects for a crop. The acreage devoted to lettuce, parsley and parsnip has also been cut in half, with an estimated yield of 60 to 80 per cent. Carrot, onion and radish plantings are but 20 per cent of normal and a crop of from 40 to 85 per cent is expected. A 50 per cent yield is looked forward to in sweet peas and salsify, with a 15 per cent acreage planted to the former and 25 per cent to the latter. Beet and celery plantings are extremely light this year, but a good crop is expected, estimated at from 50 to 75 per cent."

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
P-W
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart.
PRICE, $1.00 POSTPAID
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Mention the American Florist when writing

Braslan Seed Growers Company, Inc.
SAN JOSE, CALIFORNIA
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.

VAUGHAN'S CYCLAMEN

Prices on Cyclamen seeds are net—no discount.

The seed is saved only from perfect plants. Shape and size of flowers, foliage and stems and general habit are points on which our seed plants are selected. There is no better Cyclamen seed in the market.

GIANT ENGLISH GROWN

Prices (except where noted)—100 seeds, **$1.40**; 1000 seeds, **$12.00** net.

Mrs. Buckston. Bright salmon, frilled petals, 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Pink Pearl. Lovely pale salmon pink. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Cherry Ripe. Nearly scarlet. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Saint George. Foliage is beautifully margined with bright silver, not unlike the Begonia Rex, and the flowers are a rich salmon color. 100 seeds, **$1.60**; 1000 seeds, **$14.00.**

Crimson Saint George. Foliage is beautifully margined and ornamented with bright silver. Flower vivid crimson, produced in abundance well above the foliage. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Mrs. L. M. Graves. The flowers are freely produced and are carried well above the foliage. The color is an intense and brilliant salmon scarlet. A healthy vigorous grower and comes true from seed. 100 seeds, **$1.80**; 1000 seeds, **$16.00.**

Brilliant Giganteum. Very robust grower. Fiery crimson flowers. 100 seeds, **$1.60**; 1000 seeds, **$14.00.**

Queen Mary. Salmon with claret base.

Rosy Morn. Delicate rose color. Claret base.

Grandiflorum Album. The largest giant white.

Excelsior. White with red base. Extra large flowers.

Duke of Fife. Dark rose.

Princess of Wales. Deep pink.

Princess May. Pale pink.

Salmon King—100 seeds, **$1.60**; 1000 seeds, **$14.00.**

English Varieties, Mixed—From separate sorts.

	100 Seeds	1000 Seeds
Fairy Queen. Large frilled white with crimson eye	**$2.00**	**$18.00**
Giant Salmon. Semi-double salmon. Very large and free-flowering	2.00	18.00
Giant Rose. Bright rosy pink with red eye. Very free-flowering, one of the best pinks	2.00	18.00
Rosea Superba. Deep shell pink	1.65	14.00
Glory of Wandsbek. Salmon	1.65	14.00

	100 Seeds	1000 Seeds
Wine Red. Very large and fine **Christmas Cheer.** Blood-red **Magnifica.** Dark rose pink **Daybreak.** Delicate pink **Pure White.** Very large **White with Pink Eye.** Very large and fine. **Victoria.** White tipped with pink, fringed edge **Lavender.** Dark and light shades, very beautiful	**$1.50**	**$12.00**

Prices quoted are net. **If you did not get our Midsummer List, ask for a copy.**

CHICAGO **VAUGHAN'S SEED STORE,** **NEW YORK**

Peas and Beans.

The Alfred J. Brown Seed Co., of Grand Rapids, Mich., advises an unusually small acreage was planted to peas this year, probably 10 to 15 per cent of the acreage of 1920. Peas are badly affected with aphis in California, and as to other sections of the west, the plantings are so small that crop conditions will have little influence one way or the other in the final results. This firm's pea crops in Michigan look favorable at the present time. Growers are preparing their ground for planting beans, but prices are so low that the acreage will probably not be more than 35 to 40 per cent of the plantings a year ago. The recent rains have helped materially in putting in the crop.

The John H. Allan Seed Co., of Sheboygan, Wis., under date of May 31, reports as follows: "As far as peas are concerned, conditions seem to be favorable for that crop. Some of our fields are just commencing to show blossom, while in others the peas are coming through the ground, so it is difficult at this time to give a forecast as to what the crop will do. However, we have surmounted all of our early spring difficulties. The acreage has been greatly reduced, due to a surplus left from the 1920 crop, and an indisposition on the part of the trade to book futures. Probably a short year's

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America's Largest Producers of Seed Peas

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I invite your contract order for Fall delivery. Let me know your wants and I shall be pleased to quote you prices.

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Carpinteria, Calif.

McHutchison & Co.

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VALLEY PIPS, Dutch or German type, in case lots of 2,500 pips. **LILY BULBS, Giganteum,** 6-8, 8-10, 9-10: **Magnificum** and **Rubrum,** 9-11. **BAMBOO CANES,** Japanese and domestic, natural and dyed green, all sizes. **RAFFIA,** natural and colored, 25 lbs. up.

SUMMER SHIPMENT.

FERNS IN FLATS, July-August shipment. **DRACAENA CANES,** May shipment.
PALM SEEDS, Kentia Belmoreana and **Forsteriana, Cocos Weddeliana, Etc.**

FALL SHIPMENT.

DUTCH BULBS, MANETTI STOCKS, CHINESE SACRED LILIES, VALLEY PIPS, JAP. LILY BULBS, DRACAENA CANES, FRENCH BULBS, FREESIAS and CALLAS, BEGONIAS and **GLOXINIAS, Etc., Etc.**

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FITCHBURG, MASS., U. S. A.

business and a poor crop will have the tendency to return the seed business to normal, and enable the trade to dispose of last season's carry-over."

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GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

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CINERARIA	½ Tr. Pkt.	Tr. Pkt.
Grandiflora Prize Dwarf	$0.60	$1.00
Grandiflora Prize Med. Tall	.60	1.00

DAISY, DOUBLE ENGLISH

		Tr. pkt.	Oz.
Monstrosa Pink	¼ oz., $1.50	$0.50	
Monstrosa White	¼ oz., 1.50	.50	
Monstrosa Mixed	¼ oz., 1.25	.50	
Longfellow Pink		.40	$2.50
Snowball White		.40	2.50
Mixed		.30	1.50

MYOSOTIS

Alpestris Victoria	.25	1.50
Eliza Fanrobert	.25	1.00

PANSY SEED

Michell's Giant Exhibition, Mixed, a giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c.; 50c per tr. pkt.; ⅛ oz., $1.25; $2.00 per ¼ oz.; 1 oz. $7.00; $26.00 per ¼ lb.

Giant Trimardeau, Mixed. Large flowering and choice colors. Tr. pkt., 30c.; $2.25 per oz.; ¼ lb. $8.00.

Also Giant Prize and Regular sorts in separate colors.

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Chiswick Red	.60	1.00
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SWEDESBORO, N. J.
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TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
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Sweet Pea and Nasturtium Specialists.

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According to a decree of the minister of public health, dated April 1, 1921, limiting the importation of beans into Poland (under Article 11, paragraph 9, of the sanitary regulations of July 19, 1919), the importation of all beans of American origin is strictly forbidden for reasons of safety to public health.

Dutch Bulbs.

The green sales of bulbs in Holland, which were active in May, showed an advance of 10 per cent in the values of some kinds.

Dutch advices of June 1, indicate that bulbs may not be as large as usual but will be dry and well ripened.

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SEEDLINGS
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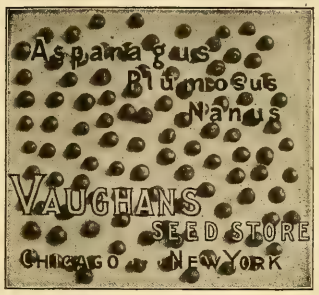

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Greenhouse Grown
1000 seeds, $3.50
5000 seeds at $3.25....per 1000
10,000 seeds for..... $27.50
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Bruns' Celebrated Chicago Market Brand

$35.00.....per 1000 $10.00.....per 250
20.00.....per 100 5.00.....per 100

Florists' Money Maker Brand

$30.00.....per 1000 $8.00..... per 250
16.00.....per 250 4.00.....per 100

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All Seasonable Varieties.
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Ask prices.

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Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
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The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President; John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June 22-24, 1921.

MONROE, MICH.—The Greening Nursery Co. recently purchased 106 acres of land near this city, paying $300 per acre.

NEXT week the annual convention of the American Association of Nurserymen, will be held at the Congress hotel, Chicago, June 22-24.

WINE grape plantings in California this year are the largest in the history of the industry, the acreage exceeding last year's by 200,000.

THE governor of California has signed assembly bill No. 380 authorizing a license fee for conducting a nursery or selling nursery stock in that state.

BENTON HARBOR, MICH.—Prof. L. R. Taft, state orchard inspector, and party, made a tour recently of Berrien county orchards, vineyards and experimental plots.

THE earliest arrivals for the nurserymen's convention at Chicago next week are Jac. Smits, Naarden, Holland, and John Radder, representing Blaauw & Co., Boskoop, Holland.

DAYTON, O.—The Dayton Horticultural Society, which met recently at the John Siebenthaler nurseries, had excellent displays of peonies grown by W. J. Engle and delphiniums by J. Fromm.

WILMINGTON, DEL.—The Park Place Nurseries Co. was incorporated recently with a capital of $200,000. F. R. Hansell, J. Vernon Simm and E. M. MacFarland, Philadelphia, Pa., are the incorporators.

MIAMI, FLA.—The Southland Nurseries, Inc., has been incorporated with a capital of $150,000 to conduct a general wholesale and retail horticultural and seed business. The officers are Edw. Roney, president; Samuel Smyth, vice-president, and John W. Rose, secretary and treasurer.

AUSTIN, TEX.—At a recent meeting of the nursery and orchard inspection division of the Texas department of agriculture, Geo. B. Terrell, commissioner of agriculture, and R. E. McDonald, chief entomologist, spoke on the methods to be used in obtaining better inspection service.

ST. PAUL, MINN.—The federal horticultural board has recommended that prosecution be started in several cases in this state, involving the violation of Quarantine No. 26, which prohibits the shipment of currant or gooseberry bushes, the host shrubs of the pine blister rust, west of Minnesota.

SENATOR S. P. SPENCER has advised President Lloyd Stark of the American Asociation of Nurserymen that the Cramton "pure nursery stock" bill has been referred to a committee on interstate and foreign commerce which has not yet reported on it and is not expecteed to, at least, not this session.

Camphor Scale.

A new and serious insect pest that may prove a dire menace to the citrus fruit orchards and other cultures of the country unless its spread is checked has made its appearance in New Orleans, La., where it now threatens to destroy many of the camphor trees used extensively for shade along the streets. Local authorities, it is said, are taking active steps to control the pest, and have asked the United States Department of Agriculture to give assistance through its federal horticultural board and the bureau of entomology, which has been investigating the situation at first hand.

While the insect is found attacking more or less vigorously more than 100 kinds of plants, including citrus, the camphor trees appear to be most seriously injured by it, and for this reason the name camphor scale is applied to the pest. How it got into the United States is still unknown, but entomologists believe that it was introduced but little more than a year ago, from its rapid spread during the short time that its presence has been recognized. Thus far the pest has attacked chiefly ornamentals, owing to the character of plants in the infested area, which at present includes several blocks in the residental section of the city, where many of the camphor trees are beginning to show signs of injury, a few of the lower branches dying and a large number of leaves falling off. From its characteristics, however, the insect is believed to be an enemy of citrus trees, figs, and live oaks, as well as other plants of economic value.

This is said to be the first establishment of the camphor scale in this country. Hitherto it has been known to exist almost wholly in India, China, and Japan. Reported occurrences of its presence in the Philippines and Porto Rico are being inquired into as a result of the outbreak in New Orleans. It is described as an insect of semitropic climates and closely related to the San Jose scale, which made its appearance in this country between 45 and 50 years ago from China, and established itself as a very destructive insect pest in orchards. The opinion is expressed that the camphor scale would hardly go farther north than Virginia, on the Atlantic seaboard, if given a chance. But much apprehension is felt by specialists of the department concerning what valuable trees and plants it may attack if its spread is not arrested.

Deutzia Hypoglauca.

Many of the deutzias recently introduced from western China give little promise of value in this climate, and some of the handsomest of these plants, like D.longifolia, D.Vilmorinæ and D.discolor, are usually killed to the ground every year in the arboretum. The specimen, however, found by Purdom in northern China, to which the name hypoglauca has been given, has been growing and flowering here for several years and is a good addition to the short list of the entirely hardy species and hybrids of deutzia which are suitable for New England gardens. Another north China species D. grandiflora, is also hardy here. It is a dwarf shrub with larger flowers than those of other deutzias. Unlike those of other species they are solitary or in two or three-flowered clusters, and open as the leaves unfold and before the flowers of other deutzias appear. More satisfactory, however, for New England gardens than any of the species of deutzia are plants of the Lemoinei hybrids raised by Lemoine at Nancy by crossing D. gracilis and D. parviflora, another north China plant. The original hybrid is a vigorous shrub, often four or five feet tall and broad. It never fails to cover itself every May with pure white flowers, and, like all the Lemoinei hybrid deutzias, is easily increased by cuttings. There are several compact forms of this hybrid in the collection. Of these the most beautiful perhaps is called Boule de Neige. Not quite as hardy is Lemoine's hybrid called D. rosea, obtained by crossing D.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

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Best for over half a century. Firs, Spruce, Pines, Junipers, Arbor Vitaes, Yews, in small and large sizes. Send for price list.

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THE NEW HARDY HEDGE

To be introduced to the public this fall for the first time.

BOX-BARBERRY

Now too well known to need further description

2-Year Old IBOLIUM PRIVET

We are now ready to quote trade prices to houses who wish to catalog these novelties in their forthcoming issues.

INTRODUCERS

THE ELM CITY NURSERY COMPANY
Woodmont Nurseries, Inc.
NEW HAVEN, CONN.

Mention the American Florist when writing

gracilis with the Chinese D. purpurea. There are several named varieties of this hybrid; they are small compact plants with white flowers more or less tinged with rose.—Arnold Arboretum Bulletin, June 2, 1921.

Government Meddling and Bureaucracy.

Hon. Philip P. Campbell, congressman from Kansas, in a recent address before the house of representatives, at Washington, D. C., presented many facts regarding the meddling of government officials in the every day life of the people, that have a direct bearing on the florist, seed and nursery trades. Following are excerpts from Mr. Campbell's speech:

"It would be difficult to enumerate all the departments, bureaus and commissions of the government at Washington, that have been created to exercise bureaucratic authority and paternal guardianship over the people in every part of the republic. There is no activity, business, social, or domestic condition that is not the object of their supervision, their solicitude, or their authority. Over 690,000 civilian employes make up the army that oversees and directs the affairs of the people and assumes guardianship over them. Government agents and inspectors, excercising every variety of authority, are found on every Pullman car out of and into Washington. Government reports on every subject from adenoids to rat traps fill the files of offices that cover acres of floor space in Washington. The mahogany and quarter-sawed oak office furniture already installed has cost many millions of dollars and more is being constantly purchased.

"If a yearling dies of foot-and-mouth disease on a farm in Kansas, the government at Washington acts on the case. If a shoat dies of cholera in a hog lot in Iowa, the government at Washington takes charge. If a weevil bores through a boll of cotton on a plantation in Texas, the government at Washington is stirred to action. Nothing escapes the vigilant eye of the government and its innumerable functionaries. If the price of one article goes up, let the government take charge of the seller; if the price of another article goes down, let the government take charge of the buyer. And thus the carnival of govermnent activities goes merrily on. Government control is assumed to be the remedy for every ill, and government regulation the source of every good.

"The people pay all the expenses. In some instances they pay it all through the government at Washington. In the case of other activities they pay half through the government at Washington and the other half through the governments of the states. But the people pay all the expenses of this complicated machinery of government, that has its agents looking over the shoulders of every business man and directing the affairs of every citizen. This use of government is not without deplorable precedent. The disappointment and despair of the people of France growing out of the delay in the inauguration the millenium by the activities of the government at Paris led to the French revolution. The French government at Paris undertook the control and the direction of everything that concerned the French people. It was assumed that the people could do nothing for themselves and that the government could do everything. Failure, disappointment and revolution followed.

"There is no word in the discussion by the fathers of the powers and duties of the government they have handed down to us that leads to the belief that it was contemplated in their plan that the head of any department or the chief of any bureau or the agent of any commission should at any time make restrictions or arbitrary regulations affecting the life, liberty, property or the pursuit of happiness of the citizen. Such restrictions upon the individuals as was contemplated were to be made only by the states, and the lesser political subdivisions having immediate jurisdiction, and then only by the plain terms of statutes enacted by the representatives of the people. The rapidly growing and alarming tendency today is toward a centralization of all authority and power incident to government in Washington.

"Many bureaus and commissions created to lighten the burdens or better the conditions of the people have only resulted in increasing the burden of taxation they bear. There is a warning in the following words, which was one of the charges made by the fathers against George III in their Declaration of Independence:

" 'He has erected a multitude of new offices and sent hither swarms of officers to harass our people and eat our substance.' "

Rose Stocks

Grifferaie, Manetti, Polyantha (Multiflora), **Rugosa** (Dutch sort), **Dogrose, Etc.**

Ask for our Price List.
Prices much lower than last year.

BARBIER & CO., Nurserymen
16 Route d'Olivet, ORLEANS, FRANCE

Multiflora Japonica Rose Seedlings
Best American Rose Stock for Budding and Grafting.
New England grown, well rooted.
No. 1. 4-6 mm....$15.00 per 1000
No. 2. 2-4 mm.... 10.00 per 1000
Ready for delivery after November 1st.
C. R. BURR & COMPANY, - Manchester, Conn.

We have on hand the largest stock of
Boxwood in New England; all shapes.
RHODODENDRONS
Parson's Hardy American Seedlings.
FANCY EVERGREENS, for tubs.
300 BAY TREES
All sizes, standard shapes.
MONTROSE NURSERIES
Wakefield Center, Mass.
(Office and Salesroom) **31 Otis St., Boston, Mass.**
N. F. McCarthy & Co., Props. Send for catalog.

Collector of Native Plants

Trillium Grandiflorum	per 100, $0.75
Lilium Canadensis	" 3.00
Dicentra Canadensis	" .75
Dicentra Cucullaria	" .75
Iris Versicolor	" 1.50
Sanguinaria Canadensis	" .75
Hepatica Acutiloba	" 2 00

Many others, all strong plants, satisfaction guaranteed.
FRED MUNNITT, Charlotte, Vermont

ABUNDANCE OF STOCK

	100	1000
2¼ in. **Ageratums,** two varieties	$2.75	$25.00
2¼ in. **Alyssum,** Little Gem	2.25	20.00
2¼ in. **Coleus,** red and yellow	2.75	25.00
2¼ in. **Geraniums,** Nutt and Buchner	4.25	40.00
2¼ in. **Salvia Splendens**	4.00	35.00
2¼ in. **Vincas,** variegata	4.25	40.00
2¼ in. **Alternantheras,** red and yellow	3.25	30.00
4 in. **Caladiums**	12.50	

Cabbage Plants, all varieties, $3.50 per 1000, or $30.00 for 10,000.
Correspondence solicited.
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Wholesale Florist, Washington, New Jersey

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Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo, O., President; A. J. Dooley, Cook County, Ill., Vice-President; S. W. Severance, Louisville, Ky., Secretary; H. J. Cheney, Grand Rapids Mich., Treas.

NEW tomatoes are selling at five cents a pound wholesale.

NEW potatoes sold at $4.25 a barrel, wholesale last week against $15 a year ago.

MAGGOTS and cut worms are ravaging cabbage and cauliflower plantings in the Chicago trucking districts.

ARRIVALS of Texas onions this season in New York are equivalent to 690 carloads. Of this quantity, 619 carloads came by boat, and only 71 by rail.

SWEEPING reduction in freight rates on vegetables, melons, and apples from Pacific coast points to New York and other eastern cities became effective June 11.

Prices of Indoor Fruits and Vegetables.

Chicago, June 14.—Cucumbers, 2-dozen box, $1 to $2.50; leaf lettuce, per box, 20 to 25 cents.

New York, June 10.—Cauliflower, per dozen, $1.50 to $4; cucumbers, $1 to $2 per dozen; mushrooms, per basket, 75 cents to $3.25; radishes, 100 bunches, $1 to $3; tomatoes per pound, 10 to 28 cents.

A Benefactor of the Race.

The next time there is a distribution of medals among benefactors of the human race one might well be pinned on Calvin Keeney. He has done about as much as any one of his generation to promote the arts of peace.

For Mr. Keeney has discovered, or rather solved, the stringless string bean. A gardener whose job it was to grow seed beans for other gardeners, he conceived the idea that time and patience could be saved and efficiency promoted if the luscious string bean could be induced to grow without the hempen fibers that must either be removed from the pod before the meal or from the teeth during it.

Therefore he girded up his overalls and went to work. There is no royal road to such an end. Keeney used the most approved Luther Burbank methods. He got down on his knees and personally investigated every bean plant in his garden. When he found a stringless pod he tied it up as a mark of special distinction, and went on looking for the next.

At the end of the season he had enough specimens to plant an experimental bed the next year, and the process was repeated and repeated again. Finally he had evolved a race of stringless beans. There may be even now a throw-back among them, a bean of specialized parenthood that produces the objectionable strings. Scientists call this atavism. But in general the new strain is fairly permanent.

How many hours will be saved in the kitchen, what percentage of delight has been added to the palate by Keeney's discovery, only a mathematician can tell. As they used to say in classic Rome, he has deserved well of the public.—Chicago Journal.

Important British Fertilizer Transaction

Up to 10 years ago the names of the Island of Nauru and Ocean Island were practically unknown to any save the geographer and the specialist. These islands are tiny specks of land lying in one of the loneliest spaces of the Pacific Ocean about 50 miles south of the Equator and some 3,000 miles west of the South American coast. In 1885 these islands, which were considered of no commercial value, were formally annexed by Germany. Some time afterward phosphate deposits were discovered on Ocean Island and some years later on Nauru. One of the effects of the world upheaval of August, 1914, was the formal transfer of these German islands to Great Britain under the terms of the mandate. An agreement was made on July 2, 1919, between the governments of the United Kingdom, the commonwealth of Australia and the dominion of New Zealand for the allotment of British-controlled phospates in the Pacific ocean on the basis of 42 per cent to the United Kingdom, 42 per cent to Australia and 16 per cent to New Zealand.

It now appears that the British Empire has acquired one of the richest supplies of phosphates in the world. It is stated that the formation of these phosphate deposits has been accomplished largely through the agency of fish-fed birds which have left vast deposits of guano on the islands. These deposits, mingling with the lime of the coral rocks, have practically converted the whole of the islands into great repositories of phosphate of lime. These phosphate deposits run to a depth of 40 feet on Nauru and 57 feet on Ocean Island. A representative sample of this island phosphate yields the following results, according to chemical analysis made for the British fertilizer trade:

Moisture Sample:	Per Cent
Water	3.87
Tribasic phosphate of lime	82.56
Ground sample (dried):	
Carbonic acid	2.06
Equal to carbonate of lime	4.69
Phosphoric acid	39.34
Equal to tribasic phosphate of lime	85.89
Oxide of lime and alumina	.76
Organic matter and combined water	2.86

Neither island possesses harbor facilities. It has been necessary, therefore, to construct jetties, of the cantilever type, running far out over the reefs. The phosphate is taken far out on cars to these jetty heads and thence lightered to steamers, moored far out in deep water. Roughly, from 1,000 to 2,000 tons under good weather conditions, can be loaded on shipboard daily from the two islands, the present annual production of which is in the neighborhood of 350,000 tons.

The bulk of the phosphates so far has gone to Australia, but it is understood that arrangements have now been effected by Great Britain for taking up for home consumption its full quota. It is stated that the South Wales Basic Slag Co., Ltd., has just completed an arrangement between the British phosphate commissioners, acting in conjunction with the ministry of agriculture, for taking over Britain's 42 per cent allocation of the island's output of phosphate rock. This constitutes the largest transaction so far in the history of the British fertilizer industry, the previous most important deal having been in Florida phosphate rock, purchased by Great Britain during the war.

It is anticipated that some 180,000 tons of high grade island phosphate will be delivered to the United Kingdom each year and after mixture with basic slag will be distributed at farmers' stations as basic phosphate at something under three shillings per unit of phosphate of lime. The present quotations of phosphate of lime range above five shillings per unit. The first consignments of island phosphate are expected to arrive in England in June or July. It is learned that one-third of the company's output for the coming six months has already been contracted for.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound. $1.00.

American Florist Co.

440 S. Dearborn St., Chicago.

PLANTS

All leading varieties raised from selected seed.

Tomato Plants	$1.50 per 1000
Cabbage Plants	1.00 "
Pepper Plants	2.50 "
Celery Plants	3.00 "

All plants carefully packed in moss.

OROL LEDDEN, - Sewell, N. J.

Largest Grower of Vegetable Plants in N. J.

Mention the American Florist when writing

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD, Delaware County, PA.

Mention the American Florist when writing

CYCLAMEN

We must have room and offer for one week. 2,500 2¼-in. Cyclamen, at $10.00 per 100; $90.00 per 1000.

3,000 3-in. Cyclamen, at $20 and $25 per 100. 1,000 4-in. Cyclamen, at $40.00 per 100. Ask for our prices of Easter Greeting

Pelargoniums and Ferns.

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing

Ageratum Fraseri

We feel confident in offering **Ageratum "Fraseri"** to our customers that we are offering what will be one of the most valuable acquisitions to the bedding plant line in recent years, that it is a blue, a decided blue, that would be continually in bloom. In our trial grounds last summer **"Fraseri"** attracted more attention than any other bedding plant. It only grew about 8 to 10 inches high and was covered the entire season with what can easily be classed as immense trusses of flowers, as many of them were over 2½ inches across, while the individual flower would be ⅞ of an inch in diameter. The plant spreads about 12 to 15 inches across. It can easily be used with Alternantheras as a border plant.

Being an early bloomer and dwarf, compact grower, it makes an excellent pot plant.

2-inch, $1.00 per doz.; $ 6.00 per 100.
3-inch, 1.50 per doz.; 10.00 per 100.

Be sure to get Our Monthly Bulletin.

R. Vincent, Jr. & Sons Co.

White Marsh, Md.

Mention the American Florist when writing

Ready Reference Section

15 CENTS, NET, PER LINE

AGERATUMS.

Ageratum Fraseri, an early bloomer and dwarf, compact grower, it makes an excellent pot plant, 2-in., $1.00 per doz.; $6.00 per 100; 3-in., $1.50 per doz., $10.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Maryland.

ALTERNANTHERAS.

Alternantheras, yellow, fine bushy stock, 2 in., $3.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $12.00 per 1,000; 2¼-in. pots, $6.00 per 100; $50.00 per 1,000; 3-in. pots, $10.00 per 100.

ROMAN J. IRWIN,
43 West 18th St. New York.

Asparagus Sprengerii, 4-inch, 20c; 3½-inch, 15c each. Asparagus plumosus, 4-inch, 20c; 3½-inch, 15c each. DAVIS FLORAL CO., Davenport, Ia.

ASPLENIUM.

Asplenium Nidus Avis (Birdnest Ferns), good strong, healthy stock, ready for delivery June 1, 1921. 1¾-in., 20c; 2¼-in., 25c; 3-in., 35c each. WM. K. HARRIS, 55th and Springfield Ave., W. Philadelphia, Pa.

ASTERS.

Asters, Vick's Royal and Vick's Branching, separate colors, strong plants, ready for the field, $6.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Asters Queen of the Market. Nice stocky plants, separate colors, $10.00 per 1,000. WALLACE FLORAL CO., 5744 Kercheval Ave., Chicago.

Asters. Late Branching, in separate colors, field grown, $4.00 per 1,000. H. HILLS, Bristol, Ind.

BEDDING PLANTS

Asters, early and late	$ 1.00
Colens, best varieties, 2½-in.	5.00
Lobelias, 4-in.	10.00
Salvias, 4-in.	15.00
Asparagus Sprengeri, 4-in.	15.00
Forget-me-nots, 4-in., in bloom	15.00
Geraniums, Nutt, 4-in., in bud	15.00
Cobea Scandens, 4-in.	15.00
Dracaena Indivisia, 5-in.	35.00
Vincas, varieg., 4-in.	20.00

Cash with order.
JOHN RINDFLEISCH
Beloit Wis.

BEDDING PLANTS.

	100	1,000
Ampelopsis Veitchii, 2½-in.	$5.00	$45.00
Asparagus Plumosus, 3½-in.	10.00	90.00
Clematis Paniculata, 2¼-in.	5.00	45.00
Cuphea Platycentra, 2¼-in.	4 00	.....
Fuchias, five varieties, 2½-in.	5.00	45.00
Geraniums, S. A., Nutt, Alliance, Achievement, 2½-in.	6.00	.....
Heliotrope, four varieties, 2½-in.	4.50	.....
Impatiens, Sultana	4.00	....
Impomea Grandiflora	4.50	.....
Impomea Maxima	5.00	.....
Sansevira, 2½-in.	8.00	.....
Strobilanthes, 2½-in.	4.50	.....
Salvia, five varieties, 2½-in.	4.50	40.00
Wandering Jew, 2½-in.	3.50	.....
Wistaria, Blue, 2½-in.	5.50	.....

THE McGREGOR BROS. COMPANY
Springfield Ohio

BEGONIAS.

BEGONIAS—2¼-IN. POTS READY NOW

	100	1,000
Melior	$40.00	.....
Cincinnati	40.00	.....
Lorraine	27.50	$250.00
Mrs. J. A. Peterson	40.00	.....
Chatelaine	7.00	65.00
M. A. Patten	8.00	75.00
Pride of Newcastle	12.00	110.00
Rex Begonias	16.00	150.00

New begonia BETTY FAIR, semi-double, dwarf, deep cerise. Fine for bedding and pot plants. Rooted cuttings, $15.00 per 100.

ROMAN J. IRWIN
43 West 18th St. New York

Begonia Chatelaine, 4-inch, $25.00; 3½-inch, $20.00 per 100. DAVIS FLORAL CO., Davenport, Ia.

BUDDLEIA.

Buddleia Asiatica. Short and bushy out 5-in. pots, $50.00 per 100. A. L. MILLER, Jamaica, N. Y.

BULBS.

Bulbs, Gladiolus. All bulbs are first-class, good size, very smooth, clean and free from scab. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CANNAS.

Canna, David Harum, 3-in., strong, surplus, $4.00 per 100. THE McGREGOR BROS COMPANY, Springfield, O.

CARNATIONS.

Carnation Plants. Fine stocky plants from 2½-in. pots. Matchless, Enchantress and White Enchantress, $6.00 per 100; $55.00 per 1,000. A Henderson & Co., 166 N. Wabash Ave., Chicago.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CELERY PLANTS.

CELERY PLANTS—EASY BLANCHING.
Now grown exclusively by 90 per cent of Kalamazoo growers in place of Golden Self-Blanching, strong plants ready for the field $3.00 per 1,000. Cash.

BRILL CELERY GARDENS
Kalamazoo Michigan

CHRYSANTHEMUMS.

CHRYSANTHEMUMS, ROOTED CUTTINGS
Clean, healthy stock free from midge.
Standard Varieties.

Golden Glow, Early Frost, Charles Razer, Seidewitz, Major Bonnaffon, Robert Halliday, Tints of Gold, Oconto, Unaka, Dr. Enguehard and all other standard varieties. $3.50 per 100; $30.00 per 1,000.

Pink Turner, rooted cuttings, $15.00 per 100. Sunglow, fine incurved, early yellow, rooted cuttings, $5.00 per 100.

Pompons—Mrs. F. Wilcox, Baby, Xmas Gold, Lilian Doty, White Doty, Quinola, Overbrook, White Gem. Hardy early flowering; single varieties. Anemones, $3.50 per 100; $30.00 per 1,000.

2½-in. pots, all kinds above varieties, ready now, $6.00 per 100, $50.00 per 1,000.

Ask for full list of Mum cuttings and pot plants.

ROMAN J. IRWIN
43 West 18th St., New York.

CHRYSANTHEMUMS.

POMPONS

	100	1,000
Godfrey	$3.00	$25.00
Buckingham	3.00	25.00
Hilda Canning	3.00	25.00
Izola	3.00	25.00

WIETOR BROS.,
Wholesale Florists
30 East Randolph St. Chicago, Ill.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrain, Mich.

CLEVELAND CHERRIES

Cherries. Orange Queen and Cleveland, 2¼-in., frame grown, vigorous plants, $7.00 per 100, $65.00 per 1,000. Paper pots, securely cleated. Cash with order. PETER PEARSON, 5732 Gunnison St., Chicago, Ill.

COLEUS.

COLEUS.
Special June prices, best bedding varieties, dwarf bushy stock, $2.00 per 100; 3-in. extra bushy Golden Bedder, $5.00 per 100. Cash.

JOSEPH BANCROFT & SON
Cedar Falls Iowa

CYCLAMEN.

CYCLAMEN—Grown by specialists from a selected strain. Dark Xmas Red, Bright Red, Rose with Dark Eye, Rose Marienthal (Pink), American Beauty, White with Carmine Eye, Pure White, Salmon (Glory of Wandsbek).

	100	1,000
2¼-inch pots	$12.00	$100.00
2½-inch pots	15.00	
3 -inch pots	18.00	
3 -inch selected	25.00	
3½-inch pots	35.00	
4 -inch pots	40.00 and $50.00	

Add 5% for packing. If Salmon alone is ordered add 10 per cent to above prices.

ROMAN J. IRWIN.
43 West 18th St. New York.

A BARGAIN.

On account of moving to new quarters. Cyclamen plants, finest German strain. Healthy plants. 2½-inch, $8.00 per 100; $75.00 per 1,000; extra select, $10.00 per 100; $90.00 per 1,000. 3-inch, $15.00 per 100; $140.00 per 1,000; extra select, $18.00 per 100; $160.00 per 1,000. Mostly red, salmon and pink colors. Packed in paper pots. No packing charge.

JOSEPH TURSKI
Gross Point, Illinois

From Amer. grown seed and superior in quality. Cyclamen Giganteum, 3-inch pot plants, now ready for delivery.

Glory of Wandsbek	White-Carmine Eye
Daybreak	Rose of Marienthal
Brilliant Red	Magnifica
Christmas Cheer	Lavender
Pure White	Rokoko Improved

$20.00 per 100; $175.00 per 1,000, net. Strong, hardy plants, a superior strain and grown cool.

J. A. PETERSON & SONS,
Westwood, Cincinnati, O.

Clycamen. A-1 stock; ready now. For varieties and prices, see advertisement on front page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CYCLAMEN.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

Clycamen. Fine, strong, cool grown plants. 3-in., $18.00 per 100; $170.00 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Clycamen, best strain, assorted colors, 2½-in., ready for 4-in., $11.00 per 100. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Cyclamen, 2½-in., good assortment, leading varieties, $12.00 per 100. MATTHEWSON'S, Sheboygan, Wis.

FERNS.

FERN RUNNERS—$15.00 per 1,000. Boston, Roosevelt, Whitmani, Verona.

FERNS—Strong 2¼-in., $6.50 per 100; $55.00 per 1,000. Boston, Roosevelt, Teddy, Jr., Verona, Whitmani, New Macawii, $10.00 per 100, $95.00 per 1,000. Larger sizes, ask for prices.

Table fern seedlings, $3.00 per flat, 5 flats at $2.75 per flat, 10 flats, $2.50 per flat. Best varieties, Pteris Wimsettii, Wilsonii, Cyrtomium, (Holly) Aspidium, Albo Lineata, etc.

ROMAN J. IRWIN
43 West 18th St., New York

BOSTON FERNS
Good, Strong, Bushy Stock

5-inch	$ .50 each
6-inch	.90 each
7-inch	1.25 each
10-inch	2.50 each

Add 5% packing charge.
DAVIS FLORAL CO.
Davenport Iowa

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

FREESIAS.

California Freesias. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

GERANIUMS.

Geraniums. 4-inch Nutt and Ricard. Nutt, $15.00 per 100; Ricard, $16.00 per 100. Especially fine stock in bud or bloom. WALLACE FLORAL CO., 5744 Kercheval Ave., Chicago.

Geraniums, Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

GRAPE VINES.

Grapevines for pot or greenhouse culture. Black Hamberg out of 4-in. pots, ready for 6-in. at $9.00 per doz. A. L. MILLER, Jamaica, N. Y.

HARDWOOD ASHES.

Fertilize with hardwood ashes. They give strength to the stem and color to the flower. Delivered to you for $30 per ton. Terms: Your check upon arrival. GEORGE STEVENS, 364 Mark St., Peterborough, Ontario, Canada.

HEATHER.

Heather Melanthera and Ovata, French Trumpet Hybrids, Coredenoides Veitchii, out of 1¾-in. pots, ready for shift, $100.00 for 100. A. L. MILLER, Jamaica, N. Y.

HYDRANGEAS.

FRENCH HYDRANGEAS—2¼-inch Pots.

	100
Avalanche, white	$ 8.00
Bouquet Rose	8.00
Baby Bimbinetti, rose	8.00
E. G. Hill, pink	10.00
General de Vibraye, rose	8.00
Tillie Mouillere, crimson rose	8.00
Otaksa	7.00
Mme. E. Mouillere, best white	8.00
Mme. Hamar, flesh	10.00
Mousseline, rose	8.00
Radiant, carmine	8.00
Souv. de. Chautard, rose	8.00
Trophee, reddest red	15.00

Larger sizes, ask for prices.

A fine lot of pot-grown, above kinds to grow on for next year. Ask for full list.

ROMAN J. IRWIN
43 West 18th Street, New York

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

IVIES.

English Ivy, R. C. from soil, $2.00 per 100; from sand, $1.50 per 100. 2¼-in., $6.00 per 100; $50.00 per 1,000. 3-in., 4 to 5 plants in a pot, $20.00 per 100. 4-in., 3 feet long, $30.0 per 100.

ROMAN J. IRWIN
43 West 18th St. New York

Hardy English Ivy. Exceptionally good stock. 2-in., $2.75 per 100, $25.00 per 1,000; 3-in., $3.75 per 100, $35.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

Lily of the Valley. London Market Strain. From ice storage. 250 pips for $9.50; 500 pips for $18.00; 1,000 pips for $35.00. Vaughan's Seed Store, Chicago and New York.

Lily of the Valley pips. Extra fine strand, exhibitive size, German "Tubeck pips." Write for prices. J. M. THORBURN & CO., 53 Barclay St., New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

PELARGONIUMS.

Pelargonium Easter Greetings. In bud and bloom, extra fine plants, 5-inch, 40c; 4-inch, 25c each. DAVIS FLORAL CO., Davenport, Ia.

POINSETTIAS.

Poinsettias, 2¼-inch, ready June 15, $11.00 per 100; $95.00 per 1,000.

California, also oak leaf type, 2¼-in. pots, $12.50 per 100; $140.00 per 1,000.

ROMAN J. IRWIN
43 West 18th Street, New York

PRIMULAS.

PRIMULA OBCONICA GIGANTEA, 2¼-in., grown from best Ronsdorfer strain, $7.00 per 100; $60.00 per 1,000. Following Colors—red, rose, apple blossom, lavender, salmon, white, oculata and compacta. Primula Chinensis and Malacoides, 2¼-in., same price.

New Primula Malacoides Conspicua. Large flowering, clear rose with large yellow center, 2-in. pots, ready July 15, $8.00 per 100.

ROMAN J. IRWIN
43 West 18th Street, New York

Primula Obconica Giganteum. Our own strain and our reputation for this strain warrants us in saying that it is the best obtainable. The stock is in fine shape, ready to go out now; out of 2¼-in., at $7.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

Primula Obconica Gigantea, Kermesina and Rosea, plenty of red, fine, strong, transplanted plants as good as 2¼-in., $4.00 per 100, postpaid. Cash. Immediate delivery. BRILL CELERY GARDENS, Kalamazoo, Mich.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

ROSES.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Russell Bench Plants	$16.00	$150.00
Milady Bench Plants	15.00	140.00
Killarney Bench Plants	12.00	115.00
Ophelia Bench Plants	12.00	115.00
Sunburst Bench Plants	12.00	115.00
American Beauty	20.00	190.00

M. C. GUNTERBERG,
Wholesale Florist
8 East Randolph St. Chicago, Ill.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

Roses—Own Root. Ophelia, 3-in., $12.50 per 100; Columbia, 3-in., $18.00 per 100; Dunlop, 3-in., $25.00 per 100. This is all good stock and ready to go out now. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

SALVIAS.

Salvias, 3½-in., $6.00 per 100; 2-in., $3.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Salvias. Zurich and Bonfire, $15.00 per 100. WALLACE FLORAL CO., 5744 Kercheval Ave., Chicago.

SEEDS.

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandslek and Salmon King, $15.00 per 1,000. All other colors, $12.00 per 1,000. S. S. SKIDELSKY & CO., 50 Park Place, New York.

Seeds, Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Son, Langport, Eng.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Asparagus plumosus seed of new crop. Greenhouse grown. True flat sprayed type. Per 1,000, $3.50; 5,000 lots at $3.25; 10,000 for $28.50; 25,000 at special price.
VAUGHAN'S SEED STORE, CHICAGO. and 41-43 Barclay St., N. Y. City.

Seeds, sweet peas, Spencers grandiflora, Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. The largest French cultures of Primulas. Ask for prices 1921 crop. Malacoides, $22.69 per lb. JH. PAQUET, bd., Magnan, Nice (France).

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

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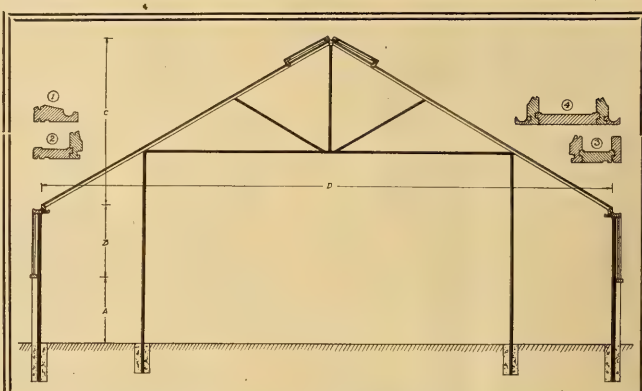

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Vol. LVI. **CHICAGO AND NEW YORK, JUNE 25, 1921.** **No. 1725**

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Next annual meeting at Detroit, Mich., September 13-15, 1921. OFFICERS: F. H. RUTHERFORD, Hamilton, Ont., President; W. B. JONES, 2800 Brighton Road, N. S., Pittsburgh, Pa., Secretary-Treasurer.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at Hotel Pennsylvania, New York, September 27-30, 1921: OFFICERS: RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK 205 Elwood Ave., Newark, N. J., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition, St. Thomas, Ont., August 24-25, 1921. OFFICERS, H. E. MEADER, Dover, N. H., President; A. C. BEAL, Ithaca, N. Y., Secretary.

American Peony Society.

Boston, Mass., June 18-19.

Annual Meeting and Exhibition.

With the co-operation of the Massachusetts Horticultural Society, the American Peony Society held a successful exhibtion and meeting in Horticultural hall, Boston, Mass., June 18-19. It has been a general complaint this season that the peony crop was not as good as in some previous years. We also venture to state that if the date of this exhibition had been a week earlier, there would have been more exhibitors, nevertheless, the weather not being a fixed quantity, it is impossible to always fix the dates in advance to conform to its whims.

Under unfavorable conditions the exhibitors showed commendable enterprise in placing so much stock. One instance was the case of T. C. Thurlow & Sons, Inc., West Newbury, Mass. This firm staged 5,000 or more blooms, but not all were in competition. There was a bed of mountain laurel in the center of the hall and vases of peonies were placed all around the four walls. They had also extensive exhibits in competition in the main hall. Harry A. Morton, Ayers Cliff, Que., was another exhibitor who, notwithstanding the distance, brought in excellent stock and captured first prizes. E. E. Randall, Pride's Crossing, Mass., made excellent displays, his first prize dark pink, with Mme. Gessler being particularly interesting. Good dark pink varieties noted in the exhibition were Jules Cabot, Walter Faxon, Coqulin, Sarah Bernhardt, Martha Bullock, and Triumphe de Lille. Good light pink kinds were Therese, Venus, La Perle, Mme. Jules Desseux and Albert Crousse. White: M. Dupont, La Lorraine, Tourangelle, Kelway's Glorious, Baroness Schroeder and Festiva Maxima.

A great attraction of the exhibition was the display of orchids (Miltonia vexillaria) by J. T. Butterworth, Framingham, Mass., for which he was awarded a gold medal. This exhibit occupied large space on one side of the hall, being staged on a background of cedars.

It is the custom of the American Peony Society to hold its meetings immediately after the banquet, this being the procedure on the evening of June 18. The dinner was an enjoyable function and enlivened by talks from members of the society and others. Among those present were President Wm. A. Peterson of the American Iris Society and Secretary John Wister of the American Rose society. President Lee R. Bonnewitz was in good form and presided at the banquet and later at the meeting. Secretary Saunders, in reading his report brought out that the society has 408 members, an increase of 100 in the past year. There was a general discussion relating to the good of the society. A proposal to hold two shows in different parts of the country each year was left to the decision of the directors. The treasurer's report showed $2,700 on hand.

W. E. Saunders, London, Ont., a brother of the secretary, was present and in well chosen remarks presented an invitation from the mayor and Chamber of Commerce of his city to hold the next annual meeting of the society there. The invitation was accepted by a unanimous vote of the society. The following officers were elected for the ensuing year: A. H. Fewkes, Newton, Mass., president; Harry A. Norton, Ayers Cliff, Que., vice-president; Prof. A. P. Saunders, Clinton, N. Y., secretary, and A. H. Scott, Chester, Pa., treasurer.

President Bonnewitz's Address.

As peony growers, we are glad to meet in the metroplis of New England, the land of Hollis and of Richardson. We, from farther south, have been

thinking of these two ancient peony enthusiasts very much the last few days, because Hollis' Supreme and Richardson's Grandiflora have been almost the last reminders of a perfect peony season. Peonies thrive in the sun and you, whose vocation keep you indoors, can at once see that we, who grow peonies, not only thrive in the sun, but that the sun itself leaves its mark upon us. Just glance around the room and you will have no trouble to decide at once which of us grow peonies by proxy, and which grow them with our own hands. I am a firm believer in the statement that the growing of this flower brings health, pleasure and a long and happy old age.

The American Peony Society was organized in the east less than two decades ago and as we look over the list of the original members we can at once see that it was formed by men who not only loved peonies, but who were also interested in growing them for profit. But a change is coming over the society. We are glad that it still contains those who are growing peonies for profit, but it is a great satisfaction to see that its membership is being swelled by great numbers of enthusiasts who grow this wonderful flower for its beauty, size, color and fragrance. These peony enthusiasts now so far outnumber the commercial growers that the society seems to consist almost wholly of amateurs, for I really believe that there are 10 amateurs in our organization to every one professional grower. And this brings to me the thought that as the amateurs so outnumber the professionals, we professionals should hand over to them more of the responsibilities of the society. At the present time I believe there is only one officer of the society, our treasurer, Mr. Scott, who is not in the business of selling peonies. The society has made two efforts to place amateurs at its head. Once in 1917, when it elected James Boyd, an amateur as president, but while in office he graduated into a professional grower. In 1919 the society again selected an amateur in the person of your present presiding officer, to look after the affairs of the society, but he followed Mr. Boyd's example and also became a professional grower. And so, at this meeting you have again the opportunity, if you so wish, to select an amateur to bring his enthusiasm into service for the advancement of the organization.

We are glad to report a very substantial increase in our membership during the past year. Probably twice as great an increase as has taken place in any former year, and this growth has brought with it a very satisfactory increase in finances, so that we are able to offer better premiums at this show than at any preceding one, and I doubt not that our treasurer's balance will also note satisfactory increases. All this augurs well for the future of the society, which I believe is destined to become one of the largest, if not the very largest flower growing organization in the world. It is true that we have our problems to solve, but I believe the membership is able to satisfactorily solve every one of them. Our last bulletin just issued by our efficient secretary shows much progress in the solution of the problem of the elimination of unsatisfactory varieties. We are proud of the good work of our able secretary and hope that he will live to be a centenarian, and that throughout his years he may be willing to devote his energies to such good work for the peony as he has been doing for the past 10 years. Doubtless there are other questions, on some of which we might not all now think exactly alike, but I am quite sure that time and thought will enable us to solve every problem in a satisfactory and harmonious manner.

This is the annual meeting of the society when every member is expected, or at least has the right, to be present. But we have come here today,

Lee R. Bonnewitz, Van Wert, O.
President American Peony Society.

A. H. Fewkes, Newton, Mass.
President-Elect American Peony Society.

not for the purpose of exercising our rights, but for the privilege of being able to see a display of the flowers which we think are the most beautiful on earth. Now these flowers have all come from individual gardens and they have been brought here with the tender care of loving hands for your enjoyment and for mine, and we want to express to every exhibitor an appreciation of his loyalty to the aims and objects of our organization.

It is a pleasing thought that every peony enthusiast gathers unto himself a coterie of friends who absorb his enthusiasm for our favorite flower, and who in their turn spread the enthusiasm to others. I believe there is an unlimited field of opportunity for the sale of the finest varieties of peonies to millions of our people who do not now even know that the peony is a flower of such easy growth and culture, and do not realize what pleasure they are missing by failing to grow it in their gardens. There are many counties in the United States, where, at the present time, there is not a single high grade peony, and if you and I can by our own enthusiasm engender a desire for the possession of one of these treasures in the heart of even one individual in each of these communities, the result will be that the peony will become known as the great American flower, which can be grown successfully from Alabama to Alaska, and from California to Quebec.

Notes of the Show.

Leonard Barron, who has recently returned from a six weeks' trip to England and France, states that the nursery business is particularly good in England. In the latter country, the horticultural trades are recovering from the devastation of the war more rapidly than was expected.

President Bonnewitz, who seems to be mechanically inclined, has invented a galvanized iron combination of vase and basket for transporting flowers a distance. To avoid upsetting, the bottom is made heavy. He is not putting it on the market.

We humbly suggest to the peony and other infant societies that they exercise due care in labeling and also placing their award cards. If shows are held to interest the public, everything should be made as plain as possible.

Among those who discussed in the meeting and banquet, the various phases of the trade were R. T. Brown, Queens, L. I.; John C. Wister, Chas. E. Hoyt, W. H. Thurlay, Geo. N. Smith, and James Boyd.

Besides the officers, judges and those already mentioned, the following out-of-town visitors were noted: T. A. Havemeyer, Leonard Barron, and J. H. Lane, of New York, and Chas. E. Hoyt, of Danbury, Conn.

There was a good attendance on the afternoon of June 18, but a heavy rain in the evening kept the people at home; but rain was what the farmers and gardeners had been praying for.

Secretary Rich of the Massachusetts Horticultural Society and James Wheeler make no noise in running a show, but they get there.

Bertrand H. Farr, of Wyomissing, Pa., delivered an interesting lecture, on the afternoon of June 18, on the culture of the peony.

Among the numerous exhibits of T. C. Thurlow & Sons was a collection of Japanese single peonies.

Awards.

Collection of not more than 100 named varieties, double, one bloom of each—T. C. Thurlow & Sons, West Newbury, Mass., 1st.

Twenty blooms, double, named, light pink or pink and cream, one variety—T. C. Thurlow & Sons, 1st.

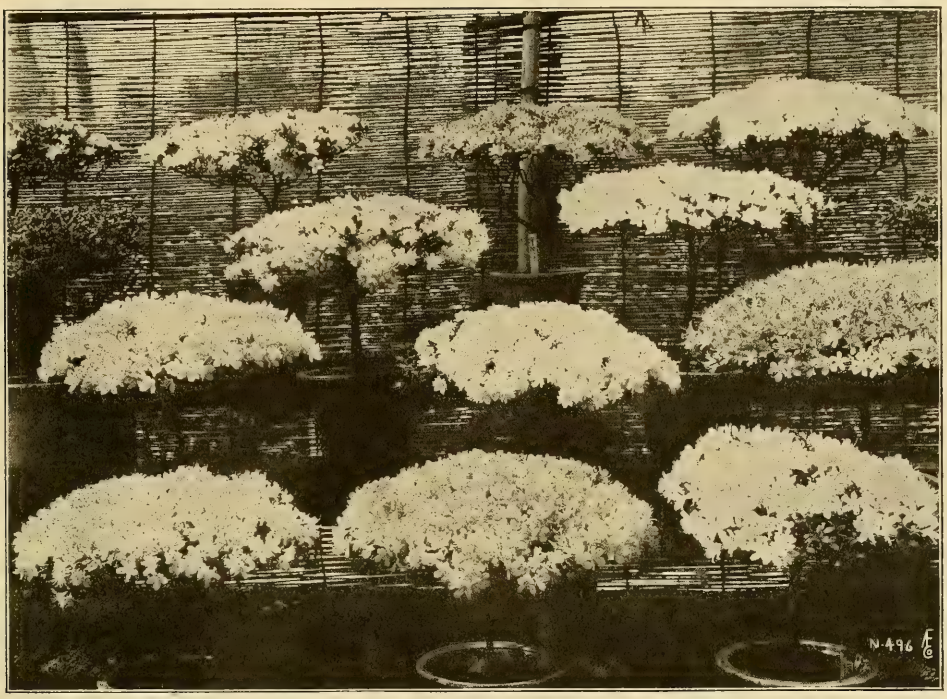
Twenty blooms, double, dark pink, one variety—E. E. Randall, Prides Crossing, Mass., 1st; T. C. Thurlow & Sons, 2nd.

Twenty blooms, double, named, red or crimson, one variety—T. C. Thurlow & Sons, 1st.

Six specimen blooms, double named, any variety—Mrs. M. F. Roberts, West Medford, Mass., 1st; E. E. Randall, 2nd.

One specimen bloom, double, named, any variety—Harry A. Norton, Ayers Cliff, Que., 1st; T. C. Thurlow & Sons, 2nd.

Best bloom of 10 named varieties—Mrs. M. F. Roberts, 1st.



KURUME AZALEAS.
From Photo Taken in Japan.

Collection of not more than 50 named varieties, double, one bloom of each—T. F. Donahue, Newton, Mass., 1st.

Collection of 10 named varieties, double, three blooms of each—Harry A. Norton, 1st.

Twelve blooms in two varieties, double, named, six blooms of each—Harry A. Norton, 1st.

Best six blooms, double, named, white, any variety—Harry A. Norton, 1st.

Best six blooms, double, named, pink, any variety—Harry A. Norton, 1st; R. C. Morse, Milton, Mass., 2nd.

Best six blooms, double, named, red or crimson, any variety—Harry A. Norton, 1st.

John Allen French Fund.

Collection of 20 varieties of double herbaceous peonies—T. C. Thurlow & Sons, 1st.

Collection of 12 varieties of double herbaceous peonies (non-commercial growers only)—R. C. Morse, 1st.

Collection of six blooms of pink peonies (non-commercial growers)—E. E. Randall, 1st; Wilton B. Fay, 2nd.

Collection of six blooms of white peonies (non-commercial growers)—E. E. Randall, 1st; Wilton B. Fay, 2nd.

Appleton Gold Medal for decorative display of Miltonias—J. T. Butterworth, Framington, Mass., 1st.

Honorable mention, for decorative display of cut orchids—Rachel A. Butterworth, 1st, and for a collection of Iris laevigatus—Blue Hill nursery, Braintree, Mass., 1st.

Gratuity, for collection of seedlings of Iris laevigatus—Blue Hill Nursery, 1st.

A Jolly Good Booke.

O for a Booke and a shadie nooke
Either in a doore or out;
With the green leaves whispering overhede,
Or the street cryes all about.
Where I may reede all at my ease,
Both of the Newe and Olde;
For a jollie good Booke whereon to looke
Is better to me than golde.

—Old English Verse.

Kurume Azaleas.

At the spring show of the Massachusetts Horticultural Society, held at Boston, last year, one of the principal features was the exhibit of Kurume azaleas staged by the Arnold Arboretum, Jamaica Plain, Mass., the plants, particular mention of which was made in our columns at that time, numbering about 120 in more than 50 named varieties. They were found by E. H. Wilson in a garden at Kurume, a town on the southern island of Kyushu, Japan, and were secured for the Arboretum after long negotiations and at very considerable expense and sent to this country, according to the bulletin of the society.

At the Panama-Pacific exposition, San Francisco, Calif., in 1915, a gold medal was awarded to a collection of 30 plants of these azaleas in 12 varieties. These plants were afterwards sold. No other exhibit of these azaleas, which botanists now consider forms of Azalea obtusa, has been made in America or Europe. In 1916, at Mr. Wilson's suggestion, John S. Ames, of North Easton, Mass., procured a number of small plants of these azaleas from the Yokohama Nursery Company. They arrived in the spring of 1917, and this was the first importation of Kurume azaleas into the eastern states. These plants have grown well and flowered profusely and their beauty and charm is the delight of their owner and his friends.

This race of lovely azaleas is remarkable for the abundance of its flowers and the lustre and purity of their colors. The flowers vary from pink to rose, cerise, lavender, mauve to magenta, salmon, vermilion, bright-red to deep scarlet, and to purest white. Many of them have a petaloid calyx and hose-in-hose flowers. In such flowers, the stamens, which are always five, and the pistil, are perfect and there is no malformation as in ordinary double-flowers. The anthers, which are light to dark, varying with the color of the corolla, add not a little to the pleasing appearance of the blossoms.

It seems incredible that after more than three-quarters of a century of intercourse with Japan, the occidental nations should not have known before Mr. Wilson's journeys in that country, all about this beautiful race of garden plants which has been developed to perfection by the flower-loving Japanese. This is, however, the case in regard to the Kurume azaleas. It is true, that one kind, named Hinodegiri, has been introduced into this country in quantity for several years past and has become quite a favorite, especially in the Pacific states. It is also true that an old inhabitant of our gardens, Azalea amoena, with its magenta-colored flowers, and the red-flowered Azalea obtusa belong to the Kurume group, but these are not the best kinds, and there are hundreds of varieties. In Bailey's Standard Cyclopedia of Horticulture V (1916) the above three kinds are mentioned, and the existence of others is briefly hinted at. In England, these Kurume azaleas appear to be no better known than here. Bean, in his

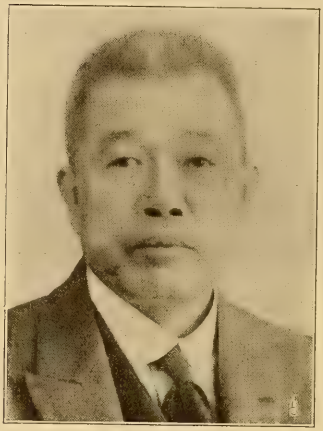
Trees and Shrubs Hardy in the British Isles, published in 1914, makes no mention of them; Millais, in his monograph of the genus rhododendron, published in 1917, says a few complimentary words about them, and lists about a dozen under Japanese R. indicum or R. indicum-amoenum hybrids.

E. H. Wilson, to whom we are indebted for most of this information, informs us that it was during the Arnold Arboretum expedition to Japan in 1914 that he first became acquainted with these Kurume azaleas when visiting at Hatogaya, a few miles north of Tokyo, the garden of a Mr. Oishi, who specialized in these flowers. The plants were very small, but Wilson was allowed to make a complete collection of dried specimens for the herbarium of the Arnold Arboretum. Curiously enough in and around Tokyo itself, Wilson found that the Azaleas amoena, obtusa and Hinodegiri were commonly grown but no others of the group.

On the Arnold Arboretum expedition in 1917-19 it was determined to make a full investigation of these azaleas, to visit the city where they have been originated, and the mountain on which the wild parents were reported to grow. Opportunity came in 1918, and, to Wilson's great good fortune, he had as companion H. Suzuki, the head of the Yokohama Nursery Company, and a most important personage in Japanese horticulture. The city of Kurume is on the island of Kyushu, and some 800 miles south by west from Tokyo. They arrived there May 3 to find the azaleas in full perfection of bloom. "I went prepared," says Mr. Wilson, "to see a display of blossoms, but the entrancing beauty of myriads of delicately colored flowers, covering a multitude of shapely grown plants, surpassed my most sanguine expectations. The gardens of Messrs. Akashi and Kuwano, the two leading specialists, were veritable fairy-lands, and I gasped with astonishment when I realized that garden-lovers of America and Europe knew virtually nothing of this wealth of beauty. Most of the plants were trained into low standards, each about 20 inches high, with a flattened or convex crown some 18 inches through, and were monuments to the patience and cultural skill of the Japanese gardener. Other shapes there were, but this was the favorite and most effective. The flowers, each about half to three-quarters of an inch across, and borne in clusters of from two to several at the end of every twig, were in such profusion as to almost completely hide the leaves. If a fault could be found, it was that the flowers were too numerous."

Specialists in Kurume recognize some 250 sorts and each has a name, but the distinguishing points are often too slight for the uninitiated to appreciate. More than 50 kinds are quite distinct one from the other, though for practical purposes they may be reduced to about 25. Messrs. Akashi and Kuwano selected as the very best the following six: Takasago (pure pink, hose-in-hose), Azuma-kagami (deep pink), Kirin (deep rose, shading to silvery rose), Kumonouye (pure salmon), Kurainohima (vermilion, hose-in-hose), Kurenoyuki (white, hose-in-hose).

Messrs. Wilson and Suzuki visited all the principal gardens and spent several hours in that of Kijiro Akashi, who for more than 40 years, has assiduously devoted himself to the development of these azeleas, and has raised from seeds and perpetuated by cuttings, nearly all the forms in cultivation. In his garden is the finest of all collections, and the loving pride with which this grand old gardener pointed out the particular merits of this or that pet can be appreciated only by those whose lives have been passed in close companionship with plants. In this garden Messrs. Wilson and Suzuki made a selection of 43 of the best sorts in duplicate, and later this was increased to 52 kinds. On April 24, 1919, this collection was unpacked at the Arnold Arboretum and all the plants found to be alive, and, considering the length of their journey, in good condition. For this, thanks are due to the skillful packers of the Yokohama Nursery Company, to whom the task was entrusted. Making the selection was much easier than persuading Mr. Akashi to part with his plants



Hamakichi Suzuki.

though, with true old-time Japanese politeness, he offered any or all that he had. He loved his plants, and one fully understands his sadness when the time to part with them actually came.

Mr. Akashi kindly furnished Mr. Wilson the details of the history of these azaleas as far as it is known. They were originated by a Japanese gentleman named Motozo Sakamoto, who lived in the city of Kurume about 100 years ago. The parents came from sacred Kirishima-yama (a volcanic mountain in south Kyushu still active) but whether brought from there by Mr. Sakamoto or given to him by some pilgrim is uncertain. At any rate, Sakamoto cultivated several varieties, and raised and selected seedlings, including one he named Azuma-kagami, from which it is claimed have descended all the pink-colored forms. After his death, Sakamoto's collection passed into the hands of K. Akashi. The original plant of Azuma-kagami is still healthy. Mr. Wilson photographed it, but failed to purchase it, though he tried hard to do so. Mr. Akashi showed a gold medal awarded to him for the exhibit of 30 plants in a dozen kinds of Kurume azaleas at the Panama-Pacific exposition. The plants were afterwards sold, and Mr. Akashi's pride in the gold medal seemed a little saddened when he thought of the loss of those 30 plants.

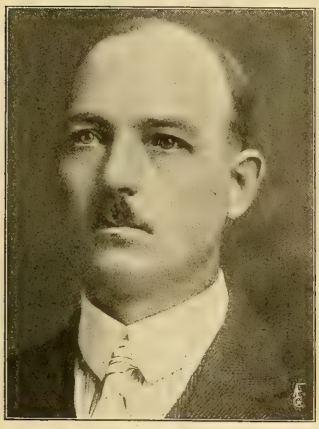
It was determined next to visit Mt. Kirishima, the place tradition says the parents came from. Mr. Wilson had visited this mountain early in March, 1914, and remembered that an azalea grew there, for he had gathered leafless specimens. A night was spent near the base of Mt. Kirishima, and starting early next morning, an altitude of 1000 meters, where forests abruptly give place to grass-land, was soon reached: above this, the mountain slopes were dotted with blossoming azalea bushes in great number. Mr. Wilson says, "They grow in volcanic soil on windswept grassy slopes and among rocks. In size, the bushes are from nearly prostrate to a yard high, and hardly two had flowers of the same shade of color. We gathered specimens of forms with pink, salmon, mauve to rich magenta-colored flowers; at a little higher altitude, red-flowered forms, and among these was an occasional white one. Much variation is found in the size and shape of the flowers and leaves; the anthers also vary in color. With the variety of forms on the mountain, we could accept as true the story of the origin of the Kurume azaleas, as given by K. Akashi and reiterated by others, for seedlings raised from a species with such multi-colored flowers, could easily give rise to all the colors in the garden forms of this group as is known today."

On the return journey, the nursery district round Osaka, where are grown most of the plants exported from Japan, was visited. The growers there are now taking up these Kurume azaleas, but the variety is limited, the plants indifferently grown, and the names usually changed. Fitly enough, it is in the town from whence they derive their name that they have been developed to their present day perfection, and so high is the standard of beauty that it is difficult to imagine how it can be improved upon. As to their suitability for outdoor gardens, there is every reason to believe that they will thrive wherever Azalea amoena has proved perfectly hardy in the open.

Chicago Commercial Flower Growers.

The annual banquet and stag of the Commercial Flower Growers' Association was held at the Randolph hotel, Thursday evening, June 16, and was well attended, about 75 members being present.

The principal business of the evening was the election of officers for the ensuing year, which resulted as follows: Peter Pearson, president; George Ball, vice-president; Otto Amling, secretary and N. J. Wietor, treasurer. Rudolph Ellsworth was re-elected to the board of directors and Joseph Kohout was selected to fill the vacany caused by the election of George Ball as vice-president. Walter A. Amling is the holdover member of the executive committee. Michael Wiltgen, Evanston, and George Haarer, Morton Grove, were admitted as members. It was decided to suspend the meetings during July and August. A communication was read from Grimm & Gorly, St. Louis, Mo., which will be acted upon at a later meeting. Poehlmann Bros. Co. and the A. F. Amling Co. donated the roses and carnations which adorned the



Peter Pearson, Chicago.
Pres. Commercial Flower Growers' Association.

George J. Ball, Glen Ellyn, Ill.
Vice-Pres. Commercial Flower Growers' Ass'n.

Otto Amling, Maywood, Ill.
Sec'y Commercial Flower Growers' Association

Walter A. Amling, Pana, Ill.
Trustee Commercial Flower Growers' Ass'n.

N. J. Wietor, Chicago.
Treas. Commercial Flower Growers' Ass'n.

Joseph Kohout, Libertyville, Ill.
Trustee Commercial Flower Growers' Ass'n.

table. O. J. Friedman spoke on the coal question and told the members that he thought he could save them some money, provided they bought in large enough quantities.

The dinner was splendid and thoroughly enjoyed by everyone. Benson furnished the music and entertainment, which was personally selected by the committee. Those in attendance joined in the singing. The Triangle Trio were exceptionally good and the Misses Irma Glen and Valerie Walker made a hit with everyone. Otto Amling, T. E. Waters, O. J. Friedman and others told some amusing stories which kept the crowd in an uproar at all times. The surprise of the evening occurred when August Poehlmann, in behalf of the members, presented the retiring president, Joseph Kohout, with a beautiful silver coffee set in recognition of his valuable services during his term of office. Mr. Kohout was so surprised with the beautiful gift that he was hardly able to thank the members for their kind token of appreciation. It was after 11 o'clock before the happy crowd dispersed and everyone agreed that it was one of the most enjoyable affairs the trade ever attended, due to the hard work of the committee consisting of Peter Pearson, chairman; August Poehlmann, Otto Amling and R. J. Windler.

Rudolph Ellsworth, Chicago.
Trustee Commercial Flower Growers' Ass'n.

SIOUX FALLS, S. D.—The local florists made fine non-competitive displays at the Cataract Hotel show, June 9-10, also Geo. B. Tuthill, of Wahoo lodge.

SPRINGFIELD, ILL.—Ilis Cole of Hembreiker & Cole, will make a two weeks' vacation trip through southern Ohio, and the Mammoth Cave, Ky., district. It is a family party.

TOLEDO, O.—This city is being made into a garden of flowers to welcome the thirty-third annual international supreme convention of the Loyal Order of Moose here on June 27. A campaign started here several months ago, had as its slogans, "Plant flowers in every spot where flowers can be made to grow," and "Welcome the Moose with flowers." As a result, flower planting has become almost a mania with the citizens.

Cost Systems for the Average Grower.

Address Delivered by Herman P. Knoble, Cleveland, Before the Ohio District of the National Flower Growers' Association at Columbus, June 21, 1921.

Cost per square feet of bench space per year for items listed from the records of the Friedley Co.

Figured on basis of 40,000 square feet bench space—

Labor and superintendent	$0.654
Proprietor or supervision salary optional	.129
Pots all sizes but average is taken	.145
Fuel—coal being used	.13
Fertilizers and insecticides	.017
Repairs and replacements	.024
Depreciation	.054
Insurance	.024
Rent or interest on investment	.074
Bonus to employes, if any	.016
Water	.006
General culture expense—wire, twine, etc.	.020
Delivery expense including drivers salaries	.136
Barn account—two horses, used entirely for green house	.017
Office expense—One bookkeeper, stationary and postage	.058
Telephone and telegraph	.007
Traveling directors fees, audits, dues, light	.015
Sales—This has been taken care of in superintendent and supervision salaries	.000
Advertising	.025
Discounts allowed	.005
Uncollectable accounts	.006
Interest on borrowed money	.018
Total of above items	$1.580
Estimated annual income gross should be	$2.500

Original cost of merchandise purchased, whether seeds or plants, must be added to above items. Should not be to exceed 50 cents per square foot, and much less would be possible.

This cost sheet is based on growing of the following plants and flowers: Twenty thousand chrysanthemums; 20,000 Boston ferns; 100,000 Paper White narcissi; 250,000 Holland bulbs; 5,000 single plants of poinsettias; 50 cases Easter lilies; 15,000 cyclamen; 20,000 geraniums; 5,000 vincas; 5,000 ivies; 2,000 Calla lilies; 3,000 baby rambler roses; 2,000 climbing and hybrid perpetual roses; 12,000 hydrangeas; 6,000 primroses; also assorted varieties of spring stock and Christmas stock; flats of table ferns, Valentine stock, Easter and Mothers' Day specials.

In order that we may be able to make this workable, let us take as an example a plant that has 10 houses 21 x130 feet, which has three benches five feet wide and 125 feet long, or a total of 625 square feet. In the entire plant would be 18,750 square feet. For all the items listed, it would cost to operate these houses 18,750× $1.58 or a total of $29,625. Now if the operator would be one of the type that buys much young stock, this cost would increase until it would be a maximum of 50 cents per square foot additional or another $9,375, making a total of $39,000. If this plant produced less than this amount gross, it would be advisable for the operator to make some very serious investigations, since he would find without this investigation that sooner or later he would be going into bankruptcy or working long hours with but little return; excepting perhaps if he were propagating all of the stock which he was finishing. So to bring this home to every pot plant grower, quickly figure out how many square feet of bench space you have, not glass area or ground covered, but actual square feet of benches and multiply by $1.58 per square foot per year and add to it all the stock you buy for growing on and the total will give you approximately what it has cost you to operate your green house per year. These figures are not guessed at or estimated, but are an exact transcribe of a complete set of books covering a period of two years. However, they are high because the past two years operation has been exceptionally high and for that reason a safe method to adopt.

CHRYSANTHEMUMS.

Now let us try some specific item, such as chrysanthemums, and see how it works out. These should all be planted by July 1 and harvested by December 1, so that for average's sake we can easily figure five months since some will be planted early in June and can be marketed in middle October, but the average will work out correctly.

Let the amount be 20,000 plants. This takes one bench of 625 square feet to carry the stock plants from December to May or six months and six-twelfths of $1.58, the cost per year, or 79 times per square foot and 79 times 625 square feet would be a total of $493.75, the cost of the plants by the time they went into the sand.

Herman P. Knoble, Cleveland, O.

Three months in sand on 300 square feet space would cost one-fourth of a year's cost for space or one-fourth of $1.58, which is 39 cents in round figures and 300 times 39 would total $117. Now 1,300 square feet will hold these plants for one month; that is, the space they will consume will not occupy more all told than 1,300 square feet for one month and one-twelfth of $1.58 is 13 cents or $169. So far the plants have cost us a total of $779.75 for 20,000 plants, which is $38.98 per thousand. This represents the actual cost. Twenty thousand plants can be planted in 11,250 square feet of bench space. They will occupy this space as stated before for a period of five months. Then five-twelfths of cost per year or $1.58 would give the cost per square foot, which is 65 cents in round figures and 11,250 times 65 cents is $7,312.50, plus cost of plants, which is $779.75 or a total of $8,092,25. This would mean that you must get at least 40 cents per plant out of chrysanthemums to make them pay. This is figured high for the reason that the heat would only be applied practically one month and the pots would be omitted altogether. This would reduce the unit cost from $1.58 to $1.32, but only on the last five month's operations and with one month's fuel added in, this would change to be something like this:

Five-twelfths of $1.32 or 55 cents times 11,250, total of $6,187.50 plus cost of plants, $779.75 is a total of $6,967.25 or approximately 35 cents per plant. Chrysanthemums are a pretty hard proposition to grow and make money. It is only because they can be grown as a crop when otherwise the space would be empty.

CYCLAMENS.

Let us now take 20,000 cyclamen. To start with the seed, the cost is usually $12 per thousand, total $240. The space they take up before being ready for the sold bench is approximately 150 square feet, four months, or 53 cents times 150, total $79.50. One bench four feet wide and 120 feet long will hold the seed planted in the bench instead of pots from December to April 1 or four months, and four months would be one-third of $1.58 cost per year or 53 cents times 480, the number of square feet in bench or $254.40. As we plant them, they are put into benches instead of pots from April 1 to July 1, which takes up 3,750 square feet three months, then take one-fourth of $1.58 which is 39 cents times 3,750, a total of $1,462.50.

From this point on the amount of space they take up varies, but it can be figured on a total amount of space used and reduced to one month which I will do. July, nine benches, August, 10 benches, September, 11 benches, October, 11 benches, November, 10 benches, December, 10 benches, January, six benches, February, three or a grand total of 70 benches for one month. Six hundred and twenty-five square feet on a bench times 70 totals 43,750 square feet for one month at 13 cents per square foot totals $5,687.50. This makes a grand total cost of $7,723.90. Figuring so that we may check, we find the equivalent of 57, 370 square feet has been used for a period of one month to grow the cyclamen crop. At a cost of approximately 13 cents per square foot, you can see we are not very far off in using the average of 13 cents per square foot of bench space per month.

HYDRANGEAS.

Usually you must buy young stock and it seems as though this is the cheapest since when your plants all flower well enough so that there are no cuttings, then your crop will bring the highest return making it cheaper in the long run to buy. Figure the young stock if your own propagation and on a basis of 12,000 plants that they will consume for the active time before being put into the field approximately 4,500 square feet for one month and 4,500 times 13 cents, the cost per square foot totals $585 or a cost of four and eight-tenths cents each. I have gone over our outdoor records carefully and find that it takes approximately 800 hours labor to hoe, spray, sprinkle, cultivate, pot and bring into the greenhouse a lot of 12,000 plants and at 65 cents per hour, total cost is $520. To this cost should be figured the fertilizer that is necessary, water, the interest on investment of land and any horse labor that is required. This would add another additional $200, making a total cost on all until brought into greenhouse in fall of $1,305 or an average cost per plant of approximately 11 cents. This, of course, does not allow for the pot, since this item is accounted for in the greenhouse under so much per square foot bench space. Neither does this assume that every plant is a specimen, but takes into consideration only the average. It has been our experience that the amount of plants has shrunk until they cost us in six-inch pots somewhere between 29 and 34 cents each. However, our average grade has been lower than it should be because of soil conditions. After these plants are brought

Paul R. Klingsporn, Chicago.
President Wholesale Cut Flower Dealers.

into the greenhouse and stored in the cold house and chrysanthemum houses, then later put into the forcing house, our records show that these plants all told, good, bad and indifferent, consumed 31,250 square feet of bench space collectively for one month and at 13 cents make a total cost of $4,062.50 for entire lot, plus cost when ready to come into the greenhouse of $1,305, or a grand total cost of $5,367.50, or an average cost per plant of $.447.

You notice this seems low but then you know that this is for the average only and the average saleable plants are as a rule low. In our case, as stated before they shrink as low as 35 per cent of the original amount, which would increase the cost to almost three times or approximately $1.34 for each finished plant in a six-inch pot. The producer makes it possible to lower his cost down to a basis where the plant suitable for a six-inch pot should not cost more than 35 cents in the field and 39 cents to force it, making total cost of 74 cents, but this means for every plant, so the more that do not flower the higher goes up the price of those that do flower. The seven-inch plants cost on this average 95 cents each and the eight-inch plants $1.52 each. It takes one square foot of bench space to flower the six-inch plant, one and one-half square feet for the seven-inch plant and three square feet for the eight-inch plant.

BOSTON FERNS—20,000.

These are figured on the basis of six-inch plants. While we do not grow all in six-inch plants, yet the six-inch size gives a good basis to average.

Young plants cost about $6 per hundred. It takes 750 plants to a bench of 625 square feet. You can get three crops in a year or 2,250 plants per year on 625 square feet and at $1.58 per square foot cost per year, total cost of plants would be $987.50 and each plant would cost approximately 44 cents. This price seems low, but as stated before, it is on the basis that every plant becomes a perfect specimen. The great factor which goes into the cost of production in the greenhouse business is the amount of perfect plants which come out of a crop from the beginning to the end. I am giving you the lowest cost for 100 per cent production basis and wherever there are any plants lost or do not come through perfectly, this of course, adds to the cost of the perfect plants.

I could go into the analysis of each individual plant but I do not believe that this is necessary. If you will apply this general law, you will not make a mistake. A finished four-inch plant takes approximately three plants to the square foot, a six-inch plant, one to the square foot, seven-inch plant, one and one-half square feet to the plant and an eight-inch plant three square feet to the plant. Every florist knows approximately how long it takes to finish a plant and if you will take the cost of the young stock and market quotations will always govern fairly safe in that regard, and then find out the length of time this plant is in the various stages from the small pot to the finished stage and multiply this space occupied by 13 cents for every square foot, you can easily obtain the actual cost per plant. With the items which I have quoted above, the prices which I have given you will answer your purpose so far as getting down to a fixed basis is concerned. Through the same line of reasoning, I find that it costs approximately 13 cents to grow

A. C. Kohlbrand, Chicago.
Secretary Wholesale Cut Flower Dealers.

a four-inch geranium. Get these factors fixed clearly in your mind that $1.58 is the cost of a square foot of bench space for a year, 13 cents for a month, that means propagation, house and all complete, that whenever a square foot of bench space is idle it is costing you 13 cents a month to leave it idle and the sooner that it is made to work, that much quicker it will help to reduce the price per square foot on the average over the entire place. I am satisfied that 13 cents is an unusual high cost, that with proper culture methods and efficient and constant filling in of stock in your benches that the price should be not to exceed about 10 cents per square foot per month.

Chicago Wholesale Cut Flower Ass'n.

The wholesale Cut Flower Association met at the Hotel Randolph, Thursday evening, June 16, with August Poehlmann in the chair. The main business of the evening was the election of officers which resulted as follows: Paul Klingsporn, president; Eric Johnson, vice-president; A. C. Kohlbrand, secretary and Philip Schupp, treasurer.

Next Week in the Flower Shop.

The greatest of our national holidays, the glorious Fourth of July, now looms up and should be given a warm reception and recognition by the trade everywhere. Get out the flags and the bunting, the bust of General Washington, a copy of the Declaration of Independence, a picture of the immortal trio with the fife and drum, and arrange these in good decorative effect in the window, with vases of red, white and blue flowers. In addition to showing your patriotism it is the best kind of publicity, as it features a day in which all are interested and certain to be attracted by the novel display. Begin decorating on July 2, as this year's fourth will be one of the triple holidays lasting from Friday night until Tuesday morning. Make this the best thing of the kind you have ever featured. It will be sure to add prestige and bring business.

Now that the season is practically over give an hour or two to a retrospect of the business of the past 12 months. Was it satisfactory? If not, why? One of the most essential books is that in which is kept a record of the business week by week, with details of the trade of the various holidays and other extra demand periods, with explanatory notes made at the time when the matter was fresh in mind as to how the business could be increased and more economically conducted. With this invaluable data at hand the planning for the coming season can be worked out much more effectively, past mistakes avoided, and new ideas in store management and efficiency worked out that should be most beneficial.

It is now inventory time, a matter that is sadly neglected by many. A careful going over the stock at this time is most beneficial. Without handling every piece and ascertaining its value the result is pure guess work. Some of the stock will be found to be of the year before which has stood on the shelves unnoticed. This is not good storekeeping. The various articles, baskets in variety, ferneries, flower bowls, vases and pottery of all kinds should be featured again and again in their season, particularly articles that for various reasons do not seem to take. In some cases a price

Philip C. Schupp, Chicago.
Treasurer Wholesale Cut Flower Dealers.

reduction is necessary, but featuring is best and in most cases will be found to do the trick. All fancy stock not likely to sell at this time of the year should be dusted and stored away so as to be bright and fresh on the opening of the autumn season. Articles that need repair or will be the better with a touch of paint and gilt should have this attention as soon as possible, for otherwise it soon becomes junk and is then a total loss.

With the closing of the books there will be found bills that are badly in need of collection. Except for those who have no intention of paying and are found to be not responsible, diplomacy is better than threats. Letters first presenting the matter as an oversight and proving ineffective should be followed with others appealing to their sense of right. One after another of these will be sure to eventually bring an answer of some kind with perhaps a payment on account or a promise to pay at a certain time. This period must never be forgotton by the bookkeeper. Always use plain envelopes, as these are sure to be opened. Where amounts worth while are apparently uncollectable, it is best to obtain a judgment, which, when filed in court, has to be paid in case the debtor becomes interested through a legacy and before a settlement of the estate can be made.

KEEP THE STORE ARTISTICALLY ARRANGED.

While trade is light at this season, there should be a supply of flowers in such variety as will convince customers that their business will be well taken care of. A dainty little basket or two or a decorated wreath in the case, shows the artistic ability and gives confidence to the strangers buying for the first time. Phlox, gladioli, larkspur, cornflowers and water lilies are comparatively inexpensive flowers, that if decoratively handled will give the store an attractive appearance. A rest chair or two, with palm leaf fans to hand out to customers these torrid days, will be much appreciated.

In the past 10 years the trade has taken great strides forward, particularly in the organization of the various branches of the business. All these bodies are offshoots of the grand old Society of American Florists, to which everyone connected with the trade in any capacity will be honored by becoming a member. In fact, it is their duty to join this great body of representative men who have done so much in the wonderful annual convention proceeding to advance their interests and in the exhibitions to lay before the entire trade of the country, the latest mechanical devices and up-to-date stock used in the betterment of their business. In the national campaign now on to increase the membership of this body, every retailer, large or small, should join and interest himself in bringing in a friend, all of whom will be sure to benefit by their association with these best men of the trade.

OCONOMOWOC, WIS.—The Gould Co. has shipped 11,000 peony blooms this season from its 10 acre tract near this city.

PORT HURON, MICH.—A peony and sweet pea show was held recently under the auspices of the Port Huron Horticultural Society at the James A. Davidson store. Over 1,000 peony blooms in 12 varieties were displayed. The Mund Floral Co., St. Clair, and M. Ullenbruch were among the exhibitors.

Society of American Florists.

NATIONAL PUBLICITY CAMPAIGN.

The publicity committee is getting its plans in shape for the forthcoming publicity drive in the magazines, the only anxiety now being as to the wherewithal for financing this effort. As has been said before, the money required must actually be in hand, hence the committee's concern. A good many guarantees are still to be discharged, and once more we urge all those who have pledged themselves, to send cheques covering their pledges without further delay. There has been plenty of evidence lately to show that the slogan is worth all we can expend on it. In cartoons, editorial headlines, and in other ways it has been featured. "They Said It With Flowers" is now

Arthur Peterson
Of C. Peterson & Sons, Escanaba, Mich., Appointed on the Board of Managers of the Michigan State Fair by the Governor. He is Superintendent of the Flower and Plant Department.

a common headline used to cover public functions of various kinds, and the dear public sits up and takes notice of it. The head of our nation was recently cartooned in a prominent New York daily as "Saying It With Flowers."

The campaign fund has been augmented by the following subscriptions since our last report:

Fisher & McGrath, New Castle, Pa.	$25.00
George W. Marshall, Okmulgee, Okla.	5.00
S. C. Derrick, Cooperstown, N. Y.	5.00
B. J. Macklin, Cambridge, Mass.	5.00
Cleveland Cut Fl. Co., Cleveland, O.	50.00
W. A. Worrel, Pocatello, Idaho	100.00
Eldred Flower Shop, Pasedena, Calif.	10.00
G. W. Frisch & Son, Dayton, O.	10.00
Hugo Teute, Rochester, N. Y.	5.00
Groffe & Dresel, Chicago.	10.00
W. E. Day Co., Syracuse, N. Y.	10.00
C. E. Rossiter & Son, Sunbury, Pa.	5.00
Oregon Fl. Club Ass'n, Portland, Ore.	125.00
The Doswell Fl. Co., Ft. Wayne, Ind.	10.00
August L. Kroner, Quincy, Ill.	5.00
Elec. City Conserv'y, Great Fall, Mont.	10.00
Ben Boldt, Denver, Colo.	10.00
	$ 310.00
Previously reported	25,188.60
Total	$25,498.60

All who have not yet subscribed to the fund are assured that there could be no better time than now to render their support. The big publicity effort about to be made will be governed entirely by the amount of money available for it, and the greater it can be made, the greater the resulting benefit.

WASHINGTON CONVENTION.

The Ladies' Society of American Florists has prepared a folder which will surely interest the ladies who are thinking of attending the convention, August 16-18, and should convince not a few others that it would be a splendid idea to plan to make the trip. There is no more interesting city in the United States to visit than Washington, and with a large gathering of kindred souls in attendance at the convention it should prove doubly interesting. This folder will be mailed to our whole membership very shortly, with other printed matter concerning the gathering.

TRADE EXHIBITION.

The space available in the trade exhibition is going fast, and a banner show is already assured. The following names of exhibitors are in addition to those already reported:

Lord & Burnham Co., Irvington-on-Hudson, N. Y.

Baum's Home Flowers, Knoxville, Tenn.

Lima Sheet Met. Prod. Co., Lima, O.
Hitchings & Co., Elizabeth, N. J.
S. H. Russin, New York.

NATIONAL FLOWER SHOW.

The plan of the trade section of the big show to be held in Cleveland, O., next March is completed, and plates ready for the printer, so that it is now only a matter of days before prints will be ready for mailing to those likely to be interested.

Although the guarantee fund covering the exhibition's finances is practically closed, a subscription from W. D. Howard, Milford, Mass., is this week reported, making the fund total $20,657.00.

JOHN YOUNG, Sec'y.

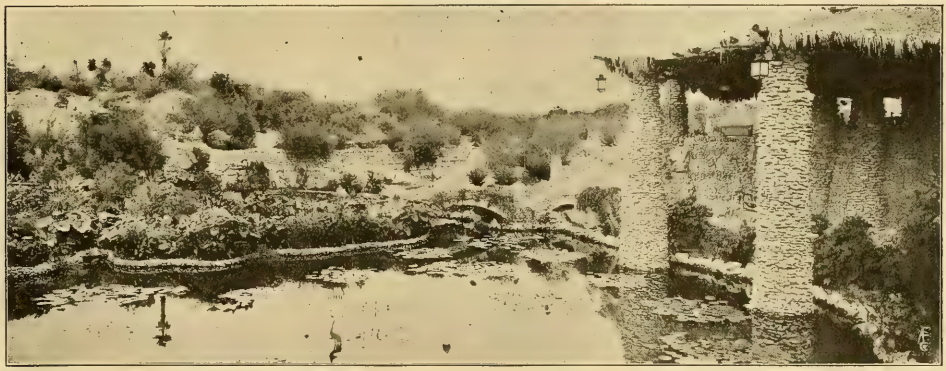
National Publicity Campaign.

The following tale expresses beyond doubt the conditions of the florist of today as against former times and now more than ever illustrates why we should continue both our national publicity campaign as well as our local advertising. We may not find the road quite so smooth as at present and may need our reserves for future building. Hence the story with the hope that many will get an inspiration.

SCRATCH.

Once there was an old hen who had passed the time when she needed to worry about the axe. She had helped many broods of chickens to see the light and had been, indeed, through the war. This wise old hen felt she knew all there was to know. This is a sad state to get into. There came a season of warm rain and lots of it, when the worms were washed out of the ground and lay in lush profusion about her feet. She didn't have to scratch. The worms, and the delicious bugs, flocked about her, and crawled over her feet, and she ate rapidly and heedlessly. Came a time when she waxed exceeding fat, and her appetite became finicky. She would strut about the barnyard and kick bugs and worms out of her path, if they were not of the best variety. In fact, this old hen became mighty choosy about her food, and many an insect bit her in the foot with impunity. She wouldn't deign even to look down.

Then imperceptibly things began to change and the worms weren't quite so profuse as before. But the old hen knew that this was only temporary and that good times would soon return. So she leaned luxuriously against the barn door and dreamed cute little dreams about hen heaven and the joys that were there for her. The worms grew scarcer and scarcer and the old hen began to lose some of her surplus fat. She finally had to dig into her reserve fat, and on that day she began to wake up to the fact that food was not going



JAPANESE LILY POND AT SAN ANTONIO, TEXAS.
Where the Mexican Fiesta will be Held During the Convention of the Texas State Florists' Association, July 12-14.

to crawl down her throat as it had in the near past. So she leaned up against a tree and moaned, and groaned over the hard times that had come. She grew thinner and more thin, until she staggered unseeingly around the barnyard, all out of sorts with herself and with the world. There was not a grain of hope left.

She finally fell through the fence of the pigsty in a stupor, and lay there all skin and bones, crying as though her heart would break. "Oh, dear, what will become of me! Oh, dear, oh, dear!"

"What are you sobbing about?" said an old fat pig, who was rooting about in the rich brown mud. "Oh, there is nothing to eat, and I am starving for food," she moaned.

"What rot!" remarked the pig, in his swinish way. "No food indeed! There are millions of worms for you right under the surface of all this nice brown mud, if you only had the gumption to scratch a little. Scratch for your grub, and you'll have plenty. Scratch, darn you, scratch."

And the hen, being an old one, had sense enough to listen and to try the advice of the old pig who was so fat, and lo! she found that it was true. There were not as many worms as in the good old times, but there were enough to put flesh back on her bones, and pep back into her old muscles. Young hens wouldn't have had the gumption unless they were exceptional young hens.

Moral: Scratch early and often during the lean times. There are just as many worms, but they are harder to find.—King's Round Table and The Keystone.

HENRY PENN,
Chairman Nat'l Publicity Campaign.

Oklahoma State Florists' Association.

The Oklahoma State Florists' Association will hold its annual convention at Oklahoma City, July 7-8. A new constitution will be adopted, and it is urged that all members attend, as other important business matters will be discussed. One of the features of the meeting will be a baseball game between a team organized from members of Furrow & Co.'s establishment at Guthrie and the state association.

Among the papers to be presented will be one by Mrs. Shaw, of Canyon City, Tex., on "Armistice Day." Mrs. Shaw recently initiated a movement to make November 11 an international flower day for the soldier dead of all countries. Other papers that will be read, include: "Relation of Cost to Price," by Percy Cowan, Enid, and "Carnation Fungus," by John Furrow, Guthrie.

Texas State Florists' Association.

SAN ANTONIO MEETING, JULY 12-14.

The following have been extended a special invitation to attend the Texas State Florists' convention: W. H. Englehart, president Tennessee State Florists' Association; J. F. Ammann, Edwardsville, Ill.; John Young, secretary of the Society of American Florists; E. G. Hill, Richmond, Ind.; Henry Penn, chairman of the publicity committee of the Society of American Florists; Albert Pochelon, secretary of the Florists' Telegraph Delivery Association; Wm. F. Gude, Washington, D. C., and A. S. Gray, president of the Oklahoma State Florists' Association.

These are some of the distinguished florists that we believe will be present at the Texas State Florists' Association convention, and if some of the trade from out of the state, in traveling long distances can see their way clear to be present at our convention, then we feel that every florist in Texas should make their arrangements to attend the San Antonio convention, July 12-14. I want to repeat again that the coming convention will be the greatest in the history of the organization and much good will be derived from the many valuable papers that will be presented.

All Texas and southern florists are urged to co-operate with the Society of American Florists in its drive for new members. Every employer should see that the members of his firm affiliate not only with the national organization but with the state association as well. Members of the trade are asked to mail their checks for one year membership amounting to $5 in the Society of American Florists and $3 in the Texas State Florists' Association to the secretary, Main and McKinney streets, Houston, Tex.

R. C. KERR, Sec'y.

F. C. Suchy, the Mission Florist of San Antonio, writes: "Outside of the regular convention programme, we have planned for the first day a luncheon at the St. Anthony hotel, the official headquarters. The second day, after the regular business, we will drive around to all the missions, ending with a watermelon feast in the Hot Wells hotel grounds. On the third day there will be a regular Mexican fiesta at our beautiful lily pond in the Mexican village, including Mexican dances and singing."

Mr. Suchy closes by inviting everybody to come, assuring all of a hearty welcome.

Missouri State Florists' Association.

ANNUAL CONVENTION, JUNE 27.

By special invitation of the Kansas City Florists' Club, the Missouri State Florists' Association will hold its annual convention in that city in the Knights of Columbus hall, 1121 Grand avenue, Monday, June 27. All members are urged to be present and bring an eligible prospect. There will be important matters to come up before the meeting, including the annual election of officers. Automobile rides to the greenhouses, parks and other places of interest will be a feature. Members of the association are cordially invited to be present at a session of the Kansas City Florists' Club, to be held at 7:30 p. m. the same day, to hear addresses by Messrs. J. F. Ammann and Hilmer V. Swenson, who have recently returned from a Pacific coast trip in the interest of co-operative advertising.

An interesting programme has been prepared for the morning and afternoon sessions of the state association. After business matters have been finished, the following papers will be presented: "Development of Floriculture in Missouri," by G. A. Knapp, Nevada; "Benefits of the Florists' Telegraph Delivery Association Service to the Retail Florists," by Wm. Rock, Kansas City; "The Wholesale Florist," by H. G. Berning, St. Louis; "Retail Store Management," by Frank X. Gorly, St. Louis; "Promoting the Planting of Hardy Perennials," by Bryson Ayres, Independence; "Latest Developments in Plant Breeding," by R. L. Isherwood, Chillicothe; "How the State Fair Benefits Horticulture," by H. S. Wayman, Princeton, and "Missouri's One Hundredth Anniversary," by Governor Lloyd, St. Louis.

Wisconsin State Florists' Association.

The third semi-annual meeting of the Wisconsin State Florists' Association will be held at Madison, July 19, with headquarters at the New Park hotel. The committee in charge promises an interesting programme every minute of the day. Outside of a business session at 1:30 p. m., the day will be given to entertaining.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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WHAT you know will work wonders if you only apply it.

THE new tariff bill is not expected to be enacted before October.

ACCORDING to the currency provision of the emergency tariff, federal reserve rates of exchange on the day of exportation shall be used whenever the actual rate, considered for the purpose of assessing duty, shows an appreciation or depreciation of five per cent from the standard rate.

Ladies' Society of American Florists.

The president of the Ladies' Society of American Florists, Mrs. George Asmus, has made the following appointments for the convention to be held in Washington, D. C., August 15:

Auditor—Mrs. C. C. Pollworth, Milwaukee, Wis.

Introduction Committee—Mrs. Z. D. Blackistone, Mrs. George H. Cooke, Mrs. C. Schellhorn, Miss Amelia Gude, and Miss Louise Gude.

MRS. ALBERT M. HERR, Sec'y.

Bureau Investigation.

We understand President Harding has appointed or will appoint a special commission to investigate the work of federal bureaus. This commission would seem the proper body to be informed by florists, seedsmen and nurserymen, through their legislative committees or representatives, as to the harmful and wasteful operation of sundry quarantines, particularly Plant Quarantine No. 37, and the free distribution by the government of common garden seeds and nursery stocks as bribes to voters.

Birthday Flowers.

The decision of the New York Florists' Club regarding the selection of birthday flowers, in which it was thought unwise to name a separate flower as being, in preference to all others, the birthday flower of the month is sensible and sound. All flowers are beautiful and appropriate, to designate certain varieties for the various months, would create a situation much like the white carnation for Mothers' Day, causing a lot of trouble with little profit. Birthday remembrances should be kept to the front every day in the year, featured in connection with all seasonable flowers as the most appropriate gift.

Corn Borer Hearing.

The European corn borer (Pyrausta nubilalis Hubn.), a dangerous insect not heretofore widely prevalent or distributed within and throughout the United States, occurs in portions of Canada. It appears necessary, therefore, to consider the advisability of prohibiting the further importation from Canada of celery, green beans in the pod, beets with tops, spinach, rhubarb, cut flowers or entire plants of chrysanthemums, asters, cosmos, zinnias, hollyhocks, and cut flowers or entire plants of gladioli and dahlias, except the bulbs thereof, without stems, in addition to the plants and plant products already prohibited or restricted entry by Quarantine No. 41.

Notice is, therefore, hereby given that, in compliance with Section 7 of the plant quarantine act of August 20, 1912, a public hearing will be held at the Department of Agriculture, Washington, D. C., Room 10, Entomology building, at 10 a. m., on June 28, 1921, in order that any person interested in the subject of the proposed amendment of this quarantine may appear and be heard either in person or by attorney.

Fulbruge's Flowers, Inc.

The store for many years operated by the L. L. May Co., 90 East Sixth street, St. Paul, Minn., has been purchased by Fulbruge's Flowers, Inc. Chas. R. Fulbruge, for the past 10 years with Holm & Olson, has the management of the new firm. The store sale was made March 19, but owing to a general remodeling and redecorating of the entire store, and the installing of new fixtures, the formal opening took place June 20. The firm is incorporated to conduct a general florist business embracing all tributary branches. Gertrude M. Distel, also for many years with Holm & Olson, recently severed her connection with that firm and will be associated with Fulbruge's Flowers, Inc. Robt. Messmer and Kathryn Dietrich, formerly with Mazey's, Minneapolis, have been added to the store staff.

The officers of the new firm are: C. R. Fulbruge, president and treasurer; Gertrude Fulbruge, vice president; H. D. Frankel, secretary.

The L. L. May Co. will devote their efforts entirely to the nursery business.

Dutch Bulbs.

Up to about three weeks ago the crop of hyacinths and early tulips was very promising. Owing to the entire absence of rainfall, however, in May, and very hot weather towards the latter part of the month, these crops have ripened off quite suddenly and the consequences are that all hyacinths have remained undersized so that large bulbs will be exceedingly scarce, and the quantity of first size tulips will be considerably smaller than anticipated. It, therefore, looks at the present moment as if some of the varieties will be scarce for best quality stock and prices higher, so that it would be out of place under the present circumstances to ask for price reductions.

The following items are now already considered subject to advance in prices: Hyacinth Gertrude (generally very poor crop); Tulips Rose Gris de Lin, Rose Luisante, Vermilion Brilliant, Yellow Prince, Couronne d'Or, Imperator, Proserpine, Coleur Cardinal, Belle Alliance, Artus.

Golden Spur narcissus has advanced in price.

Postal Savings.

The total deposits in the United States postal savings system on May 31 were approximately $155,500,000. The net amount on deposit suffered a decrease, yet the decrease was not as great as that of the previous month. As labor conditions become adjusted, the heavy withdrawals necessitated to meet living conditions are gradually declining.

During the month of May four offices made gains of over $12,000, namely: Tacoma, Wash., $348,185; Dallas, Tex., $16,949; Miami, Fla., $16.67, and Boston, Mass., $12,328.

One hundred and thirty-five postal savings depositories now have over $100,000 on deposit.

Washington Convention Hotel Rates.

The Society of Ameicran Florists, through its committee on hotels, has been able to secure special rates at hostelries in Washington, D. C., for the annual convention of the society, August 16-18. The hotels and the amounts asked are presented herewith:

Hotel	Single room	Single room and bath	Double room	Double room and bath
Raleigh	$3.00-$4.00	$4.00-$7.00	$4-$6	$5-$10
Powhatan	2.50- 3.00	4.00- 7.00		
National	2.00- 2.50	3.50- 4 00	3- 4	5- 6
New Ebbitt	2.50	3.50- 4.00	4	6
Franklin	2 50- 3.00	3.00- 4.00	4	5- 7
Cont'nt'l.	2.00- 3.00	3.50- 4.00	3- 4	5- 6
Metroplt'n	2.00- 2.50	3 00- 3.50		
Har'ngt'n	3.00	3.50- 4.50	4	5- 7
St. James	1.00- 2.50	2.50- 4.00		
Willard	3.00 up	5.00 up	5 up	7 up
Wardman		5.00		8
Cario	2.00- 2.50	2.50 up	3- 4	4- 5
Shoreham		3.50- 5.00		5- 7
Arlington		4.00		6
Washn'ton		4.00- 6.00		7- 8

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notices of change in date, time and place of meeting.]

Buffalo, N. Y., June 28, 8:30 p. m.—Buffalo Florists' Club at General Electric building. Wm. Legg, secretary, 889 W. Delavan avenue, Buffalo.

San Francisco, Calif., July 2, 8 p. m.—Pacific Coast Horticultural Society at 240 Golden Gate avenue. John R. Walsh, secretary, 417 Montgomery street, San Francisco.

Seattle, Wash., June 26, 8 p. m.—Florists' and Gardeners' Union, No. 16,667, at I. O. C. T. Hall. E. Popp, secretary, Fort Steilacoom, Wash.

Tacoma, Wash., July 1, 8 p. m.—Tacoma Florists' Association at Maccabee's Hall, 1116 Broadway. J. L. Simpson, secretary, 519 E. 50th street, Tacoma.

Wilmington, Del., June 27, 8 p. m.—Wilmington Florists' Club at member's place of business. Roy G. Brinton, secretary, 800 W. Ninth street, Wilmington.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—First class rose grower and foreman in good Texas city. Four room house on place. $175 to $200 per month to right party. Address

Key 562, care American Florist.

Wanted—Alfred E. Hachet, or anyone knowing or seeing him, write Rosa Hachet, Chattanooga, Tenn., Highland Park. Very important; estate to settle.

For Sale—Flower store; established 25 years; to be sold because of illness. Call **G. Carajanes, 2594 Eighth Avenue,** New York.

For Sale—Well established market garden and floral business. 29 hot beds, well, windmill and tank, 11-room house, also barn; four city lots. A snap at $3,600; $1,500 cash. Address

JOHN C. KRUEGER
Medford, Box 72, Wis.

Help Wanted

An opportunity in dynamic Detroit. Wanted a high grade pot plant grower to take complete charge of 20,000 feet of glass. It's an old plant but owner will spend the money to put it in good condition Salary and commission. A retail growing plant. Would rent or sell to the proper man in due time. Must come at once.

M. BLOY, 4114 Van Dyke Ave., Detroit, Mich.

HELP WANTED

Experienced foreman for small range of glass in North Dakota city. Must be willing to assist in retail sales and to make up simple designs. Single man preferred who will live on place. $125 a month with good opportunities to capable and reliable party. State reference. Address

Key 566, care American Florist.

Situation Wanted

By all around gardener and florist, German, age 32, single. Life experience in all branches. Desire to work in good retail place again with chance to renew experiences in designing, etc. If suitable would buy place later. West or coast preferred. Address

Key 563, care American Florist.

BARGAIN

100 canvas army covers, rubber army boots, oil skin suits, out door night automible covers, army coco door mats and matting, second hand wire rope, second hand fire department hose, old garden hose, it is used around trees; army horse blankets, tents, cots, blankets, large brass cannon suitable for country residence, church bells, large sugar cane knives for cutting down trees, corn, etc.

E. J. KANE, 59 Ann Street, NEW YORK CITY

For Sale

GOOD SECOND-HAND PIPE

All sizes, for water and steam purposes. Also pipe for culverts, grape arbors, fence and corner posts. Cheaper than wood and lasts longer. Send us your inquiries and let us quote our prices.

MAX ZEIGLER & BROS., Muncie, Ind.

FOR SALE

Two greenhouses, 22x60 each, one house 24x16 and one 18x24, full of plants, complete; 9-room modern residence and garage; 2½ acres land, all improved; best of soil, in town of 3,000, four miles to city market of 18,000, and can sell all can raise; reason for selling, have other business; will sell for $5,000; we did $27,000 during May; everything in working order.

L. R. ORDWAY,
11 Elm St., Canisteo, N. Y.

Forced Sale

Exceptionally fine greenhouse property in Evanston, Illinois, must be sold by order of court to close litigation. Located on corner, 172x251 feet; greenhouses cover over 30,000 square feet and are equipped with concrete benches. There is also a 7-room heated dwelling on the premises and necessary sheds, etc. Property worth double what you can buy it for now.

Frederick H. Brammer
138 North La Salle Street
CHICAGO

For Sale

First-class flower store on north side. Chicago's big hospital trade. Long lease and low rent. $4,000 cash required.

FLORIST
2110 North Halsted Street, CHICAGO

FOR SALE

Glass: 16x24, 16x20, 16x22, per box	$5.50
16x16, 14x16, per box	4.50
12x16, 10x16, per box	4.00
1¼ in. wrought iron pipe, per foot	.10
3 ft. x 6 ft. Cedar Panel Doors, with frame, each	2.50
Rafters or sash bars, per foot	.02
Shafting (heavy), per foot	.10
Shafting (light), per foot	.06
Ventilating arms, each	.25
Ventilating hangers, each	.10
Garland iron gutters, per foot	.40
	Per 1000
6 ft. wire stakes	$13.50
5½ ft. wire stakes	10.00
5 ft. wire stakes	10.00
4 ft. wire stakes	7.50

PETER REINBERG
30 East Randolph Street, CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

Greatly Increased Demand

If you have any to offer, or are likely to have any soon,
advertise in these columns now.

AMERICAN FLORIST CO.
440 So. Dearborn Street, ... CHICAGO

Pittsburgh.

STOCK MOVES WITH DIFFICULTY.

Business conditions remain about the same as reported last week, a large supply of stock with a limited demand. An occasional commencement or wedding causes a little flurry, but not enough to clean up the market. The weather has been very warm, which has caused some of the stock to arrive in a wilted condition and practically makes it unsalable. White roses, lily of the valley and orchids and gladioli are the items most in demand and there is never a surplus of either. Outside of these it takes pushing and price concessions to make other stock move. The supply of roses is large and some of the stock is poor. Carnations move slowly and at bargain prices, and the most of them are showing the effects of the warm weather. It will not be long until they are done, although some of the growers have arranged for crops to last until asters begin to arrive. Easter lilies are in short supply, which is just as well, as it is hard to realize enough from them to allow the grower to break even. Delphinium has been a big factor in the local market this season, but it has been overdone, and consequently prices are low. Outdoor stock is in heavy supply and includes Sweet Williams, coreopsis, corn flowers, gaillardia and larkspur. What few sweet peas are arriving are of very good quality and sell readily. Asparagus plumosa has been in over supply, and most of the southern shipments have arrived in very poor condition. Although some of the retailers are complaining about business, the wholesale houses claim that June will show a healthy increase over last season. Prices are much lower than last year, but the quantity of stock handled is much larger.

NOTES.

Much publicity is being given to the big joint meeting of the Retail Florists' Association and the Florists' and Gardeners' Club to be held in September. The members of both organizations are very enthusiastic and are working to make this the best meeting of its kind ever held in this district.

Miss Maxwell, Wilkinsburg, reports the largest June business in her history, and the G. P. Weaklin Co., East Liberty, reports likewise, so someone is getting the business.

The wholesale houses are now working on summer hours from 7 a. m. until 5 p. m. daylight saving time, which is one hour faster than eastern time.

Walter Faulk, of the north side, has been confined to his home for several days with pneumonia, but at this writing is on his way to recovery.

Miss Emma De Bortoli, of Elwood City, Pa., is in the West Penn hospital, but expects to leave in a few days.

McClements, on Wood street, are showing some very attractive combinations in fruits and flowers.

Homer D. Wood, of The McCallum Co., spent a few days in Cleveland, O., last week on business.

E. C. T.

Toledo, O.

JUNE TRADE COMES IN SPURTS.

The demand for flowers during June has been very spasmodic, going at times when florists were forced to go at top speed to fill orders, to days when mid-summer dullness prevailed. What business there is comes when some school holds its commencement exercises or some well-known person passes out of this life. Weddings have not been as numerous as was the case last year, yet some florists report very sizable orders for this class of work. Growers report a steady call for bedding stock because of the late season. The weather during the past week has been clear and very hot, bringing all sorts of garden flowers into the market. There is a fair demand for these. There is a large supply of excellent roses on the market. Carnations are still plentiful enough for the demand but will soon be done. Other seasonable flowers are on hand in good quantities.

NOTES.

Carl Hagenberger, West Mentor, president of the Ohio district of the National Flower Growers' Association; L. C. Vinson, executive secretary, Cleveland, and Lars Anderson, Rocky River, were here last Monday to attend the local meeting held at Schramm Bros. A good number of local growers were present. The visitors explained the constitution and by-laws and answered many questions concerning policies and benefits to be derived from the organization.

This is the vacation season for florists and many will soon be out of the city recuperating after a strenuous season. When all the circumstances are considered, it is really remarkable the way the call has kept up during the past six months; other lines have shown substantial decreases, but the trade here as a rule can show a good increase. This goes to show that flow-

CALIFORNIA Freesias

NOW READY

NEW NAMED COLORED

General Pershing

Extra robust grower, 3 feet in height, with 4 to 5 long side laterals, large open flowers of lavender pink, yellow lip and somewhat of a bronze cast.

Per 100, $ 3.50
Per 1000, 30.00

VIOLA

Like a large wood violet, the lower petals of a deeper violet blue, a beautiful distinct and valuable hybrid.

Per 100, $ 3.50
Per 1000, 30.00

PURITY

	1000
3/8—1/2	$ 7.50
1/2—5/8	12.50
5/8—3/4	16.50

FISCHERII

Improved Purity. Best of the White Freesias.
Per 100, $6.00; per 1000, $50.00.

Now is the Time to Order SPHAGNUM MOSS.

CHICAGO VAUGHAN'S SEED STORE NEW YORK

REX BEGONIAS

3-inch, $2.00 per dozen.

GERANIUMS (Our Specialty)
Nutt. Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere.

Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Wendland & Keimel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Welland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
Harry O. May, Summit, N. J.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
Stephen Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
Budlong Rose Co., Auburn, R. I.
J. J. Fallon Co., Lynchburg, Va.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., **Cromwell, Conn.**

Mention the American Florist when writing

ers are no longer considered an absolute luxury.

Schramm Bros. do not believe in letting business take its course during these so-called dull months. They are conducting an active campaign for the sale of birthday bouquets, anniversary flowers, weddings, and for new arrivals in the home. They had an excellent stork window last week that attracted considerable attention and resulted in increased demand.

A thief crawled through the transom of the Century Flower Shop one night last week and extracted a few simoleons from the cash register. Since the million dollar post office robbery, no one pays any attention to the theft of a few dollars.

Hall's Flower Shop, successor to the Navarre Flower Shop, is conducting an active campaign for June bridal business. They have an attractive display in their window featuring this class of business. A miniature bride is used to good advantage.

Harry Turvey in West Toledo reports a healthy demand for flowers. His business located in a growing suburb, is showing substantial gains every year and Harry is deserving of prosperity.

Albert Lehmann and wife left on Friday for a two weeks' motor trip in Michigan. They will spend the time at Houghton lake fishing.

Max Spanner is planning on rearranging his shop on Madison avenue during the dull season. The entire store will be repainted and redecorated.

A. C. K.

Nashville, Tenn.

SEVERE DROUGHT AFFECTS STOCK.

This section, all through the month of May, was visited by a most distressing drought, which was broken one day this week, but not enough to remedy the damage already done to vegetation, both flowers and vegetables. Most of the florists have sold out their entire stock of plants, but many of the smaller dealers still have some left, which are retailed in the open market or on the streets. Prices in all kinds of small plants are still good. With the uptown florists, trade continues excellent. While the commencement season is virtually over, it was unusually good while it lasted. All the florists report great activity in wedding orders, and the attendant festivities in pre-nuptial affairs, of which there are many. The supply is good. Roses were never better; Columbia, Premier, Milady, Mrs. Chas. Russell, Ward, Ophelia, Butterfly and Killarney are all equally popular. They are coming on in great profusion. Carnations are not so plentiful, but sweet peas and gladioli are in excellent supply. There are plenty of lilies in the market, and as funeral work is good, there is great use for them. Other smaller flowers, like candytuft, feverfew, mignonette, calendulas, and even pansies are used considerably in corsage bouquets and in funeral designs.

The Joy Floral Co. is enabled to make large shipments daily to its Chattanooga, Tenn., and Atlanta, Ga., establishments, shipping many hundred of roses daily. The trade in each of these branch houses has been very good, far exceeding what was hoped or expected of them.

A number of handsome wedding orders for next week have been obtained by Geny Bros. Funeral work has also been good with them. Their pot plants sold out at a good profit.

M. C. D.

Prepared Cycas Leaves

(BEST ON THE MARKET)

We will send you 100 assorted sizes of our best quality Cycas Leaves up to 36 in. long for the special price of **$6.00.**

One Floral Art Album given free with any order of $25.00 or more —Get our complete list of other items it's free.

Geo. H. Angermueller Co.

Wholesale Florists **1324 Pine Street, ST. LOUIS, MO.**

Good Crop of Summer Roses

Now Being Cut. Russell, Premier and Columbia Leading Varieties

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST

Subject to Market Changes

	Per 100
RUSSELL	
Fancy Long	$16.00 to $20.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
COLUMBIA	
Fancy Long	$16.00 to $20.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
PREMIER	
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
HOOSIER BEAUTY	
Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
OPHELIA	
Long	$10.00 to $12.00
Medium	6.00 to 8.00
Short	3.00 to 6.00
SUNBURST	
Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
WHITE KILLARNEY	
Long	$10.00 to $12.00
Medium	8.00
Short	4.00 to 6.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selection, in lots of 200 or more, as follows:

	Per 100
Good medium lengths	$6.00
Good short lengths	4.00
Good, very short lengths	2.50
New Fancy Ferns, per 1,000	$3.00
Adiantum, per 100	1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	.35 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457
Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.
NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.
Closed all day Sundays

Chicago.

STOCK IS IN LARGE SUPPLY.

Stock of all kind is in large supply but the quality in general is nothing to speak of, owing to the hot weather of last week. Roses are plentiful, but good first-class shipping stock is scarce and is commanding fair summer prices, especially Mrs. Chas. Russell, which is in splendid demand. The weather was unusually hot last week but it is cooler at this writing and an improvement in the quality of the roses is already particularly noticeable. Carnations are in large supply, but good, fresh shipping stock is selling at prices ranging from $2 to $4 per 100. Most of the carnations that arrived the past week plainly showed the affects of the hot weather and some of the wholesalers were glad to dispose of all they could at whatever prices they would bring; naturally the department stores, one of which advertised them at 11 cents per bunch, furnished the best outlet. Orchids are holding their own, with the best cattleyas bringing $3 each. Lily of the valley is having a good call with the better grades selling at $8 per 100. Sweet peas have seen their best days. Gladioli are quite a factor in the market with fancy stock selling at prices ranging from $10 to $15 per 100. America, Augusta, Mrs. Frances King, Schwaben and Mrs. Frank Pendleton are included in the shipments. Peonies are seen at some of the houses in good sized quantities and are having a good call. Lilies are scarce but a few callas are seen. Cornflowers, white and blue daisies, pond lilies, forget-me-nots, delphiniums, larkspur, stocks, gypsophila, candytuft, coreopsis, gaillardia, feverfew, snapdragons and a large supply of other indoor and outdoor seasonable stock is included in the offerings. Greens are plentiful with new ferns arriving in large quantities every day.

FOUNDED BY FLINT KENNICOTT 1st

When The Devil Drives

Intense competition has driven the standardized, large capacity, rose grower who daily examines cost sheets, to find out how to keep up production. He can have no slack season. He can have no mercy for his plants. He must deliver all summer. "Needs must, when the devil drives."

Let us, then, be your rose grower while your plants have their needed rest. We keep you in regular supply. You keep your customer; for every rose sale carries another sale with it.

KENNICOTT BROS. CO.
174 N. Wabash Ave., Chicago

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

ROSES and CARNATIONS

Heavy Supply of Both at Reasonable Prices

Buy Direct From the Grower — **CURRENT PRICE LIST** — **Subject to change without notice**

	Per 100
MRS. CHAS. RUSSELL	
Specials	$20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00
COLUMBIA	
Specials	$ 20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00
PREMIER	
Specials	$ 20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00
SUNBURST, OPHELIA	Per 100
Specials	$15.00
Select	12.00
Medium	$ 8.00 to 10.00
Short	4.00 to 6.00

		Per 100
Killarney, White Killarney	Specials	$15.00
	Select	12.00
	Medium	8.00 to 10.00
	Short	4.00 to 6.00
ROSES, OUR SELECTION		$5.00
CARNATIONS		
Good and Fancy		$ 3.00 to $ 4.00
Peonies		6.00 to 8.00
Adiantum		2.00
Asparagus, per bunch		50c to 75c
Ferns, per 1,000		$6.00
Galax, bronze and green; 1,000		2.00
Leucothoe Sprays		1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

CUT FLOWERS

Complete line of all seasonable stock.
Order what you need from us.

JOSEPH FOERSTER CO.

WHOLESALE FflorISTS

160 N. Wabash Avenue, CHICAGO, ILL.

ARMOUR-MITCHELL WEDDING.

Chas. A. Samuelson had the order for the Armour-Mitchell wedding flowers and decorations at Lake Forest, June 18. The improvised altar in the home of the bride's parents was adorned with white larkspur, lily of the valley and white roses. Tall vases of pink roses and larkspur flanked the altar, and the same flowers artistically arranged in 20 urns on large pedestals, lined the bridal path. The bridal bouquet was of white orchids, gardenias and lily of the valley. The bridesmaids carried bouquets of yellow and brown irises and rambler roses. The matron of honor carried a bouquet of larkspur and rambler roses. The flower girl carried a basket of lily of the valley and roses. The reception room was decorated with pink roses, larkspur, orchids, gypsophila and poppies. Flowers were massed everywhere about the house, blue and pink being the principal colors. The plants employed included cibotiums, palms and caladiums, and the entire scheme of decorations was ably executed by Ed. Enders, chief designer of the Samuelson force.

NOTES.

George Ball, who was elected vice-president of the Commercial Flower Growers' Association, Thursday evening, June 16, has already secured a new member. His name is Carl Ball and he was born on the night of the big stag.

The J. A. Budlong Co. is disposing of a large quantity of choice gladioli, which are in brisk demand at good prices. Double White Killarney roses are attracting the attention of the buyers at this establishment.

HIGH-GRADE CUT FLOWERS

WEDDINGS AND COMMENCEMENTS

Premier, Russell, Columbia, Ophelia and Sunburst Roses, Carnations, Callas, Etc.

WIETOR BROS.

30 East Randolph Street, L. D. Phone: Randolph 2081 CHICAGO

Mention the American Florist when writing

Morton Poehlmann, son of Adolph Poehlmann, who just graduated from the Western Military academy, is the latest addition to the force at the city salesrooms of the Poehlmann Bros. Co. Roland Poehlmann, son of August Poehlmann, graduated from the same academy several years ago and is also on the job at the store. John Poehlmann, son of the late well-known wholesaler, now in charge at the store, is a graduate of the Culver Military academy.

Henry Neve has sold his old range of greenhouses at Des Plaines to M. J. Roeser, who has already taken charge. He has purchased several acres of land at Des Plaines near the river and is erecting a new 70x200 ft. Lord & Burnham house which will be devoted to sweet peas and asparagus sprengeri.

The Raedlein Basket Co., 713 Milwaukee avenue, is receiving so many importations, that it has rented another large storeroom to accommodate them. Curtis Kindler, who is at the firm's factories in Germany, is expected home next month.

Practically all the wholesale houses will finish taking their peonies out of cold storage this week or next. The supply is almost exhausted and the season as a whole has not been any too satisfactory for the grower, dealer or the buyer.

The Ove Gnatt Co., La Porte, Ind., had an exhibit at the Palmer house the past week when Mr. Gnatt and R. E. Blackshaw were in charge. Ed. Allis has just returned from a successful southern business trip for this house.

Krowka Bros., 4938 North Western avenue, have bought the Andrew Koehlke range at 5442 North Western avenue consisting of 22,000 square feet of glass. Pot plants will be grown at both places.

There were flowers from President Harding and senators and representatives from every state at the funeral of the late Congressman-at-large William E. Mason, which was held here June 20.

Adam Kasper, of the E. C. Amling Co., Los Angeles, Calif., is expected home next week where he will spend his vacation. He was with the E. C. Amling Co. here for a time.

A. L. Vaughan & Co. are well supplied with peonies in addition to all other seasonable stock and report a good demand for same. Gladioli are also on the bill of fare here.

It is estimated that the floral offerings in the Circuit court rooms, June 20, when the 20 men recently elected on the coalition ticket took office, represented about $2,500.

Meyer's Silkaline, or Smilax Threads

Be sure the name Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from, and you will notice that our threads run full two ounces of thread to the spool.

Mention the American Florist when writing

GOLDEN YELLOW SWEET PEAS

McCLENAHAN'S YELLOW FLOWER DYE

Will quickly dye white or light colored Sweet Peas to golden yellow, burnt orange, etc. May also be used successfully on **Roses, Carnations, Gladioli, Larkspur, Shasta Daisies,** and most any other white or pink flower. Used for the past two years with perfect success by both retailer and buying public. Send for sufficient to make one quart. **Price, $1.00, prepaid.**

McCLENAHAN GREENHOUSES, 40th and Phillips Sts., Oklahoma City, Okla.

Leo Wietor, eldest son of N. J. Wietor, will spend his vacation at Sturgeon Bay, Wis., the home of the famous cherry orchards.

At the Peter Reinberg store roses are arriving in good supply and are moving nicely, considering the general market conditions.

The John Kruchten Co. is handling a good supply of gladioli in addition to a complete line of all other seasonable stock.

D. E. Freres & Co. are receiving a good supply of indoor grown strawflowers which measure over 36 inches in stem.

Miss Josephine Laecele of the George Reinberg office force has resigned and will be married in the near future.

Bassett & Washburn are cutting a good supply of roses, which are in much better demand this week.

Zech & Mann's employes will start on their vacations next month, with Max Awizzus heading the list.

Miss Phyllis Rudd, youngest daughter of Mr. and Mrs. W. N. Rudd, is engaged to be married.

Miss Frances Ludlow, of Vaughan's Seed Store, will spend her vacation in California this summer.

One of the department stores offered roses at a cent apiece last week, 12 cents a dozen.

Daniel F. Crilly, former president of the South Park board, died June 19, age 82 years.

W. N. Rudd and P. J. Foley are away on a Wisconsin fishing trip.

Grant Wiffin of Des Plaines is on the sick list.

Visitors: Judge Vesey and wife, Ft. Wayne, Ind.; O. M. Oven, Mortonville, Minn.

Boston, Mass.

DEMAND GOOD FOR STOCK.

The market this week has been fairly brisk. The prices are low, owing to the abundance of stock coming in, but everything has cleaned up well. Wedding flowers have been mostly in demand, white roses bringing 10 cents on shorts and up to 25 cents on the fancies. Lily of the valley is selling at $12 per 100. There has been good demand for peonies with very few coming to market. Carnations were low in price until Friday, then the market braced up and they sold at $3 per 100. Gladioli and delphiniums are going well for wedding decorations. Red roses are bringing a premium over other roses for graduations, all other items selling at the same prices as a week ago.

NOTES.

N. F. McCarthy submitted a statement of assets and liabilities to his creditors June 16, the statement showing his trouble was lack of working capital and that he was absolutely solvent if the business were allowed to proceed. A committee was appointed to investigate and report June 23.

The premium list is out for the big exhibition of the Massachusetts Horticultural Society at Horticultural hall, September 22-25. Ferns, orchids and other plants will be displayed. For copies, address Secretary Wm. P. Rich, Horticultural hall, Boston, Mass.

Mrs. Geo. Haines, mother of Geo. Haines, assistant manager of the Exchange, was buried June 13.

Visitor: A. F. Faulkner, representative of THE AMERICAN FLORIST, New York. E. F. S.

Fresh Cut Flowers

You always get the best when you place your order here.
We know just what kind of stock to select for the out-of-town buyer so that it will reach him in good condition.

Roses, Beauties, Lilies, Gladioli, Larkspur, Delphiniums, Daisies, Carnations, Gypsophila, Cornflowers, Feverfew, Gaillardia, Candytuft, Etc. Complete Line of Greens.

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PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association
WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 CHICAGO

High Grade Cut Flowers

Finest and Most Complete Supply in the Chicago Market---Bar None.

St. Louis.

STOCK MOVING SLOWLY.

The weather experienced in this vicinity during the past week has been unusually hot and outdoor crops have been retarded rather than hastened, due to this fact. Generally speaking, there is plenty of stock on this market, but the demand for flowers has not been at the top notch and the prices have been exceptionally low. It is predicted by tradesmen that if the excessive heat abates during the coming week, trade will pick up rapidly. Roses are constant in demand but the prices have taken quite a drop and very fine stock is selling at exceptionally low prices. There is a comparatively small quantity of white roses coming in and the demand for them is very small. Carnations of all colors are selling well and are being handled by all florists. The stock is of fair quality but the prices it commands are low. Gladioli are increasing steadily in numbers, but not in size of blooms. Loveliness is the leader this week, and the demand for high grade material is good. A few moderately good quality snapdragons are coming into the market and they sell very rapidly, being used to a large extent in combination with delphiniums. Only shades of pink, white and yellow are offered. A limited quantity of outdoor sweet peas have made their appearance. They sell moderately well and bring a fair price. Fine delphiniums are found among the floral offerings this week and they are in big demand, although not plentiful. Callas

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Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

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Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Milady Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MISCELLANEOUS

Valley Cattleyas

CARNATIONS

Callas

Yellow Daisies White

Snapdragons

Calendulas

PEONIES

Cornflowers

GREENS

Plumosus Sprengeri

Bronze and Green Galax

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood

of good quality are few and far between and bring a good price. Easter lilies are not plentiful but are in heavy demand for weddings and funeral use. Some fine stock is offered at a reasonable price. The supply of lily of the valley is very limited and the demand is more than brisk. Large quantities are being used in bridal bouquets and the price is therefore comparatively high. Daisies, white and yellow, are very plentiful. Shasta daisies are also numerous but do not sell well. There is a moderately large quantity of cornflowers on the market. Calendulas of good size and quantity are very plentiful. A limited number of stock plants are offered, but they move slowly. Geraniums and ageratums are not as much in evidence as heretofore. Coleus, alyssum and other bedding plants are offered by local florists in small lots. Some very fine sprays of baby's breath has found its way onto the market and it sells well. It is being used to a large extent in combinations. Statice is seen in a few windows and a very few everlastings are offered. Achillea ptarmica is also found in limited quantities. It does not sell well as it is in bloom outdoors. Orchids are more plentiful this week and their price is comparatively high. A few cypripediums are offered at a moderate price. Pandanus, dracaenas, cibotiums and other ferns, show very little fluctuation in price and the supply on hand is ample. Greens are plentiful this week and some fine smilax is offered. Ferns are not as numerous and bring $5 per 1,000. Southern ferns have turned brown rapidly on account of the hot weather.

NOTES.

Street merchants are doing a good business in carnations, second grade roses, a large number of daisies and some very poor snapdragons.

An attractive window of foliage plants is seen at the Geo. Walbart store, being used in combination with ornamental grasses.

Grimm & Gorly are more than rushed to fill the demands for wedding decorations and bouquets.

The St. Louis Wholesale Cut Flower Co. reports a good demand for orchids and lily of the valley.

The Pilcher Floral Co., Kirkwood, is shipping large quantities of roses to this market.

Windler Wholesale Floral Co. reports a heavy business in gladioli and carnations.

A specialty of high grade pot plants is being made by the Bourdet Floral Co.

Fred C. Weber has a very attractive window of foliage plants this week.

H. G. Berning is disposing of large quantities of carnations and roses.

Graduation trade has been brisk with the Mullanphy Floral Co.

F. H. Weber is offering some fine boxes and fern baskets.

C. A. Kuehn reports an active trade in his part of the city.

R. D. M.

Columbus, O.

USUAL SUMMER DULLNESS NOTED.

Business during the past week has been rather quiet. Some of the dealers, however, report a fair demand from certain sources, but on the whole there is little activity. This is to be expected under the circumstances with considerable unemployment and also because of the fact that a large number are away on their vacations. The commencement exercises are now over, and on the whole the demand was not as large as in former years. Social functions outside of weddings are not numerous at this time. Some weddings are scheduled for the remainder of the month of June. Funeral work has been rather good and this has been the most promising feature. The usual run of flowers are in the local market. Roses are of good quality and sell from $3 to $8 per dozen. Carnations are also plentiful and sell at former levels. There is a good demand for sweet peas and prices range from $1 to $1.50 per bunch. The new flower to appear in the market is delphinium, which is selling rather briskly. In roses the usual varieties are Columbia, Mrs. Chas. Russell and Sunburst. Plants are not selling very well and the supply is limited as is usual at this time of the year. Shrubbery is still in good demand, although the season is practically over.

NOTES.

Joseph McKellar, who has been operating a retail florist establishment at 22 North High street, has taken a lease on a large store room in the James building on West Broad street, next door to the Broadway theater, in which a large modern shop will be conducted. The North High street store will be continued. The new place will be opened some time in July and the fittings will be the most modern in central Ohio. The store room is 22x50 feet and in addition a large basement is included in the lease. J. W. Thompson will be manager of the Broad street shop, which will be conducted under the name of McKellar the Florist. Mr. McKellar reports considerable funeral work with business good in all ways. One of the features of the trade of the concern is the number of orders received for corsages secured by having solicitors visit the various schools and educational institutions just previous to commencement exercises. The company also sold 4,000 roses for the Jewish relief.

The Livington Seed Co., which has been operating a retail florist and seed business at the corner of Long and High streets for 34 years, will move about July 1 into larger quarters at 59-61 East Chestnut street, which has been used as a wholesale department for some time. A full line of seeds, bulbs and garden implements will be carried. A. R. Livingston is president and general manager of the company.

The regular meeting of the Flower Growers' and Dealers' Association was held at the Deshler hotel, June 14, with

Heavy Supply of Roses

For June Weddings and Commencements

RUSSELL COLUMBIA PREMIER MILADY HEARST OPHELIA
SUNBURST BUTTERFLY DOUBLE WHITE KILLARNEY CRUSADER

GLADIOLI White, Yellow, Light Pink, Deep Pink, Red **A1 QUALITY**

Exceptionally good for so late in the season.

Carnations, Valley, Larkspur, White and Blue Daisies, Sweet Peas, Lilies, Forget-Me-Nots, Gladioli, Gypsophila, Delphiniums and all other seasonable Cut Flowers. Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri.

☛Now that Sweet Peas are about done for the season use **Nesbit Roses** they more than serve their purpose. If you are in want of a good White Rose for summer use our Double White Killarney the only good white rose obtainable in this market.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

☛**SHIPPING ORDERS GIVEN CAREFUL ATTENTION.**☚

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

a rather small attendance. Conditions in the trade were discussed at length, although no action of an official nature was taken. The florists entertained the state association June 21.

The Bexley Floral Co. is the name of a new retail and wholesale concern which has its place of business at stall No. 97 at the North Market. A. Capuano & Sons are the proprietors and the company specializes in funeral work. J. W. L.

San Francisco.

JUNE WEDDINGS INCREASE TRADE.

Last week's business is reported from all quarters as being very satisfactory. The usual amount of June weddings and school commencements has called for a large volume of trade. There has been a decided increase in funeral work, which made the majority of the stores very busy. Stock of every description continues in large supply. Roses on some days are in such quantities that it is almost impossible to move all of the cut. The cool weather keeps the highest quality of stock on the market. Nearly every variety is now at its best, and much of the stock goes at bargain prices. Butterfly is one variety that none could be disposed of if it were obtainable. Largely increased plantings of it are being made this summer by our leading growers. Ulrich Brunner from the second crop, is now arriving and is in good demand, owing to its long stems and fine flowers. Fireflame is particularly good and a ready seller. There has been a noticeable increase in the Spencer sweet pea supply. The stock has also shown much improvement in color and form. All colors are available in any quantity. Gladioli are increasing in variety and quantity, steadily but are still firm at $1.50 per dozen. Some fine white varieties are largely featured by the leading stores. Bride is very plentiful and cheap. More dahlias are to be seen now, also the best pink and red varieties bring the growers $4 per 100. Peonies continue to be a part of the daily purchases but are to be had in

Tonner

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Chicago

small lots only, as the season is pretty well advanced for this flower now. Giganteum lily remains steady at $4 per dozen. Carnations are more numerous than at any time during the spring season, good stock bringing $2 per 100. Very little Laddie is now obtainable. Cattleyas continue in steady supply with no change in price. Gardenias, too, are plentiful. There is a strong demand for lily of the valley these June days to supply the demand for weddings. The trade is fortunate in having an ample cut to draw upon. Prices remain steady at $8 per 100. Snapdragon is now good and is a popular annual. Larkspur, scabi-

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The E. F. Winterson Co.
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The Ove Gnatt Co., Inc.
Preservers of Natural Foliages LA PORTE, IND.
Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

osa and ageratum hybrids are in good demand for basket work. Gerbera Jamesonii of good quality is also finding a ready market. Watsonias continue in generous supply. Pink flowering eucalyptus is now at its best and enjoys a good call for decorative work. Fern and asparagus growers are finding a ready market for all the stock they can offer at satisfactory prices. The usual spring demand for Bostons and other ferns and palms is keeping up well. Flowering plants for store use are scarce, rhododendrons being about the only thing available.

RETAIL FLORISTS' ASSOCIATION.

What was probably the most representative gathering of the trade ever held in this city was the one assembled at Native Sons' hall on the evening of June 7 to greet J. Fred Ammann and Hilmer V. Swenson of the national publicity committee of the Society of American Florists. Every branch of the industry was represented. President Albert O. Stein of the Retail Florists' Association introduced Mr. Ammann, who in a splendid address, presented the percentage plan of advertising as practiced by other large eastern cities and endorsed by the Society of American Florists. Hilmer V. Swenson made an address, illustrating with stereopticon slides the advertising done by the Allied Florists' Association of Chicago since its organization. Mr. Ammann urged those present to form a similar organization for the advancement of the industry. President Stein then appointed the following committee to organize the Allied Florists' Association of San Francisco: Retailers, Angelo J. Rossi, Charles W. Brown and P. Vincent Matraia; Wholesalers, J. A. Axell, E. W. McLellan and Charles C. Navlet. Growers, Eric James, Victor Ferrari and H. Plath. The spirit of co-operation was noticeable by its presence that evening and the greatest enthusiasm prevailed. Messrs. Ammann and Swenson were again entertained at luncheon the following day at the Cliff house, overlooking the Pacific ocean, by the members of the association and their wives. A most enjoyable time was had by all present. Both guests expressed the greatest pleasure over the successful outcome of their visit and the hearty response received from the trade for their suggestions of co-operation. They left for Los Angeles on June 18 to form a similar organization in that city.

NOTES.

The subscribers to the co-operative flower market for white growers, will hold an important meeting next week at the offices of the Art Floral Co. to sign the agreement of incorporation. Jos. P. Haywood, Burlingame, P. Vincent Matraia and Chas. W. Brown of this city compose the committee in charge of the movement. Over 50 growers and retailers have agreed to become stockholders in this new company to better market conditions in this city.

The appointment of Charles C. Navlet, San Jose, to the executive committee of the Allied Florists' Association has met with much satisfaction among the trade. Mr. Navlet has long been prominent in trade circles in this city and vicinity and operates stores in Oakland and San Jose as well as in this city.

Work on the new flower store on Geary street, near Stockton, to be known as the Paris Floral Co., is being rapidly pushed to completion. Jack Lavenzalo, formerly of Avansino Bros. Company, is the principal owner of this new shop which promises to be one of the most attractive in the downtown section.

Chas. Abraham of the Western Nursery was an interested guest at the mass meeting on June 7. Mr. Abraham is proprietor of one of the oldest established nurseries in this city, and is one of the foremost authorities on plants in California.

The flower show committee of the Pacific Coast Horticultural Society and the Retail Florists' Association held a meeting on June 16 at the Art Floral Co.'s offices to further complete its plans for the exposition to be held here in October.

E. W. McLellan & Co. are handling heavy receipts of roses from their Burlingame greenhouses. Mr. McLellan is one of the strong supporters of the new co-operative flower market. He will leave shortly for his annual vacation in the north.

Alexander Rose, proprietor of the St. Francis Wood's Nursery, accompanied by his associates, visited factory sites in Richmond last week for the purpose of establishing a pottery for the manufacture of flower pots.

David Burpee, of W. Atlee Burpee Co., Philadelphia, Pa., is a visitor to this city. Mr. Burpee is on a tour of inspection to the various seed growing centers of the state and also to his firm's seed farm at Floradale.

Dyed Green Sheet Moss
Fancy and Dagger Fern
Telegraphic Orders Promptly Filled.
Duncan Jackson, Kinston, Ala.
Mention the American Florist when writing

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.
Mention the American Florist when writing

B. M. Joseph, 233 Grant avenue, left last week for an extensive trip throughout the northwest and Canada. Mr. Joseph plans to be away about four weeks and is accompanied by his family.

The greenhouses and equipment of the late Chas. W. Ward, Eureka, are being offered for sale. They occupy an entire block and attractive terms are offered prospective purchasers.

Julius Eppstein, the St. Francis Hotel Florist, is mourning the loss of a $3,700 automobile stolen from in front of his hotel during the week.

Edward Schwerin, one of the largest growers of cut ferns for this market, is sending in a splendid cut of adiantums from his greenhouses.

Louis Capuro, formerly manager of the retail store of the McRorie-McLaren Co., is now with Avansino Bros.

VISITOR: Nels Peterson.

JAMES T. LYNCH.

John Kruchten Co.

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Omaha, Neb.

TRADE IN GOOD CONDITION.

The volume of business for the past three months was fully as good as for the same period a year ago. Prices however were not as high. Bedding plants sold out clean. Stock is now becoming scarce on account of the intense heat, most roses having to be replanted. Garden flowers are plentiful.

FLORISTS' CLUB MEETING.

The Omaha and Council Bluffs Florists' Club met recently in the City hall, and elected the following officers for the coming year: C. G. Hargardine, president; F. Lainson, vice-president; Wm. Zimmer, treasurer, and T. E. Evans, secretary. The club will give a banquet in honor of J. F. Ammann, Edswardsville, Ill., and Hilmer V. Swenson, Chicago, on June 29 at the Carter Lake Club house.

The P. B. Floth greenhouses which were city property were purchased recently by Mr. Floth, who will remove them to his new location on West Center street.

J. J. Hess will leave for northern Minnesota next week, on a fishing trip.

GRIPPE.

Wire Hanging Baskets

The well made kind. Painted, bound with galvanized wire
6 at dozen rate. 50 at huudred rate.

10 inch.....$2.25 per doz.; $16.00 per 100 14-inch.....$3.25 per doz.; $25.00 per 100
12-inch..... 2.50 per doz.; 20.00 per 100 16-inch..... 4.25 per doz.; 35.00 per 100

GREEN SHEET MOSS Long Green Sheets for Hanging Baskets Per bag....$2.00 10 bags...$17.50

Michigan Cut Flower Exchange, 1452 Randolph St. DETROIT, MICH.

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Wholesale Flower Markets

Chicago

CURRENT PRICE LIST

		Dozen
Roses, Beauty	$ 3.00 to	$ 6.00
	Per 100	
" Mrs. Chas. Russell	4.00 to	35.00
" Butterfly	4.00 to	30.00
" Columbia	4.00 to	30.00
" Dunlop	4.00 to	30.00
" Premier	4.00 to	30.00
" Hoosier Beauty	4.00 to	30.00
" Killarney Brilliant	4.00 to	30.00
" White Killarney	4.00 to	30.00
" Mrs. Geo. Shawyer	4.00 to	30.00
" Milady	4.00 to	30.00
" Mrs. Aaron Ward	4.00 to	20.00
" Sunburst	4.00 to	20.00
" Ophelia	4.00 to	20.00
" Dble. W. Killarney	4.00 to	20.00
" Cecile Brunner		4.00
" Our Selection		5.00
Calendulas	2.00 to	4.00
Peonies	6.00 to	15.00
Snapdragon, per bunch	.75 to	1.00
Daisies	2.00 to	3.00
Sweet Peas	.75 to	1.50
Cattleyas, per doz.		36.00
Gladioli	6.00 to	10.00
Valley		8.00
Carnations	2.00 to	4.00
Lilies, per 100	15.00 to	20.00
Adiantum	1.50 to	2.00
Ferns .....per 1,000		4 00
Galax .....per 1,000		2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays	35c to 50c per bunch	
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry		7.50

ZECH & MANN

WHOLESALE FLORISTS

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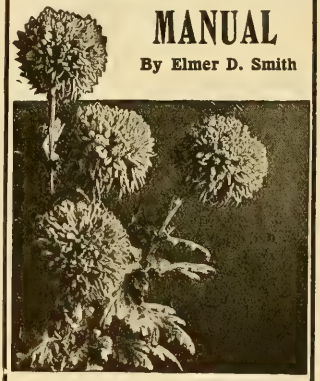
THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



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A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Rambler Roses
Russell
Columbia
Premier
Double White Killarney

There is no surer way to increase your Rose Sales than to carry some of these good Roses in stock. Our supply has no equal, especially in RUSSELL. We have more of this variety than you will find elsewhere.

The demand is for good Roses this month and we can supply you with what you need in that line.

The Leo Niessen Co.
1201 Race Street
PHILADELPHIA, - PA.
Branches: Baltimore, Washington.

EDWARD REID
CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
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Philadelphia.

STOCK SELLING READILY.

The market the past week has been stocked with quantities of flowers of all kinds, particularly roses, which have been over abundant, those in the shorter grades piling up to a small surplus, that had to have the assistance of the street men to clean up during the last of the week. Roses have never before shown the quality and class at this season that they have the past month. Mrs. Chas. Russell, Premier, Columbia, Pilgrim, Dunlop, and Crusader are so much larger than Ophelia, Maryland and the Killarneys that the public are becoming educated to a higher standard, with the result that all dealers find the medium to higher grades easier to sell than shorter lengths and the older kinds. There are still a few carnations, some of which grade up very well. Theo is a bit under size, but its bright pink shade makes it a favorite. Ward, Benora and Matchless are still good enough to bring six cents. Outdoor sweet peas that have the advantage of watering facilities are fine, while the field rows that depend on rain, of which the country is sadly in need, are poor. Some of the outdoor gladioli are superb, as is much of the greenhouse stock. Easter lilies of good quality sell up close at top prices. Callas are done. Cattleyas and lily of the valley are about equal to the demand at last week's prices.

PROSPERITY.

In speaking of the business of the past season and particularly of that of the past two months, a wholesaler thought that the entire trade had a great deal to be thankful for, in the large and high quality of the various stocks and the strong and steady demand that had kept pace for them. In the hundreds of thousands of roses that were handled in this market every week it was a wonder to him where they all went, and this was only one of the many varieties of stock on the list. Before the war the word "glut" was worked overtime; now the expression is almost obsolete, and there only remain symptoms. Average prices had been uniformly good, very much better than those before the war. When asked to give a reason for these conditions, he believed the demand for flowers was constantly growing, while there was little if any increase in the supply. He liked to see an active, snappy market and hoped the present situation would continue until more glass was imperative in order to supply an unmistakable demand.

BEDDING PLANTS.

Robert Craig, in speaking on various aspects of the business, said that the supply of bedding plants had been very inadequate the present season. For the past 10 years there had been very little if any profit in this stock, prices having somehow gotten to such a low level, that the grower hardly received a new dollar for an old one. During that time not less than 15 firms, most of whom had made a specialty of this class of plants, had for various causes gone out of business, and their places had all been dismantled and were no longer a factor. As far as he knew, no other new ranges had been established to replace them, so that the competition of this 350,000 feet or thereabouts of glass was removed and prices were now on a plane that allowed the bedding plant grower something more than a bare living.

A FRIENDLY TRIBUTE.

Every one who has the pleasure of his acquaintance knows what a hustling, capable and genial personality is combined in Walter Davis, the efficient floor manager of the S. S. Pennock Co. Among his hosts of friends there are a number who belong to the Masonic order, and when in May last it was learned that Mr. Davis had advanced to the 32nd degree, his florist friends in the order gave him a surprise dinner. This event took place at the Adelphia hotel on June 8. Those present were: John C. Gracey, Charles Grakelow, Ralph Faust, Jos. G. Neidinger, Ross Davis, Victor Ridenour, Alvin Jones, Chas. Moorby, Harry Lisle, Fred Kramer, Lewis Nieman, and E. W. Gaehring. After the dinner, as a further token of their appreciation and esteem, he was presented with a 32nd degree consistory ring, with a brilliant diamond setting. Mr.

Wholesale Flower Markets

BOSTON, JUNE 22.

		Per 100
Roses, American Beauty	6.00@	75.00
" Russell	6.00@	20.00
" Dunlop	6.00@	16.00
" Pilgrim	6.00@	16.00
" Crusader	6.00@	25.00
" White Killarney	10.00@	25.00
" Ward	6.00@	16.00
" Maryland	3.00@	10.00
" Hoosier Beauty	6.00@	20.00
" Columbia	6.00@	16.00
" Hadley	6.00@	25.00
" Ophelia	6.00@	12.00
" Premier	6.00@	16.00
Adiantum		2.00
Asparagus bchs., per bch.	.50@	1.00
Asparagus Strings, doz.		12.00
B. Buttons	2.00@	3.00
Calendulas	2.00@	3.00
Carnations	3.00@	4.00
Carnation, Laddie	6.00@	8.00
Cattleyas, per doz.		18.00
Delphinium	2.00@	2.50
Lily of the Valley	12.00@	15.00
Longiflorum Lilies	20.00@	25.00
Pansies	1.00@	1.50
Smilax, per doz.		6.00
Snapdragons, doz.	.75@	1.50
Sweet Peas	2.00@	4.00
Marguerites	2.00@	3.00
Myosotis, per bunch		.50
Gladioli	1.00@	1.50
Swansonia, per bch.	.50@	1.00

BUFFALO, JUNE 22.

		Per 100
Roses, American Beauty—		
" Special	40.00@	50.00
" Fancy	25.00@	35.00
" Extra	20.00@	25.00
" 1st	6.00@	10.00
" 2nd	3.00@	5.00
" White Killarney	5.00@	10.00
" Dbl. Wht. Killarney	6.00@	15.00
" Richmond	6.00@	12.00
" Maryland	4.00@	12.00
" Sunburst	5.00@	12.00
" Columbia	3.00@	20.00
" Ophelia	5.00@	15.00
" Russell	6.00@	15.00
" Premier	5.00@	20.00
" Cecile Brunner	3.00@	4.00
Calendulas	3.00@	5.00
Calla Lilies	8.00@	20.00
Carnations	2.00@	4.00
Easter Lilies	12.00@	20.00
Mignonette	4.00@	5.00
Rubrum Lilies	6.00@	8.00
Snapdragons	3.00@	8.00
Sweet Peas	1.00@	3.00
Peonies	3.00@	6.00

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ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, JUNE 22.

		Per 100
Roses, Premier	4.00@	15.00
" Russell	4.00@	15.00
" Columbia	4.00@	15.00
" Butterfly	4.00@	15.00
" White Killarney	4.00@	15.00
" Pink Killarney	4.00@	15.00
" Sunburst	4.00@	15.00
" Mrs. Aaron Ward	4.00@	15.00
" Ophelia	4.00@	15.00
" Baby Doll	3.00@	4.00
Carnations	2.00@	4.00
Easter Lilies and Callas	15.00@	20.00
Ferns, per 1,000		4.00
Forget-Me-Not, bunch		.25
Galax, per 1,000		1.50
Plumosus (south) per bch.		.25
Smilax, per string	.15@	.25
Snapdragons	6.00@	8.00
Stocks, per bunch	.50@	.75
Calendulas	2.00@	3.00
Sweet Peas	.50@	1.00
Gladioli	10.00@	12.50
Cornflowers		3.50

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Headquarters of the Cudahy Roses
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444-446 Milwaukee Street
MILWAUKEE, WIS.

Davis refers to this occasion as one of the most delightful moments of his life, while his associates will always remember the great pleasure it was to honor him.

A GRAKELOW RECEPTION.

On Monday, June 13, Chas. H. Grakelow gave a reception at his Broad street residence to his many friends in the various commission and florist supply houses of this city. There were about 50 guests and to say they had a good time was putting it mildly. There was everything for the inner man, high class vaudeville by the best artists and Charles' inimitable stories thrown in for good measure. It was a delightful occasion that will long be remembered by those fortunate enough to be present.

NOTES.

Charles H. Grakelow is about to pull off one of the greatest successes of his career. A year ago he was elected exalted ruler of the lodge of Elks, and is now serving his second term. Inside of a year he almost doubled its membership, and this year added a thousand more. The showing made in Chicago at last year's convention took the city by storm. Los Angeles, Calif., is this year's convention city, and Exalted Ruler Grakelow is piloting 534 members of his lodge to this meeting, together with an immense amount of paraphernalia, which in its entirety requires four special trains of 10 cars each. These trains will leave this city on July 4 at noon, traveling 10 minutes apart. It is the largest single aggregation of men who have ever attended a convention in this country, and when the distance to be traversed is considered, it is truly a record event. Of particular interest to the trade is the fact that the genius and gulding force of the whole affair is Mr. Grakelow, whose inspirational work at the trade conventions is a matter of the greatest pleasure to all those who attend.

John Walker with his genial personality has been spending a few days in this city, accompanied by his brother Thomas, who has recently sold his greenhouses near Pleasantville, N. J.

Wholesale Flower Markets

PITTSBURGH, JUNE 22.		Per 100
Roses. Beauty, spl., per doz.		6.00
" " fcy., per doz.		5.00
" " ex., per doz.		4.00
" " No. 1, per doz.		1.50
" Killarney	6.00@	15.00
" Maryland	6.00@	15.00
" Sunburst	6.00@	15.00
" Mrs. Aaron Ward	6.00@	15.00
" Russell	6.00@	20.00
" Columbia	6.00@	20.00
" Ophelia	6.00@	15.00
" Hilda	6.00@	15.00
" Premier	6.00@	20.00
" Madame Butterfly	6.00@	15.00
Carnations	4.00@	5.00
" Laddie		10.00
Cattleyas, each		1.00
Easter Lilies	20.00@	25.00
Ferns, per 1,000		3.00
Galax, per 1,000		2.00
Plumosus, per bunch		.50
Sprengeri, per bunch		.50
Calendulas	3.00@	4.00
Sweet Peas	1.00@	3.00
Smilax, per doz. strings		4.00
Valley	6.00@	8.00
Snapdragons, per doz.	.75@	2.00
Delphinium	6.00	
Sweet Williams		2.00
Cornflowers		2.00
Coreopsis		2.00
Gaillardia		3.00
Gladioli	15.00@	20.00

PHILADELPHIA, JUNE 22.		Per 100
Roses, Beauty, special	30.00@	50.00
" fancy	10.00@	20.00
" Mrs. Chas Russell	6.00@	25.00
" Killarney	2.00@	6.00
" Hadley	10.00@	40.00
" Sunburst	4.00@	10.00
" Wards	3.00@	6.00
" Ophelia	2.00@	10.00
" Columbia	3.00@	20.00
" Premier	6.00@	20.00
Adiantum	1.50@	2.00
Asparagus, bunches		.50
Asparagus, strings	.75@	1.00
Calendulas	1.50@	3.00
Carnations	2.00@	6.00
Cattleyas	1.00@	1.50
Easter Lilies	20.00@	25.00
Lily of the Valley	6.00@	8.00
Smilax		.35
Snapdragons, per doz.	.75@	1.50
Sweet Peas	.25@	1.50
Larkspur, per doz.	1.00@	1.50
Gladioli	10.00@	15.00

Mr. Walker had improved the place and worked up quite a business during the past 10 years, which together with the advancement in real estate proved by the sale to have been a very good investment. He is now going west with his brother looking for new fields to conquer.

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ST. LOUIS, JUNE 22.		Per 100
Roses, Premium	3.00@	12.50
" White Killarney	3.00@	8.00
" Columbia	3.00@	10.00
" Ophelia	2.00@	8.00
" Killarney	2.00@	4.00
" Russell	3.00@	12.50
" Ward	3.00@	4.00
" Sunburst	4.00@	10.00
Calendulas	1.00@	2.00
Carnations, Laddies		4.00
Carnations, fancy		2.00
Ferns, per 1,000		3.50
Valley		6.00
Smilax, per string		.20
Leucothoe		2.00
Galax, green, per 1,000		1.75
bronze, per 1,000		1.75
Callas	8.00@	15.00
Snapdragons, per doz.	1.00@	2.00

MILWAUKEE, JUNE 22.		Per 100
Roses, Kill'n'y, W. Kill'n'y	6.00@	15.00
" Premier	8.00@	25.00
" Ophelia	6.00@	15.00
" Columbia	6.00@	25.00
" Hoosier Beauty	6.00@	25.00
Callas, per doz.	1.50@	2.50
Calendulas	4.00@	6.00
Carnations	4.00@	6.00
Sweet Peas	1.50@	3.00
Fancy Ferns, per 1,000		6.00
Asparagus, per bunch	.50@	.75
Daisies	1.00@	3.00
Valley	8.00@	10.00
Snapdragons	4.00@	8.00
Gladioli, per dozen	1.50@	2.00
Peonies	4.00@	6.00

Jacob Becker has sold the large lot in the rear of his Market street stores at 52nd street on which still remained several greenhouses. This ground is now to be covered with a movie palace. When purchased, this lot was on a one-horse car line making half-hour trips; it is now the center of one of the city's best business districts. One-half of the original plot covered by retail stores, is still owned by Mr. Becker.

One of the stellar attractions at the Robert Craig Co.'s establishment are the cyclamen houses, where the plants have attained a wonderful growth for the season. They have never had them as good. Large stocks of dracænas and crotons are exceptionally well done.

The London Flower Shop has had a very successful season, being particularly busy the past month with weddings and school commencements. Irwin Rosner, assistant manager, will have entire charge of the store during the summer.

Mrs. J. Drew-Bear and her daughter, Miss Joy, have arrived safely in London, England, where Mrs. Drew-Bear will spend the summer visiting relatives and enjoying a well-earned vacation.

The wholesale houses all close now at 4 p. m. The S. S. Pennock Co. will close Saturdays at 1 p. m. during July and August.

K.

New York.

TRADE IN POOR CONDITION.

Business has not improved, in fact the wholesalers generally agree that last week was duller than the preceding one. Rose buds are getting small and outdoor stock is suffering for rain. This is particularly noticeable in sweet peas, many being of poor quality and it is almost impossible to move them. Peonies are also in poor condition. In the retail trade the best feature is quite a revival in steamer orders, which with a few wedding decorations and funeral work keeps something doing.

NOTES.

If times are dull there is yet some "balm in Gilead." One of the leading hotels announces that it is serving a 45 cent breakfast consisting of either a whole kippered herring or an egg, rolls and butter and a pot of coffee that makes two cups.

Although great numbers of people are going abroad, there is some slight satisfaction in a considerable business in steamer trade. For the Aquitania, which sailed for Southampton on June 14, G. E. M. Stumpp had a number of good orders.

The enterprising proprietors of the Colonial Flower Market, Third avenue and 149th street, recently opened another attractive retail store at 2339 Eighth avenue, between 125th and 126th streets.

William Bogart, of the retail firm of P. L. Bogart's Bros., underwent an operation for appendicitis, in the Post-Graduate hospital on June 15 and is doing as well as can be expected.

It is stated that an ever-bearing orange tree has been discovered in Florida. That may be fine for the fruit trade, but what the florists need is more ever-buying customers.

W. P. Sears decorated the church of the Heavenly Rest on June 15 for the Parker-Jones wedding. Palms, ferns and many peonies made a beautiful display.

Our good neighbor, R. T. Brown, Queens, officiated as a judge at the exhibition of the American Peony Society in Boston, June 18.

Harold Trepp, well and favorably known as a salesman for Clarence Slim, is in the hospital seriously ill with pneumonia.

HARRY CHARLES
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Phone Chelsea 8071. Consignments Solicited.

On June 18, the prolonged drought was relieved by light rain. Some say this dry spell is the worst in several years.

P. F. Kenney, wife and family will leave in July for a month's tour of the Pacific coast cities.

Miss Fanny McKay of W. H. Long's staff is visiting her home folks in Baddeck, Nova Scotia.

Sullivan Bros. & Co. are handling good varieties of gladioli and report fair sales.

Exceptionally good sweet peas are being received by Doyle & Booth.

A. F. F.

Rochester, N. Y.

Trade has been very brisk the past week. There have been a great many weddings and graduations. Carnations are getting smaller and poorer each day. Roses have been scarce due to the great demand the past week. Especially was this true of white roses. Red roses are also hard to procure.

ROSE SOCIETY EXHIBITION.

The annual exhibition of the Rochester Rose Society was held in Convention hall annex, June 13-14. On long tables that extended the length of the room there were splendid displays of roses, with palms and bay trees as a back ground. Only amateurs were allowed to compete for prizes, who were divided into two classes: the exhibitors who took care of their own rose bushes and those who employed gardeners. The Park department had an entire table for its display, which consisted chiefly of climbing roses, one of the varieties being Aviator Beriot. Fred C. Wallace, Canandaigua, showed excellent Columbias. About four-fifths of the varieties were hybrids, due to the fact that they are the favorite outdoor roses.

NOTES.

John Dunbar is taking the cruise with the Chamber of Commerce, which left here June 17, stopping at Fort Niagara, N. Y., Toronto, Ont., and Montreal, Que.

Felix Alberts had his motor truck stolen June 16. As yet no trace has been found of it.

Edwin Wilson, Jr., is employed at the H. E. Wilson store during the summer vacation.

J. M. Heller has returned from the Shriners' convention in Des Moines, Ia.

CHESTER.

Oklahoma City, Okla.

After continuous rains which delayed shipments, business is again normal. Weddings are more numerous but funeral work is light.

NOTES.

Clyde Batten, who recently returned to work from sickness is again on the disability list. This time it is a broken thumb received while practicing for the big ball game to be played during convention time.

A championship three-cushion billiard game was staged June 18 between J. W. Furrow, A. Cohen and Paul Richmond, the victor being Mr. Cohen. Florists, beware—he is a slicker!

A. S. Gray, Chickasha, met Otto Lange, of Ft. Worth, Tex., and Eugene Woerz, of Ardmore, at Ft. Worth, June 20, in regard to Armistice Day celebrations.

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The Oklahoma State Florists' Association will hold its annual convention in this city, July 7-8.

The Hornaday greenhouses, Lawton, report an excellent trade.

The Hart Seed & Floral Co., at Blackwell, is growing rapidly.

The Enid Floral Co. is building three new greenhouses.

Visitor: Arthur Cohen, of Wertheimer Bros., New York.

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Established 1887. Telephones Watkins 167 3058
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, JUNE 22.

		Per 100
Roses, Beauty	$5.00@	40.00
" Columbia	2.00@	10.00
" Pilgrim	2.00@	8.00
" Hadley	4.00@	30.00
" Dunlop	3.00@	12.00
" Dbl. Wht. Killarney	2.00@	10.00
" White Killarney	2.00@	8.00
" Aaron Ward	2.00@	10.00
" Ophelia	3.00@	10.00
" Mrs. Chas. Russell	3.00@	15.00
" Premier	3.00@	15.00
" Scott Key	10.00@	50.00
" Sunburst	2.00@	8.00
Adiantum Croweanum and Hybrid	.75@	1.00
Asp. Plumosus, per bunch	.25@	1.00
Carnations	2.00@	4.00
Bouvardia	5.00@	10.00
Cattleyas	25.00@	125.00
Lilies, white	12.00@	15.00
Lily of the Valley	2.00@	6.00
Gaillardia	1.50@	2.00
Callas, per doz.	1.50@	2.00
Smilax, doz. strings	2.00@	3.00
Snapdragons, per dozen	.75@	1.50
Daisies, yellow	.50@	3.00
Larkspurs, per doz.	.75@	1.50
Peonies	4.00@	8.00
Gladiolus, per doz.	1.50@	2.50
Coreopsis	.75@	1.00
Sweet Williams	.75@	1.00
Sweet Peas	.50@	1.00

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Johnson & Chrons FLORISTS
Southwest Corner 47th St. and Lake Park Ave.

MIAMI, FLA.
Miami's Largest Florist
The Exotic Gardens
801 12th Street
Prompt Deliveries to All Points in Southern Florida
Member F. T. D.

Mention the American Florist when writing

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester ph. 506. Long Dist. Bell ph. 2189
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.
EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing

THE J. M. GASSER COMPANY
CLEVELAND
EUCLID AVENUE
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York
BROADWAY FLORIST
2094 Broadway, S. E. Cor., 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

ORDERS IN OR AROUND PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

BOHANNON FLORAL CO.
75 East Monroe Street, CHICAGO
Member of F. T. D.

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440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
ELEVEN STORES
Main Store— Lewis Ave. Cor. Hancock St.
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Members of Florists' Telegraph Delivery.

Washington, D. C.
Louise Flower Shop
Connecticut Ave., at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st St.
The Largest Growers of Flowers in the City

Tacoma, Wash.
California Florists
will take care of all telegraph orders.

Mention the American Florist when writing

ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service. (Members F. T. D.)

Steamers arriving at or leaving any port can be served at a few hours' notice. (Members F. T. D.)

Mention the American Florist when writing

Boston, Mass. MEMBER
Houghton Gorney Flower Shop
UNDER THE PARK STREET CHURCH
Centrally located. Each order receives my personal attention. Best facilities for shipping

Mention the American Florist when writing

LITTLEFIELD, Florist
WORCESTER, MASS.

Mention the American Florist when writing

TERRE HAUTE, IND.
THINK OF **HEINL'S**

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders
We have the Best Facilities in the City
No branch stores. Established 1857.
Members of Florists' Telegraph Delivery.

Send your Orders for Chicago and Suburbs to

Schiller The FLORIST

2222-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

CHICAGO

Mangel

The Palmer House Florist
17 E. MONROE ST.

New York

A. ECKRICH

(Successor to Charles E. Grunewald)
FLORIST
924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

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Salt Lake City

Miller Floral Co.

10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central part of Nevada and Idaho
Members of Florists' Telegraph Delivery.

Michigan

Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

Chicago.

A. Lange

77-79 E. Madison Street
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Oklahoma City

OKLAHOMA

FURROW & CO.

205 W. Main St.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FROM NEW YORK EXCEPT AS NOTED.

June 28.

Leopoldina, French Line (Havre).
FROM BOSTON, Assyria, Cunard-Anchor Line (Glasgow).
FROM NEW ORLEANS, Nubian, I. M. M. Lines (Liverpool).
FROM GALVESTON, Median, I. M. M. Lines (Hamburg).

June 29.

Parima, Quebec Steamship Co. (West Indies).

June 30.

Minnekahda, I. M. M. Lines (Hamburg).
Berengaria (Ex Imperator) Cunard-Anchor Line (Cherbourg-Southampton).
FROM NORFOLK, Bristol City, I. M. M. Lines (Bristol).

July 1.

FROM MONTREAL, Vindelia, Cunard-Anchor Line (London).
FROM NEW ORLEANS, Nevisian, I. M. M. Lines (Liverpool).

July 2.

Ryndam, Holland-America Line (Rotterdam).
Zeeland, I. M. M. Lines(Antwerp).
Montauk, I. M. M. Lines (London).
Manhattan, I. M. M. Lines (Liverpool).
Caronia, Cunard-Anchor Line (Liverpool).
Cameronia, Cunard-Anchor Line (Glasgow).
River Orontes, Cunard-Anchor Line (Constantinople).
Patria, Cunard-Anchor Line (Marseilles).
FROM PHILADELPHIA, East Indian, I. M. M. Lines (Hamburg).
FROM PHILADELPHIA, Missouri, I. M. M. Lines (Antwerp).
FROM BOSTON, Winifredian, I. M. M. Lines (Liverpool).

CHICAGO
75 E. Adams St.

HENRY **Wittbold and Son** DECORATORS
FLORAL FLORISTS
EVANSTON, ILL. 3025 Central St.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Kansas City, Mo.

The Apollo Flower Shop

4 East 11th Street
We Carry the Largest Stock of Cut Flowers in the City. We Please the People.
Home Phone: Main 3652 Bell Phone: Main 1634

Mention the American Florist when writing

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
Member of Florists' Telegraph Delivery.

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Members of Florists' Telegraph Delivery.

Staten Island, N. Y. F. T. D.

ALEX. S. GEORGE

National Florist

(Not Incorporated)
FLORAL ARTIST
423-425 Richmond Terrace
(V. M. C.)

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.
Member of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Largest Retail Florists in Westchester County.
Members F.T.D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Milwaukee, Wis.

FOX'S

Incorporated
437-39-41 Milwaukee Street
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Omaha Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

For St. Louis

WIRE

Grimm & Gorly

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FREY & FREY

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—A. Eckrich, 924 Madison Ave.
New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—N. Christatos.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Oklahoma City, Okla.—Furrow & Co.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Savannah, Ga.

JOHN WOLF

The Largest Grower of Cut Flowers in the South

Mention the American Florist when writing

Knoxville, Tenn.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.
Members F. T. D.

Mention the American Florist when writing

Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shafter.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R. Summer Season.

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Chicago

Congress Flower Shop

CONGRESS HOTEL
520 South Michigan Ave.

Mention the American Florist when writing

New York Telephone Audubon 6618 Established 1906

Olympia Florist

(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY.
Orders from Other Cities filled with promptness

Mention the American Florist when writing

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Ave., Pittsburgh, Pa.

Mention the American Florist when writing

J. W. RODGERS

Elks' Building, 4 South Jefferson Street, Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

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Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.
Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing

Salt Lake City, Utah

Evans Floral Co.

261 South State Street
Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.

Mention the American Florist when writing

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers Personal Service
Members F. T. D.

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El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

DARDS

341 Madison Ave.
Opp. Hotel Biltmore
New York

The Leading Florist for nearly Half a Century

MEMBER

Mention the American Florist when writing

Albany, N. Y.

Danker

FLORIST

The Best Service

MEMBER

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray

1017 Grand Avenue
Member Florists' Telegraph Delivery

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Kansas City, Mo.

W. J. Barnes

FLORIST KC.MO

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

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DETROIT'S
Leading Florists
JOHN BREITMEYER'S SONS
1314 Broadway
PHILIP BREITMEYER, - President

Boston, Mass.
Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

Mention the American Florist when writing

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

New York. Established 1849
David Clarke's Sons
2139-2141 Broadway, Cor. 75th St.
Orders by Telegraph Promptly Filled
Phones 1552-1553 Columbus.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to
The Dominion Floral Co.
484 St. Catherines St., West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

Mention the American Florist when writing

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

A. Mattaliano
Telephones: Lenox 2352, Lenox 7019
1062 Madison Ave., Near 80th St.
NEW YORK
Orders from other cities promptly filled.

Mention the American Florist when writing

Toronto, Can.
Canada's Best Known and Most Reliable Florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured

Nashville, Chattanooga and Atlanta — THREE STORES
MEMBER Florists' Telegraph Delivery
Joy's

Mention the American Florist when writing

New York
Matthew A. Battista FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS. EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D.
799 Park Avenue
Telephone Rhinelander 3087

Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Hartford, Conn.

WELCH'S Flower Shop

Also Store at New Britain, Conn.
Established 1885.
Members of Florists' Telegraph Delivery.

Colorado Springs, Col

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed
Members of Florists' Telegraph Delivery.

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.
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The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Galesburg, Ill. and Central Ill.

Pillsbury's Flower Stores

Your orders will receive careful attention.
Members of Florists' Telegraph Delivery.

Kansas City, Mo.

A. Newell
FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

CHICAGO OPPOSITE FIELD'S — DETROIT

Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

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ROANOKE, VA.

FALLON, Florist.

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Finest floral studio in Northwest.
Member F.T.D.

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Passaic, N. J. F. T. D. Paterson, N. J.

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Washington, D. C.

GEO. H. COOKE

FLORIST

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FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"
Get in touch with
MATTHEWSON'S, SHEBOYGAN, WISCONSIN.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

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CITY'S LARGEST FLOWER STORE.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

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—FLORIST—

710 Nostrand Ave., cor. Prospect Place
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Flowers Delivered Anywhere. Personal Attention.

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"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.
Every Flower in Season

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Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

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The Seed Trade

American Seed Trade Association.

H. G. Hastings, Atlanta, Ga., President; L. L. Olds, Madison, Wis., First Vice-President; Alexander Forbes, Newark, N.J., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, Counsel, 73 Tremont Street, Boston, Mass.

The thirty-ninth annual meeting will be held at St. Louis, Mo., June 22-24, 1921.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel. Next annual meeting, will be held at St. Louis, June 20-21, 1921.

American Seed Trade Association.

ST. LOUIS CONVENTION.

The thirty-ninth annual convention of the American Seed Trade Association opens its first sessoin as we go to press, the meeting extending over three days, June 22-24, being held at St. Louis, Mo., with headquarters at the Statler hotel. Following the call to order Wednesday morning, the visitors were warmly welcomed to the city by Roger P. Annan, of the St. Louis Merchants' Exchange, President H. G. Hastings, of Atlanta, Ga., delivered his annual address covering well the important features of the year's activities, followed by Secretary-Treasurer C. E. Kendel. The balance of this session was occupied by the preliminary report of the membership committee, a discussion of proposed amendments to by-laws and constitution, and the announcement of the entertainment committee. The afternoon was given over to a meeting of the executive committee and an inspection trip to the Missouri Botanical gardens arranged by the local committee. In the evening there was an entertainment and dance tendered by the manufacturers, accessory line dealers and exhibitors.

Arranged for the Thursday morning programme are a number of interesting papers and reports, among them "Promoting Larger and More General Plantings of Vegetable Seed," by Birby B. White, Detroit, Mich., and "Promoting the Use of More and Better Field Grass and Clover Seed on Farms," by L. L. Olds, Madison, Wis. Leonard H. Vaughan, Chicago, will present his report as chairman of the garden bureau, and James H. H. Burdett, Chicago, will give his report as director of the national garden bureau. The session will close with a general discussion and reports of committees.

On Thursday afternoon, the programme includes several features in the form of papers and addresses, the topics in the hands of prominent seedsmen, as follows: "The Seed Trade of the Southeast," by Frank S. Love, Montgomery, Ala., secretary Southern Seedsmen's Association; "The Seed Trade of the Southwest," by Dick O'Bannon, Sherman, Tex.; "The Flower Seed Growing Industry in California," by L. D. Waller, Guadalupe, Calif.; "Latest Developments in Corn Breeding," illustrated with stereopticon, by Eugene D. Funk, Bloomington, Ill.; "Mosaic and Angular Leaf Spot Diseases of Cucumbers" (illustrated), by Dr. S. P. Doolittle, bureau of plant industry, Washington, D. C.

During the afternoon, the visiting ladies will be entertained at a reception at the Sunset Hill Country Club.

In the evening, the annual banquet of the association will be held at the Hotel Statler, followed by an address by R. F. McNally, vice-president of the Bank of Commerce, of St. Louis, and other speakers.

At the final session, Friday morning, there will be reports by Francis C. Stokes, Moorestown, N. J., chairman of the nomenclature committee; L. L. Olds, Madison, Wis., for the committee on experiment stations; J. C. Vaughan, Chicago, chairman of the committee on tariff; C. C. Massie, Minneapolis, Minn., chairman of committee on seed analysis, and W. H. Barrett, Adrian, Mich., for the committee on necrology.

H. G. Hastings, Atlanta, Ga.
Pres. American Seed Trade Association.

Final adjournment will follow the annual election of officers.

A more detailed account of the convention proceedings will appear in next week's issue.

OPENING SESSION.

Upwards of 100 attended the opening session June 22. Roger P. Annan, of the St. Louis Merchants' Exchange, welcomed the visitors in a stirring speech, President Hastings following with his address. The secretary reported the membership 249, a gain of seven over last year, and that for the first time in the history of the association there was a deficit of $684.68, representing. total unpaid bills over maximum assets. The amendments to the constitution proposed last year were adopted, admitting regional seed trade organizations to membership.

Among the early arrivals were noted David Burpee and W. Atlee Burpee, Philadelphia, Pa.; Leonard H. Vaughan and Carl Cropp, Chicago; Henry Field, Shenandoah, Ia.. L. D. Waller, Guadalupe, Calif.; L. L. Olds, Madison, Wis.; G. F. Bradley, Cleveland, O.; J. R. Condon and Leonard R. Condon, Rockford, Ill.; Kenneth Salzer, La Crosse, Wis.; E. S. Gunn, Lincoln, Neb.; F. W. Bolgiano, Washington, D. C.; Watson Woodruff, Orange, Conn.; Ralph B. Howe, Chicago, and a special train of those attending the Memphis convention of southern seedsmen.

PRES. HASTING'S ADDRESS IN PART.

Custom, despite any personal desire to the contrary, prescribes that your president address you at the opening session in such manner and on such topics as the spirit may suggest. I wish to again repeat here what I embodied in my words of thanks to you in Milwaukee, Wis., that I did not wish to consider my elevation to your presidency so much a personal honor as a recognition of the growth of the seed business in that great and rapidly growing section of our common country known as "The South."

Twice before, in 1896 and again in 1906, was Virginia honored by the selection of those splendid men, T. W. Wood and Henry W. Wood, but we of the farther south look on Virginia despite its wealth of distinctively southern thought and tradition as essentially a border state and that a year ago you honored the south by going to a state for your president that cannot be termed a border state by any flight of imagination. I know you will bear with me a moment while I call your attention to just a few salient facts as to the territory that we of the southern contingent of the

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart.
PRICE, $1.00 POSTPAID
AMERICAN FLORIST CO.
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Alfred J. Brown Seed Co.
Growers of
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Grand Rapids, Mich.

Mention the American Florist when writing

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

I invite your contract order for Fall delivery. Let me know your wants and I shall be pleased to quote you prices.

Henry Berrian Fish
Carpinteria, Calif.

seed trade serve. I do this because I know there is throughout the more northern part of our country a lack of knowledge of the important part the south plays in business and our national life. The south composes geographically about one-third of our country. It contains about one-third of our population. It is the most essentially American part of this country with only a negligible per cent of foreign born. It produces approximately 40 per cent of the agricultural production of the United States.

Florida and the entire Gulf coast section is the winter truck garden of our country, providing annually tens of thousands of carloads of vegetables for winter and early spring shipment. Florida divides with California the honor of supplying the nation with the citrus fruits. Georgia, South Carolina, Florida and Texas have taught our northern friends what real watermelons taste like. There is no use attempting to catalogue the list of what many term these minor items of the south's production. It can be said truthfully that the south can and does produce every staple crop that the north does plus cotton, that great staple that so largely clothes the world. While cotton is just at present in the dumps along with corn, oats and other staples it should not be forgotten that up to the time that the United States ceased to be a debtor nation during the war period, exports of cotton were regularly depended on to maintain the balance of trade in our favor and did it year after year through good times and bad. Even with the extremely depressed present conditions cotton, together with cotton seed and the production therefrom is a billion dollar item and in peak years has gone as high as three billions.

Please pardon this disgression from purely seed trade topics. My excuse is that I know from contact through the years, that there has been an underestimate of the importance of the south in our national life and business, due not to intent, but to a lack of knowledge of the south and its industries. Further, I am confident that in the not far distant future the south will be the richest agricultural section of this country. Not much over one-third of the south's tillable area has been brought under cultivation and we feel that the south's real development has just begun.

SECRETARY AND TREASURER'S REPORT.

Secretary and Treasurer C. E. Kendel's report showed the finances to be in a healthy condition. The total receipts for the year were $7,076.85, with expenditures of $6,747.73, leaving a balance in the treasury of $329.12. The association now has a total membership of 249, being a net gain of five over 1920.

ENGRAVINGS
—FOR—
Seed Catalogues

Seedsmen passing through Chicago this summer are invited to call at our office and examine

7 Books of Proofs

showing thousands of cuts available for catalogue work at less than 25 per cent of present costs.

Vaughan's Seed Store
10-12 W. Randolph St., Chicago

Mention the American Florist when writing

JEROME B. RICE SEED CO.
WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: **Cambridge, New York**

Mention the American Florist when writing

Western Seed & Irrigation Co.
WHOLESALE SEED GROWERS
SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.
Write for Special Contract and Spot Prices.
Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.

Mention the American Florist when writing

L. D. Waller Seed Co.
GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds
GUADALUPE, CALIFORNIA

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The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

Mention the American Florist when writing

LAWN SEED MIXTURES
FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

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Yokohama Nursery Co.
LTD.
Woolworth Building
NEW YORK CITY
Importers
Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

Mention the American Florist when writing

L. L. Olds, Madison, Wis.
First Vice-Pres. American Seed Trade Ass'n.

THE EXHIBITS.

The exhibits were installed in one of the hotel dining rooms on the main floor and were more numerous than last year. Following is the list:

American Agramid Co., Flushing, N. Y., weed destroyer.

Automatic Trap Co., Chicago, rat traps.

The Barrett Co., New York, sulphate of ammonia.

Bemis Bag Co., Milwaukee, Wis., bags.

Brown Bag Filling Machine Co., Fitchburg Mass., bag filling machine.

DeGraff Food Co., DeGraff, O., Hubam clover.

Buttermilk Sales Co., Chicago, poultry food.

A. T. DeLaMare Co., New York, catalogues.

J. E. Gilson Co., Pt. Washington, Wis., cultivators.

Nathan R. Graves, Rochester, N. Y., photographs.

J. Oliver Johnson, Chicago, grass seed.

McFarland Publicity Service, Harrisburg, Pa., catalogues.

A. B. Morse Co., St. Joseph, Mich., catalogues.

E. R. Peacock Co., Chicago, seeds and onion sets.

Poultry Feed Co., Chicago, poultry fertilizer.

Hugh Stevens Printing Co., Jefferson City, Mo., catalogues.

Torsion Balance Co., New York, scales.

Vaycide Chemical Corporation, Birmingham, Ala., poultry remedies.

Walker Bin Co., Penn Yan, N. Y., seed bins and racks.

Albert C. Wilson, Springfield, Ill., weed seeds.

Wholesale Grass Seed Dealers' Ass'n.

The meeting of the Wholesale Grass Seed Dealers' Association at the Hotel Statler, St. Louis, Mo., June 20 and 21, was well attended, about 75 members and visitors being on hand. At the business meeting in executive session a resolution was adopted protesting against the duties on seeds in the tariff bill now before congress, on the ground that the number of seed buyers in this country so far exceeds the number of producers that a duty is against the interests of the majority.

The following officers were elected for the ensuing year: William G. Scarlett, of Baltimore, Md., president; John C. McCullough, of Cincinnati, O., vice-president, and Clarence K. Jones, Baltimore, Md., secretary-treasurer.

The business meeting adjourned Tuesday noon, June 21, and the afternoon was devoted to a golf tournament.

Southern Seedsmen's Association.

MEMPHIS CONVENTION, JUNE 20-21.

The third annual convention of the Southern Seedsmen's Association was held in Memphis, Tenn., June 20-21. A very interesting programme was arranged for the occasion, consisting of a number of timely papers, the election of officers and a barbecue. The seedsmen met for the first session on Monday morning, June 20, at nine o'clock. Hon. J. R. Paine, mayor of Memphis delivered the address of welcome and was followed by President Buchanan. At the afternoon session the following papers were presented: "The Sweet Potato," by J. C. Holton of the Mississippi Agricultural college; "Seed Analyzing," by Mr. Lacky, Department of Agriculture, Oklahoma City, Okla.; "The Place of Plant Breeding by Commercial Companies," by Herbert J. Webber, Hartsville, S. C., and "Seed Legislation," by Herbert Bebb.

Alexander Forbes, Newark, N. J.
Second Vice-Pres. American Seed Trade Ass'n.

The following officers were elected for the coming year: J. Steckler, New Orleans, La., president; D. R. Mayo, Knoxville, Tenn., vice-president; Dick O'Bannon, Sherman, Tex., second vice-president; Frank S. Love, Montgomery, Ala., secretary-treasurer; R. B. Buchanan, Memphis, Tenn., and E. A. Martin, executive committee.

New Orleans, La., was chosen for the next meeting.

Joseph Steckler, Sr. New Orleans, La.

PRES.-ELECT, SOUTHERN SEEDMEN'S ASSN.

Joseph Steckler, Sr., president of the J. Steckler Seed Co., Ltd., New Orleans La. one of the largest establishments of its kind in the south, was born in 1870 in New Iberia, La., the son of the late Henry Steckler, Sr., a planter and merchant of that parish and city for many years. Joseph Steckler entered the employ of the late Richard Frotscher when a boy of less than 15 years, acquiring the knowledge of the seed business from the very beginning. During the young man's employment, Mr. Frotscher enlarged his business by purchasing the seed house of Jesse Fettis, 101 Gravier street. Young Steckler remained in the employ of Mr. Frotscher until the latter's death, when the business was sold and then, associated with his brother, Richard P. Steckler, bought a branch seed business of Mr. Frotscher's, and established, in 1898, the present house of J. Steckler Seed Co., Ltd. The establishment is now known the world over as a house of quality and reputation in the line of flower, garden and agricultural seeds.

Mr. Steckler is connected with many organizations and civic bodies, banks, homesteads, parks, etc. He is a public spirited citizen in every sense of the word, always willing and ready to lend his assistance and encouragement to any worthy cause. In consequence of his open, frank and friendly disposition, he numbers his intimates by the hundreds, and his friends by the thousands. He stands high morally, as well as commercially, being a man of large and influential family connections. He and Miss Marie Pauline Muller, also of New Iberia, married about 27 years ago, and their union has been blessed by eight children, six girls and two boys.

Mr. Steckler was prominent at the Southern Seedmen's Association convention, held at Jacksonville, Fla., June 7-9, 1920 where he was induced to accept the first vice-presidency of the association.

Poppy American Legion.

Flowers of the charming new Poppy American Legion were exhibited this week at Vaughan's Seed Store, Chicago, attracting much attention. The blooms were brought on by L. D. Waller of the L. D. Waller Seed Co., Guadalupe, Calif., on his way to the St. Louis convention of the American Seed Trade Association, arriving in splendid condition after their four days' journey across the continent in an ordinary pasteboard box, being cut and

C. E. Kendel, Cleveland, O.
Sec'y-Treas. American Seed Trade Association.

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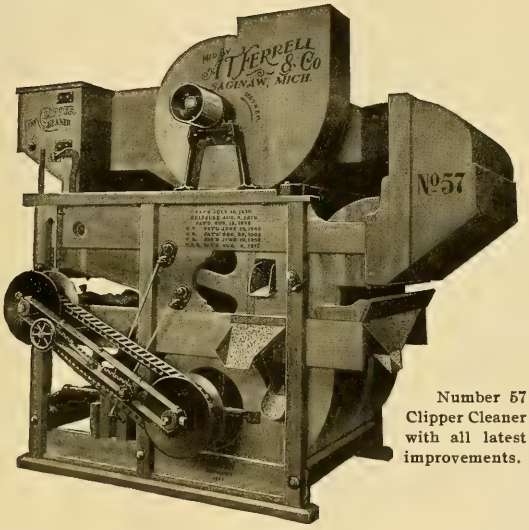
We Have Cleaners Suitable for Every Seed or Grain Cleaning Purpose

Please note some of our more recent improvements:



Number 57 Clipper Cleaner with all latest improvements.

- Variable Air Regulator
- Variable Screen Shake
- Improved Screen Holders
- Ball Bearing Suction Fans
- Ball Bearing Loose Pulley
- Brush Carrier Adjustment
- New Type Cross Head for Traveling Brush Drive
- Air Valve Regulator for Exhaust Fans

When you install a Clipper Seed Cleaner of the latest improved type you have a machine that stands for the last word in seed cleaning efficiency, insures the most satisfactory results, enables you to improve your grades and puts new life into your seed business.

Please state your requirements and allow us to send catalog and quote prices.

A.T. FERRELL & CO., Saginaw, W.S., Mich.

packed in the bud stage. The flowers of the Shirley type are four inches across, and borne on strong stiff stems 18 inches high, well clad with rich green foliage. The color is an intense and pleasing scarlet, with a small white area at the base of the petals. This new poppy is being offered by the L. D. Waller Seed Co., with whom it originated.

Kentucky Blue Grass Seed.

SUPPLY LESS THAN LAST YEAR'S.

Buyers of standing acreage have not been active this year because of the uneven stand of plants and consequent uncertain yields. Rough cured seed for August delivery was traded in early at $1.50 to $1.75 per bushel but advanced to $2 when stripping started.

In the Missouri territory, which includes a small part of Iowa, Nebraska and Kansas, the production of Kentucky blue grass seed this year will depend upon the lenth of time the limited number of strippers can operate, as the high price offered by cleaners is an inducement to put every available stripper in operation. The use of the motor truck in transporting strippers to pastures in distant localities which promise higher yields also is a factor tending to a larger harvest in that section this year. A conservative estimate places the prospective production at 175,000 bushels to 200,000 bushels of rough cured seed compared with revised estimates of 125,000 bushels to 150,000 bushels last year.

Stripping started June 1, a week to 10 days earlier than normal, and was at its height June 6. Cool weather prevailed and the strippers were operated at capacity. The growing Kentucky blue grass seed crop in that section was affected by unfavorable weather conditions in much the same manner as in Kentucky. However, the seed stalks, while thin on the ground, are longer and more even and the fields are clean of weeds and contain practically no white clover. As a result, shrinkage in cleaning is not expected to be over 40 per cent compared with 60 per cent last year.

The acreage has been purchased outright in many instances at prices ranging from 75 cents to $1.50 an acre. Where the grower would not sell, the acreage is stripped for one-half of the seed obtained. Contract prices for rough cured seed, August delivery, opened at $1.25 to $1.50 per bushel, but soon advanced to $2. Growers are selling freely at the latter price but a few are holding for $2.50.

From present indications the total supply of Kentucky blue grass seed available for sowing the coming season will be about 40 per cent less than that of last year. Old stocks of choice 21-pound seed are reported to be practically exhausted and the carry-over of lightweight seed small. Based on data collected by the United States bureau of markets during the first week of June, it is estimated that the total production of Kentucky blue grass seed this year will be about 350,000 bushels of rough cured seed compared with 525,000 bushels in 1920. Although this year's crop of rough seed in Kentucky will probably show 10 per cent to 15 per cent greater shrinkage than the 1920 crop, the 1921 Missouri crop is expected to run 20 per cent higher in clean seed, and the total production of clean seed this year compared with 1920 probably will be in the same proportion as rough-cured seed, or 175,000 bushels compared with 270,000 bushels.

The production of Kentucky blue grass seed in Kentucky this year is estimated to be the smallest since 1913. Present indications point to a harvest in this state of approximately 175,000 bushels of rough-cured seed compared with 400,000 bushels last year. Stripping started a week or 10 days earlier than last year and was in full progress on June 2 with weather favorable for curing. The acreage that will be

Wm. G. Scarlett, Baltimore, Md.
Pres. Wholesale Grass Seed Dealers' Association.

Joseph Steckler, New Orleans, La.
President-Elect Southern Seedsmen's Ass'n.

stripped this year is considerably less than last year. However, comparisons are difficult to make because pastures are spotted. With prevailing high prices as an incentive, an excessive number of strippers available, and satisfactory labor obtainable at wages 50 per cent to 65 per cent less than last year, it is expected that every acre promising a profitable yield will be stripped.

The anticipated yield per acre is about 60 per cent of that of last year. Warm weather during March, which promoted early, rank growth was followed by freezes during April and the first week of May, which in many cases either blasted or killed the early seed stems. The seed stalks are uneven in height and white clover is much more prevalent than usual, making it difficult to operate the strippers efficiently. It is the opinion of the majority of cleaners that the seed will shrink 50 per cent in cleaning, indicating that it is light weight.

Connecticut Seed Crops.

Watson S. Woodruff, of S. D. Woodruff & Sons, Orange, Conn., on June 1, wrote the following: "Very favorable prospects are ahead for seed crops in this state. We experienced the earliest spring on record by at least two weeks, and as a result native strawberries and peas have been on the market for nearly a week, breaking all records. Every seed crop is ahead of normal in the same ratio, and is in exceptional condition. The acreage devoted to beet, carrot, onion, turnip, kale, and even sweet corn has been considerably reduced, due to the surplus of seed carried over from last year. In spite of curtailed production this year, there is no doubt but there will be an ample seed supply for the spring of 1922. Business for March and April, while nearly up to the average in volume, was much less in dollars. The month of May was very poor compared with former years."

The Everett B. Clark Seed Co., of Milford, Conn., reports as follows: "The acreage in our general district on all seed crops is greatly restricted, amounting to not more than 25 per cent of the plantings of a year ago. Sweet corn acreage is 30 to 40 per cent of normal, and planting conditions are too cold and wet to produce a good crop. In beets, but one-half of the area devoted to their cultivation is utilized this year. The roots kept well throughout the winter, and the stock, with satisfactory growing conditions, looks thrifty. In some sections the prospects seem unfavorable for a good pea crop. In the western part of the state the acreage for this crop amounts to 25 per cent of normal. The small plantings of kale and onion look exceptionally well. It is too early to report on beans, as the restricted acreage is just being planted."

New Jersey Seed Crops.

Edgar F. Hurff, of Swedesboro, N. J., on May 31, advised the tomato acreage on early varieties in his section of the state is about normal. The late kinds are just being planted, amounting to not more than 25 to 30 per cent of last year's, which might be increased before the planting season is over. The area devoted to pepper is the same as in 1920, while squash and pumpkin have not as yet been planted.

Nebraska and Colorado Seed Crops.

The Western Seed & Irrigation Co., of Fremont, Neb., under date of May 31, writes as follows: "We have had a somewhat backward and changeable spring, being warm early in the season, and changing to cold and rainy weather during April and the first part of May. This delayed planting to a considerable extent, but most of the crops are now in. Listed corn is

VAUGHAN'S CYCLAMEN

Prices on Cyclamen seeds are net—no discount.

The seed is saved only from perfect plants. Shape and size of flowers, foliage and stems and general habit are points on which our seed plants are selected. There is no better Cyclamen seed in the market.

GIANT ENGLISH GROWN

Prices (except where noted)—100 seeds, **$1.40;** 1000 seeds, **$12.00** net.

Mrs. Buckston. Bright salmon, frilled petals, 100 seeds, **$1.80;** 1000 seeds, **$16.00.**
Pink Pearl. Lovely pale salmon pink. 100 seeds, **$1.80;** 1000 seeds, **$16.00.**
Cherry Ripe. Nearly scarlet. 100 seeds, **$1.80;** 1000 seeds, **$16.00.**
Saint George. Foliage is beautifully margined with bright silver, not unlike the Begonia Rex, and the flowers are a rich salmon color. 100 seeds, **$1.60;** 1000 seeds, **$14.00.**
Crimson Saint George. Foliage is beautifully margined and ornamented with bright silver. Flower vivid crimson, produced in abundance well above the foliage. 100 seeds, **$1.80;** 1000 seeds, **$16.00.**
Mrs. L. M. Graves. The flowers are freely produced and are carried well above the foliage. The color is an intense and brilliant salmon scarlet. A healthy vigorous grower and comes true from seed. 100 seeds, **$1.80;** 1000 seeds, **$16.00.**
Brilliant Giganteum. Very robust grower. Fiery crimson flowers. 100 seeds, **$1.60;** 1000 seeds, **$14.00.**
Queen Mary. Salmon with claret base.
Rosy Morn. Delicate rose color. Claret base.
Grandiflorum Album. The largest giant white.
Excelsior. White with red base. Extra large flowers.
Duke of Fife. Dark rose.
Princess of Wales. Deep pink.
Princess May. Pale pink.
Salmon King—100 seeds, **$1.60;** 1000 seeds, **$14.00.**
English Varieties, Mixed—From separate sorts.

	100 Seeds	1000 Seeds
Fairy Queen. Large frilled white with crimson eye	**$2.00**	**$18.00**
Giant Salmon. Semi-double salmon. Very large and free-flowering	**2.00**	**18.00**
Giant Rose. Bright rosy pink with red eye. Very free-flowering, one of the best pinks	**2.00**	**18.00**
Rosea Superba. Deep shell pink	**1.65**	**14.00**
Glory of Wandsbek. Salmon	**1.65**	**14.00**

	100 Seeds	1000 Seeds
Wine Red. Very large and fine		
Christmas Cheer. Blood-red		
Magnifica. Dark rose pink		
Daybreak. Delicate pink		
Pure White. Very large	**$1.50**	**$12.00**
White with Pink Eye. Very large and fine		
Victoria. White tipped with pink, fringed edge		
Lavender. Dark and light shades, very beautiful		

VAUGHAN'S PANSIES

VAUGHAN'S INTERNATIONAL PANSIES

Vaughan's International Pansy Mixture was first offered by us in 1889. We import from all the best European sources. Each year has added to the quality of its flowers and variety of the colors. We buy every year novelties of known merit to improve the mixture; it is always complete, always the latest and always the best mixture. We add to all Pansy Mixtures which we now buy more than 50 per cent of the choicest named kinds obtainable, each in correct proportion. This is one of the **Specialties** that has established the reputation of Vaughan's Flower Seeds, and one which we maintain most carefully. Trade pkt., **50c;** ⅛ oz., **$1.50;** ½ oz., **$5.00;** oz., **$10.00.**

Chicago Parks Bedding Mixture

This is a mixture made by ourselves from 20 different and distinct varieties of this type. While the flowers of this strain do not grow as large as those of the Giant Pansies, they excel them by a much greater number of flowers to a plant. Trade pkt., **25c;** ¼ oz., **60c;** oz., **$1.80.**

Vaughan's P. P. (Popular Price) Mixture of Pansies

This mixture like all "Vaughan" mixtures, is made up by ourselves from separate colors and strains of the Giant and Chicago Parks Bedding types, and will furnish a large variety of colors with a good proportion of giant flowers. Trade pkt., **25c;** ⅛ oz., **50c.;** oz., **$3.00.**

Vaughan's Giant Pansy Mixture

Embraces, besides all the separate shades and colors, five special strains not listed elsewhere, and which can only be had in this and our International Mixture. This mixture includes the richest reds, coppers and bronzes, together with the most delicate rose and pink shadings, all the distinct colors of Trimardeau and the splendid Cassier strain. Trade pkt., **50c;** ⅛ oz., **75c;** oz., **$5.00;** ¼ lb., **$18.00.**

Vaughan's Cut Flower Mixture

This mixture is put up by ourselves and contains mostly light colored sorts. We have sold this mixture for several seasons to some of our Chicago cut flower growers, who have realized big returns from the sale of flowers. Pansies are as easily grown as violets, require less care and bring better results. Trade pkt., **25c;** ⅛ oz., **60c;** oz., **$4.00.**

New Early-Flowering Giant Pansies

The new strain produces its giant flowers about four weeks earlier than other known types. In March, when the old type pansies hardly show any buds the plants of the new strain bore from 3 to 5 of their giant flowers.

Early-Flowering Giant White, with eye, Yellow, with eye, Light Blue, Dark Blue, Jupiter Purple, Mars, Cornflower Blue, North Pole Pure White, Wodan Black, and Mixed (eight colors). Trade pkt., (500 seeds) **25c;** ⅛ oz., **50c;** oz. **$3.00.**

Write for List of Named Sorts With Prices.

IF YOU DID NOT GET OUR MIDSUMMER LIST, ASK FOR A COPY.

CHICAGO **VAUGHAN'S SEED STORE,** **NEW YORK**

up and makes a good showing, but some of the larger varieties had to be replanted on account of the heavy rains filling the trenches. Sweet and flint corn acreage is much less than a year ago. This condition also holds true in vine seeds, not only in this state, but in Colorado and portions of California. We believe nearly all stocks of cucumber, muskmelon, watermelon, pumpkin and some varieties of squash are much lower than they have been for a number of years, which with a limited acreage will probably mean a shortage of some kinds next winter.

"The seed trade has apparently been holding off placing its contract orders for the coming season, and those that have been placed run considerably less than during a number of previous years. In view of this the growers have not felt justified in planting the usual acreage. Prices are less

compared to former years, and are now at their lowest ebb. It is expected that this condition will improve between now and autumn, or delivery time."

THE floods in Japan are the most serious in 30 years.

CHARLES DICKINSON, Chicago, allows he may fly down to the St. Louis convention.

EVANSVILLE, IND. — The remaining stocks of W. H. Small & Co., realized about $100,000.

PHILADELPHIA. PA.—Carl R. Gloeckner, with the Henry F. Michell Co., is planning a trip to Europe this season.

THE California pure seed bill requires all packages of five pounds or over to be labeled as to germination and purity.

THE Germain Seed Co., Los Angeles, Calif., is appealing the celery seed case noted in our issue of May 14, page 832, involving $4,300.

SHEFFIELD, ALA. — Henry Ford is considering the purchase of three of the plants of the government nitrate works here for use in manufacturing.

J. C. ROBINSON, of the J. C. Robinson Seed Co., Waterloo, Neb., says the Arkansas valley floods have taken many hundred acres of cucumber seed crops.

IN the United States court at Norfolk, Va., a farmer succeeded in voiding a fertilizer bill of $9,000, by showing crops which he said the fertilizer had injured.

WATERLOO, IA.—George Hall has been appointed by the court of Blackhawk county as receiver of the Keister-Hall Seed Co. "Better Seeds," "Better Service," "Better Crops."

VISITED CHICAGO: C. C. Massie, of Northrup, King & Co., Minneapolis, Minn.; L. D. Waller, of the L. D. Waller Seed Co., Guadalupe, Calif., and H. H. Seldomridge, Colorado Springs, Colo.

EDMONTON, ALBERTA—Growers of timothy seed in the Pincher Creek, Alberta, district have recently sold 500,000 pounds of seed to a Chicago firm, the price paid being 5½ to 6½ cents per pound.

COLUMBUS, O.—The Livingston Seed Co., which has been operating a retail florist and seed business at 114 North High street for 34 years, will move to 59-61 East Chestnut street about July 1. This location has been used as a wholesale department for the firm.—J. W. L.

THE Rogers Bros. Seed Co., Chicago and New York, has brought suit against W. R. Roach & Co., of Grand Rapids, Mich., for $20,000 damages. Plaintiff alleges defendant refused to accept a shipment of 145,000 pounds of peas contracted for in 1920.

ACCORDING to the currency provision of the emergency tariff, federal reserve rates of exchange on the day of exportation shall be used whenever the actual rate, considered for the purpose of assessing duty, shows an appreciation or depreciation of five per cent from the standard rate.

PHOENIX, ARIZ.—F. C. McNabb, president of the Arizona Seed & Floral Co., has moved to Los Angeles, Calif., where he has acquired an interest in the Aggeler & Mussor Seed Co. He retains his interests in this city. A. W. Liefgreen will take over the management of the seed business here.

VALLEY PIPS

Bruns' Celebrated Chicago Market Brand
$35.00........per 1000 $10.00........per 250
20.00........per 100 5.00........per 100

Florists' Money Maker Brand
$30.00........per 1000 $8.00........per 250
16.00........per 250 4.00........per 100

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Pedigree Strains of Florists' Flower Seeds

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300 Medals for Flowers, Etc. Hundreds of First-Class Certificates.

Before Placing Orders for SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

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Sweet Pea and Nasturtium Specialists.

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CINERARIA	½ Tr. Pkt.	Tr. Pkt.
Grandiflora Prize Dwarf	$0.60	$1.00
Grandiflora Prize Med. Tall	.60	1.00

DAISY, DOUBLE ENGLISH		Tr. pkt.	Oz.
Monstrosa Pink	¼ oz., $1.50	$0.50	
Monstrosa White	¼ oz., 1.50	.50	
Monstrosa Mixed	¼ oz., 1.25	.50	
Longfellow Pink		.40	$2.50
Snowball White		.40	2.50
Mixed		.30	1.50

MYOSOTIS		
Alpestris Victoria	.25	1.50
Eliza Fanrobert	.25	1.00

PANSY SEED

Michell's Giant Exhibition, Mixed, a giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c.; 50c per tr. pkt.; ⅛ oz., $1.25; $2.00 per ¼ oz.; 1 oz. $7.00; $26.00 per ¼ lb.

Giant Trimardeau, Mixed. Large flowering and choice colors. Tr. pkt., 30c.; $2.25 per oz.; ¼ lb. $8.00.

Also Giant Prize and Regular sorts in separate colors.

PRIMULA CHINENSIS		
Alba Magnifica	$0.60	$1.00
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Duchess	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens	.60	1.00
Rosy Morn	.60	1.00
Prize Mixture	.60	1.00

PRIMULA OBCONICA GIGANTEA	
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Kermesina, Crimson	.50
Rosea, Pink	.50
Alba, White	.50
Hybrida Mixed (1/32 oz. $1.25)	.50

PRIMULA MALACOIDES	
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Superba, Rosypink	.50

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SUMMER SHIPMENT.

FERNS IN FLATS, July-August shipment. **DRACAENA CANES,** May shipment. **PALM SEEDS. Kentia Belmoreana** and **Forsteriana, Cocos Weddeliana,** Etc.

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DUTCH BULBS, MANETTI STOCKS, CHINESE SACRED LILIES, VALLEY PIPS, JAPAN LILY BULBS, DRACAENA CANES, FRENCH BULBS, FREESIAS and CALLAS, BEGONIAS and **GLOXINIAS, Etc., Etc.**

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LOUISVILLE, KY.—J. Edward Marrett, a well known florist of this city and member of the firm of Marrett & Miller, 814 Cherokee road, was stricken with apoplexy on June 19 and died shortly afterward.

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SEEDLINGS
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1000
2¼ inch..$40.00
2½ inch.. 55.00
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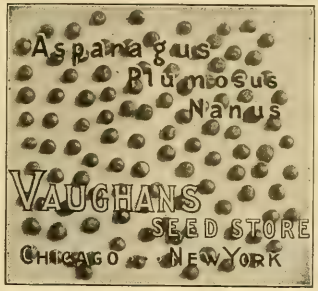

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1000 seeds, $3.50
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J. W. Hill, Des Moines, Ia.
Treasurer American Association of Nurserymen.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; M. R. Cashman, Owatonna, Minn., Vice-President. John Watson, 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

Forty-sixth annual convention will be held at Chicago, June 22-24, 1921.

American Association of Nurserymen.

THE CHICAGO CONVENTION.

As we go to press, the American Association of Nurserymen is in session at its forty-sixth annual convention in the Congress hotel, Chicago. The attendance at the first session, Wednesday morning, June 22, augers well for an excellent representation of the industry, and the deliberations extending through two days, and closing with the annual election of officers, Friday morning, make a programme of well-balanced interest, both in the open sessions of the many questions that have arisen in the trade since the association's last annual gathering.

At the opening of the first session, Wednesday morning, President Lloyd C. Stark, Louisiana, Mo., called the convention to order, and later responded graciously to the hearty welcome extended the visiting nurserymen on the occasion. Several reports followed, including those of A. M. Augustine, chairman of the arrangement committee and Henry B. Chase, chairman of the programme committee. After the disposal of regular business the balance of the morning was devoted to the programme as announced, including addresses of Hon. Henry C. Wallace, secretary of agriculture; Hon. Edward N. Hurley, formerly chairman of the federal trade commission, and Dr. C. L. Marlatt, chairman of the federal horticultural board, the latter having for his topic, "The Situation as to the Future Imports of Fruit Tree Seedlings." Another number on the programme at this session was an address by L. B. Scott, of the United States Department of Agriculture, his subject being, "The Growing of Fruit Tree Seedlings in America." President Stark then delivered his annual address, an able and interesting survey of trade accomplishments and possibilities, following which the meeting adjourned to reconvene at two o'clock.

At the Wednesday afternoon meeting the entire session of the open period was devoted to various committee reports, among them the executive committee, market development, auditing and resolutions, as well as those of Traffic Manager Charles Sizemore and Treasurer J. W. Hill, the latter showing the association's financial condition to be very satisfactory.

The executive session which followed the open meeting, discussed the future plans of the association, the period being given over to "Market Development Publicity" and "How Market Development Funds Should Be Used to Produce Greatest Results." The object of the discussion was to arrange a plan of publicity for the coming year. Among those who spoke were E. H. Smith, of the Harrison Nursery Co., York, Neb.; Fred Burke, Graham Nursery Co., Rochester, N. Y.; Henry T. Moon, Morrisville, Pa.; F. L. Atkins, Rutherford, N. J.; E. E. May, Shenandoah, Ia., and William Pitkin, Rochester, N. Y.

The Thursday morning meeting, an executive session for voting members only, will have for its discussion, "The Trade Mark" ("Trustworthy Trees and Shrubs"). Is it practical as an association emblem? C. W. Carman, Lawrence, Kan.; C. H. Perkins, Newark, N. Y., and John H. Dayton, Painesville, O., will lead the discussion against the trade mark, and Earl Ferris, Hampton, Ia.; Robert Pye, West Grove, Pa., and J. R. Mayhew, Waxahachie, Tex., will speak in favor of it.

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Also Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.
Ask for complete list of Oak Brand Shrubs.
The LONARD & JONES CO — WEST GROVE PENN'A.
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Best for over half a century. Firs, Spruce, Pines, Junipers, Arbor Vitaes, Yews, in small and large sizes. Send for price list.
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Radiance	$7.00
Pink M. Cochet	6.50
Sunburst	7.00
Premier	10.00
Columbia	8.00
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J. B. Clark	8 00
Mlle. F. Kruger	6.00
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Crown Princess Victoria (White Malmaison)	7.00
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Rosarie (Deep Pink Tausendschoen)	6.00
Mme. Norbert Levasseur (Baby Rambler)	7.00
Erna Teschendorff	7.00
Orleans	7 00
Henriette	$7.00
Etoile Luisante (Baby Mme. Ed. Herriott)	7.00
Dorothy Perkins	6.00
Aviateur Bleriot (Best Hardy Yellow Climber)	6.00
George Elgar	7.00
Mlle. Cecile Brunner (Sweetheart or Mignon)	7.00
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Rhea Reid	6.50
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Bridesmaid	6 00
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For Thursday afternoon, an open programme session includes the reports of the chairmen of the committees on tariff and legislation, arbitration, standard trade practice, nomenclature, relations with landscape architects, courses in nursery training in agricultural colleges, and that of the advisory committee co-operating with the United States Department of Agriculture.

At eight o'clock, there will be a meeting of state vice-presidents.

On Friday morning, state vice-presidents will make their reports, and following the election of officers for the ensuing year, and the selection of the city for the 1922 meeting, the convention will adjourn.

A detailed report of the proceedings of the last days of the programme will be found in next week's issue.

OPENING SESSION.

The first session on Wednesday morning was opened by prayer by the Rev. Dr. Howard A. Johnston, president of the Chicago church federation. President Lloyd C. Stark, Louisiana, Mo., then responded to the address of welcome by Capt. Arnold Jerns, of the Chicago Association of Commerce. J. W. Hill, of Des Moines, Ia., introduced former secretary of agriculture C. T. Meredith, who spoke about the great work being performed by the 17 bureaus of the United States Department of Agriculture. He told that through the self-sacrificing labors of men of the department, the value of the wheat crop had been increased 50 million dollars through the discovery of Durham wheat. Mr. Meredith stated that the appropriations for research work of this nature was only one-half of that set aside for free seeds.

Dr. Kellerman, of the federal horticultural board, Washington, D. C., in the absence of C. L. Marlatt, chairman of the board, presented an address on "The Situation as to the Future Imports of Fruit Tree Seedlings," bringing out the difficulties of importing nursery stock due to the lack of inspection in Europe. He thought that the United States will be forced to limit importations only to those species that are new to this country, and for purposes of propagation. The enforcement of the

Multiflora Japonica Rose Seedlings

Best American Rose Stock for Budding and Grafting.

New England grown, well rooted.

No. 1. 4-6 mm .... $15.00 per 1000
No. 2. 2-4 mm .... 10.00 per 1000

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2-yr. Bench Roses

	Per 100	Per 1000
Russell	$8 00	$75 00
Sunburst	8.00	75 00
YOUNG STOCK		
Columbia, 2½-inch	9.00	80 00
Sunburst, 2½-inch	9.00	80.00

Good stock.

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We have on hand the largest stock of

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All sizes, standard shapes.

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Collector of Native Plants

Trillium Grandiflorum	per 100,	$0.75
Lilium Canadensis	"	3.00
Dicentra Canadensis	"	.75
Dicentra Cucullaria	"	.75
Iris Versicolor	"	1.50
Sanguinaria Canadensis	"	.75
Hepatica Acutiloba	"	2 00

Many others, all strong plants, satisfaction guaranteed.

FRED MUNNITT, Charlotte, Vermont

ABUNDANCE OF STOCK

	100	1000
2¼ in. **Ageratums,** two varieties	$2.75	$25.00
2¼ in. **Alyssum,** Little Gem	2.25	20.00
2¼ in. **Coleus,** red and yellow	2.75	25 00
2¼ in. **Geraniums,** Nutt and Buchner	4.25	40.00
2¼ in. **Salvia Splendens**	4.00	35.00
2¼ in. **Vincas,** variegata	4.25	40.00
2¼ in. **Alternantheras,** red and yellow	3.25	30.00
4 in. **Caladiums**	12.50	

Cabbage Plants, all varieties, $3.50 per 1000, or $30.00 for 10,000.

Correspondence solicited.

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Wholesale Florist, Washington, New Jersey

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Elmer D. Smith & Co.

ADRIAN, MICH.

Chrysanthemum Specialists

Catalogue Free.

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various quarantine laws had been effective in protecting the nursery industry, he said. President Stark then expressed his appreciation of the fair and honest views of Dr. Kellerman, and urged nurserymen to visit Washington to obtain a better understanding of the relations between the federal horticultural board and the nursery trade, and thus avoid the friction that has existed in the past.

EARLY ARRIVALS.

A. Augustine, Normal, Ill.
F. S. Baker, Cheshire, Conn.
E. H. Balco, Lawrence, Kan.
J. C. Barnes, Yalesville, Conn.
J. J. Barnes, College Hill, Ky.
A. J. Baumhoefner, Cedar Rapids, Ia.
W. H. Bell, Huntsville, Ala.
H. Bowden, Geneva, N. Y.
A. J. Bruce, Des Moines, Ia.
G. A. Bryant, Princeton, Ill.
M. W. Bryant, Princeton, Ill.
C. W. Buchner, Neosho, Mo.
F. T. Burke, Rochester, N. Y.
C. R. Burr, Manchester, Conn.
G. M. Buttery, Matthews, Ky.
C. W. Carman, Lawrence, Kan.
E. W. Carman, Lawrence, Kan.
O. E. Carr, Yellow Springs, O.
M. R. Cashman, Owatonna, Minn.
H. B. Chase, Chase, Ala.
E. W. Chattin, Winchester, Tenn.
W. B. Cole, Painesville, O.
W. E. Collins, Fennville, Mich.
F. A. Cowperthwaite, St. Paul, Minn.
A. J. Cultra, Onarga, Ill.
Frank Custer, Normal, Ill.
John Dayton, Painesville, O.
J. H. Dayton, Painesville, O.
F. W. Dixon, Holton, Kan.
Miss E. B. Drake, Winchester, Tenn.
J. Dykhuis, Boskoop, Holland.
R. W. Essey, Detroit, Mich.
E. Ferris, Hampton, Ia.
Wm. Flemer, Jr., Princeton, N. J.
J. T. Foote, Curant, Okla.
P. V. Fortmiller, Newark, N. Y.
J. H. Foster, Fredonia, N. Y.
John Fraser, Huntsville, Ala.
George Friday, Coloma, Mich.
Robt. George, Painesville, O.
B. F. Grenning, Monroe, Mich.
Chas. E. Greening, Monroe, Mich.
C. Grootendorst, Boskoop, Holland.
W. S. Griesa, Lawrence, Kan.
J. W. Griesener, Hopedale, Ill.
W. D. Griffing, Jacksonville, Fla.
W. S. Hallman, Coloma, Mich.
W. L. Harris, Manchester, Conn.
Senator O. Harrison, Berlin, Md.
W. A. Harrison, York, Neb.
Frank Harvey, Oak Park, Ill.
Ernest Hemming, Flourtown, Pa.
Henry Hicks, Westbury, N. Y.
E. G. Hill, Richmond, Ind.
W. A. Hillenmeyer, Lexington, Ky.
H. W. Hobbs, Bridgeport, Ind.
Carl Holman, Leavenworth, Kan.
G. W. Holsinger, Rosedale, Kan.
O. J. Howard, Hickory, N. C.
A. B. Howe, Louisiana, Mo.
Chas. Ilgenfritz, Monroe, Mich.
E. M. Jenkins, Winona, O.
H. Vander Kallen, Boskoop, Holland.
Frank Kan, Glenview, Ill.
J. J. Karins, Philadelphia, Pa.
F. B. Kelley, Newark, N. Y.
C. B. Knickman, New York.
Vernon Krider, Goshen, Ind.
C. A. Krill, Kalamazoo, Mich.
Ralph Lake, Shenandoah, Ia.
W. W. McCartney, New Haven, Conn.
W. G. McKay, Madison, Wis.
James Mackenzie, Manchester, Conn.
E. E. Mason, York, Neb.
Geo. A. Marshall, Arlington, Neb.
E. E. May, Shenandoah, Ia.
A. C. Mayhew, Sherman, Tex.
C. C. Mayhew, Sherman, Tex.
J. R. Mayhew, Waxahchie, Tex.
Albert F. Meehan, Dresher, Pa.
Thos. B. Meehan, Dresher, Pa.
B. J. Monahan, Detroit, Mich.
Milton Moss, Huntsville, Ala.
Adolf Mueller, Norrien, Pa.
J. C. Murphy, Girard, Pa.
E. D. Needham, Des Moines, Ia.
R. F. Neil, Huntsville, Ala.
Frank Nelson, Paw Paw, Mich.
R. T. Olcott, Rochester, N. Y.
C. H. Perkins, Newark, N. Y.
George Perkins, Newark, N. Y.
C. M. Peters, Salisbury, Md.
J. B. Pilkington, Portland, Ore.
J. M. Pitkin, Newark, N. Y.
Wm. Pitkin, Rochester, N. Y.
Robert Pyle, West Grove, Pa.
John Radder, Boskoop, Holland.
M. P. Reed, Vincennes, Ind.
W. C. Reed, Vincennes, Ind.
A. S. Riley, Pardeeville, Wis.
Geo. A. Roby, Fowler, Ind.
F. T. Rockwell, Bridgeton, N. J.
E. Runzan, Elizabeth, N. J.
W. N. Scarff, New Carlisle, O.
E. G. Schoff, St. Joseph, Mich.
Mrs. E. G. Schoff, St. Joseph, Mich.
F. J. Schumaker, Perry, O.
C. H. Shomaker, Painesville, O.
Clarence Siebenthaler, Dayton, O.
John D. Siebenthaler, Dayton, O.
H. D. Simpson, Vincennes, Ind.
Chas. Sizemore, Louisiana, Mo.
J. H. Skinner, Topeka, Kan.
E. H. Smith, York, Neb.
Jac. Smits, Naarden, Holland.
F. H. Stannard, Ottawa, Kan.
Lloyd C. Stark, Louisiana, Mo.
R. C. Stoehr, Dayton, O.
G. H. Thornburg, Evansville, Ind.
R. D. Underwood, Lake City, Minn.
John Wallace, Onarga, Ill.
G. A. Washburn, Bloomington, Ill.
John Watson, Princeton, N. J.
F. A. Weber, Nursery, Mo.
E. S. Welch, Shenandoah, Ia.
Thomas Welch, Geneva, N. Y.
T. B. West, Perry, O.
A. B. West, Perry, O.
F. A. Wiggins, Toppenish, Wash.
A. E. Willis, Ottawa, Kan.
D. Wyman, Framingham, Mass.

Plant Quarantine No. 37.

PACKING REQUIREMENTS REVIZED JUNE 8.

All packing materials employed in connection with importations of nursery stock and other plants and seeds under Quarantine No. 37 are subject to approval as to such use by the Federal Horticultural Board.

PACKING FOR BULBS AND CORMS.

Regulation 3, Quarantine No. 37, provides that the requirements as to freedom from sand, soil, or earth shall not apply to sand, soil, or earth used for packing the articles enumerated in item No. 1 of Regulation 3 when such said, soil, or earth has been previously sterilized in accordance with methods prescribed by the federal horticultural board under the supervision of an authorized inspector of the country of origin, such sterilization to be certified to by the duly authorized inspector of such country of origin. This provision is extended also to bulbs and corms imported under special permits under Regulation 14. The prescribed method of sterilization is as follows:

All sand, soil, or earth used for packing any of the bulbs referred to above must be brought to a temperature of 100 degrees Centigrade and held there for a period of one hour. Such sterilization is accomplished at one of the department's field stations by the use of a large iron receptacle holding about a cubic yard of soil. The soil should be kept stirred during the heating process. Any method which will maintain the heat throughout the mass at the required temperature for this length of time will be satisfactory to the federal horticultural board. The sterilization must be performed under the supervision of a duly authorized inspector of the country of origin and must be certified to by such inspector.

The board has also authorized the use for packing of bulbs and corms of certain soil materials which are believed to be sufficiently sterile to meet this requirement. Such materials must, however, be certified as complying with the required conditions by the duly authorized inspector of the country of origin. It should be definitely noted that the use of sterilized soil, and of the naturally sterile soil materials described below, is not authorized for plants or roots other than bulbs and corms.

1. Subsoil from Japan—The conditions of the use of such subsoil are indicated in the paragraphs quoted below, which were submitted for approval by Dr. S. I. Kumana, director of the imperial plant quarantine station, Yokohama, Japan.

All soil used in packing bulbs to be shipped to the United States to be collected and handled under the supervision of the director of the imperial plant quarantine station at Yokohama, Japan. The director will certify that the soil used in packing is subsoil taken from two to three feet below the surface that it has been sieved, sifted, dried and stored so as to prevent contamination by insects and diseases, and that no dangerous insects or diseases are known to occur in the locality where the soil is secured.

2. Dune sand from Holland—On representations made by N. Van Poeteren, chief of the phytopathological service of Holland, the Board has authorized the use, when properly certified, of dune sand taken from a depth of five feet or more from the surface.

3. Coral sand from Bermuda.—Similar arrangements have been made for the use of unsterilized coral sand uncontaminated with surface soil for use in packing bulbs shipped from the Bermuda Islands when properly certified by the director of agriculture of those islands.

PACKING FOR NURS. STOCK PLANTS, SEEDS.

Where any packing material is needed for the safety of nursery stock, plants and seeds, other than as provided for above, for bulbs and corms, such materials as sphagnum, cocoanut fiber, straw, chaff, excelsior, shavings, saw dust, charcoal and ground peat may be used. Such packing material must not have been previously used as packing or otherwise in connection with living plants and must be free from sand, soil or earth and must be so certified by the duly authorized inspector of the country of origin.

Authority for the use of any other packing materials will be granted on the determination of the board that such materials do not involve a risk of introducing insect pests or plant diseases.

C. L. MARLATT, Chairman.
Federal Horticultural Board.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, $1.00.

American Florist Co.
440 S. Dearborn St., Chicago.

PLANTS

All leading varieties raised from selected seed.

Tomato Plants.....$1.50 per 1000
Cabbage Plants..... 1.00 "
Pepper Plants..... 2.50 "
Celery Plants..... 3.00 "
All plants carefully packed in moss.

OROL LEDDIN, - Sewell, N. J.
Largest Grower of Vegetable Plants in N. J.

Robert Craig Co.
HIGH CLASS PALMS
and Novelties in Decorative Plants
NORWOOD, Delaware County, PA.

CYCLAMEN

We must have room and offer for one week.
2,500 2¼-in. Cyclamen, at $10.00 per 100: $90.00 per 1000.
3,000 3-in. Cyclamen, at $20 and $25 per 100.
1,000 4-in. Cyclamen, at $40.00 per 100.
Ask for our prices of Easter Greeting
Pelargoniums and Ferns.

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Ready Reference Section

15 CENTS, NET, PER LINE

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $12.00 per 1,000; 2¼-in. pots, $6.00 per 100; $50.00 per 1,000; 3-in. pots, $10.00 per 100.
ROMAN J. IRWIN,
43 West 18th St. New York.

Asparagus Sprengerii, 4-inch, 20c; 3½-inch, 15c each. Asparagus plumosus, 4-inch, 20c; 3½-inch, 15c each. DAVIS FLORAL CO., Davenport, Ia.

ASPLENIUM.

Asplenium Nidus Avis (Bird's Nest Fern). Good strong healthy stock, 3-in. pots at 35c each. Packing material charged for at cost. WM. K. HARRIS, 55th and Springfield Ave., W. Philadelphia, Pa.

ASTERS.

Asters, Vick's Royal and Vick's Branching, separate colors, strong plants, ready for the field, $6.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Asters Queen of the Market. Nice stocky plants, separate colors, $10.00 per 1,000. WALLACE FLORAL CO., 5744 Kercheval Ave., Chicago.

Asters. Late Branching, in separate colors, field grown, $4.00 per 1,000. H. HILLS, Bristol, Ind.

BEDDING PLANTS

BEDDING PLANTS.

	100	1,000
Ampelopsis Veitchii, 2½-in. ...	$5.00	$45.00
Asparagus Plumosus, 3½-in. ..	10.00	90.00
Clematis Paniculata, 2¼-in. ..	5.00	45.00
Cuphea Platycentra, 2¼-in....	4 00	.....
Fuchias, five varieties, 2½-in...	5.00	45.00
Geraniums, S. A., Nutt, Alliance, Achievement, 2½-in. ..	6.00	.....
Heliotrope, four varieties, 2½-in.	4.50	.....
Impatiens, Sultana	4.00	....
Impomea Grandiflora	4.50	.....
Impomea Maxima	5.00	.....
Sansevira, 2½-in.	8.00	.....
Strobilanthes, 2½-in.	4.50	.....
Salvia, five varieties, 2½-in...	4.50	40.00
Wandering Jew, 2½-in.	3.50	.....
Wistaria, Blue, 2½-in.	5.50	.....

THE McGREGOR BROS. COMPANY
Springfield Ohio

Asters, early and late................	$ 1.00
Coleus, best varieties, 2½-in.........	5.00
Lobelias, 4-in.	10.00
Salvias, 4-in.	15.00
Asparagus Sprengeri, 4-in............	15.00
Forget-me-nots, 4-in., in bloom......	15.00
Geraniums, Nutt, 4-in., in bud	15.00
Cobea Scandens, 4-in.	15.00
Dracaena Indivisia, 6-in.	35.00
Vincas, varieg., 4-in.	20.00

Cash with order.
JOHN RINDFLEISCH
Beloit Wis.

BEGONIAS.

BEGONIAS—2¼-IN. POTS READY NOW

	100	1,000
Mellor	$40.00	.....
Cincinnati	40.00	.....
Lorraine	27.50	$250.00
Mrs. J. A. Peterson........	40.00	.....
Chatelaine	7.00	65.00
M. A. Patten...............	8.00	75.00
Pride of Newcastle.........	12.00	110.00
Rex Begonias	16.00	150.00

New begonia BETTY FAIR, semi-double, dwarf, deep cerise. Fine for bedding and pot plants. Rooted cuttings, $15.00 per 100.
ROMAN J. IRWIN
43 West 18th St. New York

BEGONIAS.

Begonia Chatelaine, 4-inch, $25.00; 3½-inch, $20.00 per 100. DAVIS FLORAL CO., Davenport, Ia.

CANNAS.

Canna, David Harum, 3-in., strong, surplus, $4.00 per 100. THE McGREGOR BROS COMPANY, Springfield, O.

CARNATIONS.

Carnation Plants. Fine stocky plants from 2½-in. pots. Matchless, Enchantress and White Enchantress, $6.00 per 100; $55.00 per 1,000. A Henderson & Co., 166 N. Wabash Ave., Chicago.

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CELERY PLANTS.

Celery Plants, Easy Branching. Now grown exclusively by 90 per cent of Kalamazoo growers in place of Golden Self-Blanching. Strong plants ready for the field, $3.00 per 1,000. Cash.
Brill Celery Gardens Kalamazoo, Mich.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS, ROOTED CUTTINGS
Clean, healthy stock free from midge.
Standard Varieties.
Golden Glow, Early Frost, Charles Razer, Seidewitz, Major Bonnaffon, Robert Halliday, Tints of Gold, Oconto, Unaka, Dr. Enguehard and all other standard varieties. $3.50 per 100; $30.00 per 1,000.
Pink Turner, rooted cuttings, $15.00 per 100. Sunglow, fine incurved, early yellow, rooted cuttings, $5.00 per 100.
Pompons—Mrs. F. Wilcox, Baby, Xmas Gold, Lilian Doty, White Doty, Quinola, Overbrook, White Gem. Hardy early flowering; single varieties. Anemones, $3.50 per 100; $30.00 per 1,000.
2½-in. pots, all kinds above varieties, ready now, $6.00 per 100, $50.00 per 1,000.
Ask for full list of Mum cuttings and pot plants.
ROMAN J. IRWIN
43 West 18th St., New York.

POMPONS

	100	1,000
Godfrey	$3.00	$25.00
Buckingham	3.00	25.00
Hilda Canning	3.00	25.00
Izola	3.00	25.00

WIETOR BROS.,
Wholesale Florists
30 East Randolph St. Chicago, Ill.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrain, Mich.

CLEVELAND CHERRIES

Cherries. Orange Queen and Cleveland, 2¼-in., frame grown, vigorous plants, $7.00 per 100, $65.00 per 1,000. Paper pots, securely cleated. Cash with order. PETER PEARSON, 5732 Gunnison St., Chicago, Ill.

COLEUS.

Coleus. Yellow Bird, Trailing Queen, Sensation, Duneria, Hero, Queen of the West, Marie Levering, Retta Kirkpatrick, Grace Adams, Empress of India, Beckwith Gem, $40.00 per 1,000. THE McGREGOR BROS. CO., Springfield, O.

CYCLAMEN.

CYCLAMEN—Grown by specialists from a selected strain. Dark Xmas Red, Bright Red, Rose with Dark Eye, Rose Marienthal (Pink), American Beauty, White with Carmine Eye, Pure White, Salmon (Glory of Wandsbek).

	100	1,000
2¼-inch pots	$12.00	$100.00
2½-inch pots	15.00	
3 -inch pots	18.00	
3 -inch selected...	25.00	
3½-inch pots	35.00	
4 -inch pots	40.00 and $50.00	

Add 5% for packing. If Salmon alone is ordered add 10 per cent to above prices.
ROMAN J. IRWIN.
43 West 18th St. New York.

A BARGAIN.
On account of moving to new quarters. Cyclamen plants, finest German strain. Healthy plants. 2½-inch, $8.00 per 100; $75.00 per 1,000; extra select, $10.00 per 100; $90.00 per 1,000. 3-inch, $15.00 per 100; $140.00 per 1,000; extra select, $18.00 per 100; $160.00 per 1,000. Mostly red, salmon and pink colors. Packed in paper pots. No packing charge.
JOSEPH TURSKI
Gross Point, Illinois

CYCLAMENS.
From German seed, 3-in., ready for 4-in., $20.00 per 100; $180.00 per 1,000. Assorted colors except white. In paper pots. Cash with order.
PETER PEARSON
5736 Gunnison St. Chicago

Cyclamen, Vaughan's. Giant English grown. For varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Clycamen. A-1 stock; ready now. For varieties and prices, see advertisement on front page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Cyclamen for one week only, 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

Clycamen. Fine, strong, cool grown plants. 3-in., $18.00 per 100; $170.00 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Clycamen, best strain, assorted colors, 2½-in., ready for 4-in., $11.00 per 100. Cash.
Brill Celery Gardens Kalamazoo, Mich.

Cyclamen, 2½-in., good assortment, leading varieties, $12.00 per 100. MATTHEWSON'S, Sheboygan, Wis.

FERNS.

FERN RUNNERS—$15.00 per 1,000. Boston, Roosevelt, Whitmani, Verona.
FERNS—Strong 2¼-in., $6.50 per 100; $55.00 per 1,000. Boston, Roosevelt, Teddy, Jr., Verona, Whitmani, New Macawii, $10.00 per 100, $95.00 per 1,000. Larger sizes, ask for prices.
Table fern seedlings, $3.00 per flat, 5 flats at $2.75 per flat, 10 flats, $2.50 per flat. Best varieties, Pteris Wimsettii, Wilsonii, Cyrtomium, (Holly) Aspidium, Albo Lineata, etc.
ROMAN J. IRWIN
43 West 18th St., New York

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

FERNS.

BOSTON FERNS
Good, Strong, Bushy Stock

5-inch	$ .50 each
6-inch	.90 each
7-inch	1.25 each
10-inch	2.50 each

Add 5% packing charge.
DAVIS FLORAL CO.
Davenport Iowa

Ferns, Boston, 4-in., 25c; Teddy Jr., 6-in., 40c; 4-in., 25c; Compacta, 6-in., 50c; Scholzeli, 6-in., 60c; Roosevelt, 6-in., 60c. The McGREGOR BROS. CO., Springfield, O.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

FREESIAS.

California Freesias. For varieties and prices see display advertisement elsewhere in this issue. Purity ½ to ⅝ inch, per 1,000, $12.50. Vaughan's Seed Store, Chicago and New York.

GERANIUMS.

Geraniums. 4-inch Nutt and Ricard. Nutt, $15.00 per 100; Ricard, $16.00 per 100. Especially fine stock in bud or bloom. WALLACE FLORAL CO., 5744 Kercheval Ave., Chicago.

Geraniums. Surplus stock; fine quality. 700 strong 4-in. S. A. Nutt, 10c each; 500 2-in. S. A. Nutt, 3c each. Packing, 5 per cent. Cash or approved credit. GEO. W. JACOBS, Canton, Ill.

Geraniums, Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8. Lancaster, Pa.

GRAPE VINES.

Grapevines for pot or greenhouse culture. Black Hamberg out of 4-in. pots, ready for 6-in. at $9.00 per doz. A. L. MILLER, Jamaica, N. Y.

HARDWOOD ASHES.

Fertilize with hardwood ashes. They give strength to the stem and color to the flower. Delivered to you for $30 per ton. Terms: Your check upon arrival. GEORGE STEVENS, 364 Mark St., Peterborough, Ontario, Canada.

HEATHER.

Heather Melanthera and Ovata, French Trumpet Hybrids, Coredenoides Veitchii, out of 1¾-in. pots, ready for shift, $100.00 for 100. A. L. MILLER, Jamaica, N. Y.

HYDRANGEAS.

FRENCH HYDRANGEAS—2¼-inch Pots.

	100
Avalanche, white	$ 8.00
Bouquet Rose	8.00
Baby Bimbinetti, rose	8.00
E. G. Hill, pink	10.00
General de Vibraye, rose	8.00
Tillie Mouillere, crimson rose	8.00
Otaksa	7.00
Mme. E. Mouillere, best white	8.00
Mme. Hamar, flesh	10.00
Mousseline, rose	8.00
Radiant, carmine	8.00
Souv. de. Chautard, rose	8.00
Trophee, reddest red	15.00

Larger sizes, ask for prices.

A fine lot of pot-grown, above kinds to grow on for next year. Ask for full list.
ROMAN J. IRWIN
43 West 18th Street, New York

IVIES.

English Ivy, R. C. from soil, $2.00 per 100; from sand, $1.50 per 100. 2¼-in., $6.00 per 100; $50.00 per 1,000. 3-in., 4 to 5 plants in a pot, $20.00 per 100. 4-in., 3 feet long, $30.0 per 100.
ROMAN J. IRWIN
43 West 18th St. New York

Hardy English Ivy. Exceptionally good stock. 2-in., $2.75 per 100, $25.00 per 1,000; 3-in., $3.75 per 100, $35.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

Lily of the Valley. London Market Strain. From ice storage. Case of 500 pips, $18.00; case of 1,000 pips, $35.00. Vaughan's Seed Store, Chicago and New York.

Lily of the Valley pips. Extra fine strand, exhibitive size, German "Tubeck pips." Write for prices. J. M. THORBURN & CO., 53 Barclay St., New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

PELARGONIUMS.

Pelargonium Easter Greetings. In bud and bloom, extra fine plants, 5-inch, 40c; 4-inch, 25c each. DAVIS FLORAL CO., Davenport, Ia.

POINSETTIAS.

Poinsettias, 2¼-inch, $11.00 per 100; $95.00 per 1,000.
California, also oak leaf type, 2¾-in. pots, $12.50 per 100; $140.00 per 1,000.
ROMAN J. IRWIN
43 West 18th Street, New York

PRIMULAS.

PRIMULA OBCONICA GIGANTEA, 2¼-in., grown from best Ronsdorfer strain, $7.00 per 100; $60.00 per 1,000. Following Colors—red, rose, apple blossom, lavender, salmon, white, oculata and compacta. Primula Chinensis and Malacoides, 2¼-in., same price.

New Primula Malacoides Conspicua. Large flowering, clear rose with large yellow center, 2-in. pots, ready July 15, $8.00 per 100.
ROMAN J. IRWIN
43 West 18th Street, New York

Primula Obconica Giganteum. Our own strain and our reputation for this strain warrants us in saying that it is the best obtainable. The stock is in fine shape, ready to go out now; out of 2¼-in., at $7.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

Primula Obconica Gigantea, Kermesina and Rosea, plenty of red, fine, strong, transplanted plants as good as 2¼-in., $4.00 per 100, postpaid. Cash. Immediate delivery. Brill Celery Gardens Kalamazoo, Mich.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

ROSES.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Russell Bench Plants	$16.00	$150.00
Milady Bench Plants	15.00	140.00
Killarney Bench Plants	12.00	115.00
Ophelia Bench Plants	12.00	115.00
Sunburst Bench Plants	12.00	115.00
American Beauty	20.00	190.00

M. C. GUNTERBERG,
Wholesale Florist
8 East Randolph St. Chicago, Ill.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

Roses—Own Root. Ophelia, 3-in., $12.50 per 100; Columbia, 3-in., $18.00 per 100; Dunlop, 3-in., $25.00 per 100. This is all good stock and ready to go out now. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

SALVIAS.

Salvias. Zurich and Bonfire, $15.00 per 100. WALLACE FLORAL CO., 5744 Kercheval Ave., Chicago.

SEEDS.

Asparagus plumosus seed of new crop. Greenhouse grown. True flat sprayed type. Per 1,000, $3.50; 5,000 lots at $3.25; 10,000 for $28.50; 25,000 at special price.
VAUGHAN'S SEED STORE, CHICAGO. and 41-43 Barclay St., N. Y. City.

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King, $15.00 per 1,000. All other colors, $12.00 per 1,000. S. S. SKIDELSKY & CO., 50 Park Place, New York.

Seeds, Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Son, Langport, Eng.

Seeds, sweet peas, Spencers grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. The largest French cultures of Primulas. Ask for prices 1921 crop. Malacoides, $22.69 per lb. JH. PAQUET, bd., Magnan, Nice (France).

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Lawn mixtures and field, wholesale. Write for prices. Atlantic Grass Seed Co., 46 W. Broadway, New York.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Garden beans. Contracts for fall delivery invited. Write for prices. Henry Berrien Fish, Carpinteria, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SNAPDRAGONS.

Snapdragons. Keystone, Melrose, Giant White and Giant Yellow, 2¼-in. pots, $6.00 per 100. Fresh seed of above, also bronze, 50c per packet, except the following which are at $1.00 per packet: Keystone, Silver Pink, New Orlando, Golden Delight, Golden Pink Queen and New Hybrid Pink.
ROMAN J. IRWIN
43 West 18th St. New York

SPHAGNUM MOSS.

Best sphagnum moss at lowest prices. JOHN L. SHERK, Warrens, Wis.

SWEET PEAS.

Yellow Sweet Peas. These can be obtained by using McClenahan Yellow Flower dye. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Philips streets, Oklahoma City, Okla.

VINCAS.

Vincas Variegated, 2¼-in. pots, $6.00 per 100; $50.00 per 1,000. 3½-in. pots, $12.00 per 100. Larger sizes, ask for prices.
ROMAN J. IRWIN
43 West 18th St. New York

MISCELLANEOUS.

Seed packets for 1921. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

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Members of the florists' club are to have a camp for the summer at Kinderhook lake, Columbia county, about 17 miles southeast of Albany. At the June meeting of the Club President Samuel Hansen appointed a committee made up of Frederick A. Danker, Thomas F. Tracey, Frederick Henkes, and William J. McGinn, the secretary of the club, to select a desirable site and to make full arrangements for the camp. The committee has mailed its report in the form of a letter to the members. The committee, after visiting several places, decided upon Camp Howell on Kinderhook lake. The camp has a cottage, nicely furnished, and provided with sleeping accommodations. It is expected that some of the members will make use of the camp on Saturday afternoons and Sundays through summer. Meals will be served on the basis of 75 cents for a dinner and 50 cents for a breakfast or supper. The lake furnishes some good opportunities for fishing and boating, and arrangements may be made for the renting of boats at any time through Secretary McGinn. The camp can be reached easily over the Albany Southern railroad, an electric line, or by the Boston & Albany railroad from Niverville. At the June meeting each member was assessed $1 for the support of the camp. R. D.

Fredericton, N. B.

Outdoor stock is suffering greatly because of lack of rain. Since May there has been an excellent demand for pansies which situation also holds true in Ontario. Business is fair in other items, and stock only needs a heavy rain to bring it into condition.

J. B.

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—THOMAS ROLAND, Nahant, Mass., President; ADOLPHUS GUDE, Washington, D. C., Vice-President; JOHN YOUNG, 41-43 West 18th St., New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

Next annual meeting at Toronto, Ont., October 11-13, 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

AMERICAN ASSOCIATION OF PARK SUPERINTENDENTS.

Next annual meeting will be held at Detroit, Mich., August 23-25, 1921. OFFICERS: HENRY W. BUSCH, Detroit, Mich., President; J.V. BURGEVIN, New York, Vice-President; EMMETT P. GRIFFIN, East St. Louis, Ill., Secretary-Treasurer.

ASSOCIATION OF AMERICAN CEMETERY SUPERINTENDENTS.

Next annual meeting at Detroit, Mich., September 13-15, 1921. OFFICERS: F. H. RUTHERFORD, Hamilton, Ont., President; W. B. JONES, 2800 Brighton Road, N. S., Pittsburgh, Pa., Secretary-Treasurer

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at Hotel Pennsylvania, New York, September 27-30, 1921: OFFICERS: RICHARD VINCENT, JR., White Marsh, Md., President; E. C. VICK 205 Elwood Ave., Newark, N. J., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition, St. Thomas, Ont., August 24-25, 1921. OFFICERS, H. E. MEADER, Dover, N. H., President; A. C. BEAL, Ithaca, N. Y., Secretary.

Florists' Palms.

Seasonable Notes.

The palm crop is a very important one to the grower at this season of the year, and especially so since so many restrictions have been placed upon it by the federal authorities. For not only have importations of plants been prohibited, but recently seeds have been subjected to chemical fumigation at the port of entry, a process that may easily become dangerous to the vitality of these costly seeds, and thus further decrease the percentage of germination, a percentage that in the case of Kentia seeds seldom exceed 50 per cent with the best quality of seeds that is to be had in the market.

In only one instance in an experience of more than 30 years did the writer secure a germination of 72 per cent from a lot of Kentia seeds, and in that case it was a small shipment of unusually fresh seeds, the outer covering being still green. From these facts it will readily be understoood that palm growers are not anxious to incur further risks in germination, such as may readily arise from careless fumigation. And as no serious disease or pest has been brought into the country, as yet through the medium of Kentia seeds, it looks rather like a work of supererogation to fumigate them now.

It has been stated by scientists, that the germs of many dangerous diseases, may be found in the mouth, throat and nostrils of ordinarily healthy normal persons at almost any time, but so far it has not been considered necessary to fumigate the general public with formaldehyde or sulphur candles, even though there may be some instances in which it would be beneficial. But the appearance of these various pitfalls in the path of the palm grower, bring to mind the necessity for giving the most careful attention to the crops we now have in sight, in order to get the best results during the coming season, and close attention to watering, shading and ventilation, are among those things that the grower should always keep in view.

A reasonable high temperature is beneficial to the ordinary trade species of palms at this season providing, that the plants are abundantly supplied with water, and sufficiently shaded to avoid the loss of color from the foliage, but this does not mean that no ventilation should be given, else the plants will get too soft to be of the best quality for the decorator, and in order to strike a happy medium it has been the custom to begin ventilation, when the thermometer in the palm houses reaches 80 degrees, and not to put on too much at the start, but to observe the wind and weather and to open the ventilators accordingly. During early summer all plants dry out more rapidly than they will in August, from the fact that in the latitude of Philadelphia, Pa., at least, we have less humidity in the atmosphere in June than in August, and this condition makes a great difference in the amount of water needed in the houses.

In June it is frequently necessary to syringe the palms two or three days in succession in order to keep a growing atmosphere, but in August the extreme humidity will sometimes keep the plants wet for two or three days without watering. There is a happy medium in watering, that the observant grower soon discovers as he becomes familiar with his soil, and it is these details of culture that count in the production of high grade crops.

Newly potted stock is where the unobservant man is likely to fall down, as a recently shifted Kentia, for example, needs a reasonably moist soil, but will not thrive in a sodden and poorly drained medium. Like nearly all the members of the vegetable family, a newly potted palm should be watered enough for the moisture to penetrate through the entire body of soil, but

after this has been accomplished the plant does not need a repetition of the process until it begins to dry out, but does need thorough syringing overhead and underneath the foliage, to keep the leaves in good breathing condition and thus to help to start the roots into growth.

In the early days of the American palm trade it was thought to be a good method to use up the various cripples, or imperfect plants, by grouping them together in tubs, using two to five plants together in such a way as to hide their individual nakedness. But the decorators soon found that these made-up plants had more leaves to lose, and consequently were effective in decorating for a longer period than a single specimen, with the result that the retail florist or decorator now uses very few single palms, and the made-up Kentia in particular is the palm, par excellence of the trade.

TWO SEASONS FOR COMPOUND SPECIMENS.

Among large growers there are two special seasons for producing these compound specimens, which are now composed of good shapely plants carefully grouped for effect, and these two seasons are mid-summer and mid-winter, thus providing two crops of such stock each year. The summer crop requires less artificial heat for its preparation, but the winter planting can be brought along nicely with proper attention to heat and moisture, and owing to the fact that Kentias grow later in the season than most palms, it is not difficult to establish them at that period. It is a matter of taste and practice to make up the Kentias in an attractive manner, and no explicit directions can be given for the operation, but in a general way it may be said that the roots of the plants should be disturbed as little as possible, that the leaves should be arranged in the combination in a natural manner, and that the soil should be worked in carefully among the balls of the various plants, and warmed firmly after which the plants need thorough watering. Ventilate less freely over these newly potted plants for the first two weeks, after which they may receive the same ventilation as established plants of like character.

Phoenix Roebelinii is still among the scarce palms, the shortage of available seeds for the past three or four years having reduced the stock of this beautiful palm considerably. There have been a few seeds of P. Roebelinni offered last year and also during the present season, but this species is far from being a rapid grower, and the seedlings in 2-inch pots will require several seasons to bring them up to good six or 7-inch sizes. It is probable that no tremendous increase in the income tax will be brought about by growing this palm, but it is the most graceful of the Phoenix, and it would be a pity to drop it, and besides there is a possibility that someone may learn how to grow it faster.

W. H. TAPLIN.

MADISON, WIS.—Victor Wayman, a former well known florist of this city, died recently, age 92.

UTICA, N. Y.—John O. Brown, proprietor of the Utica Floral Co., has served a temporary injunction on Vincenzo Fardo, pending the result of a court order, restraining him from using the firm name of the Utica Manufacturing Floral Co. in conducting his business.

A Beautiful Rose Garden.

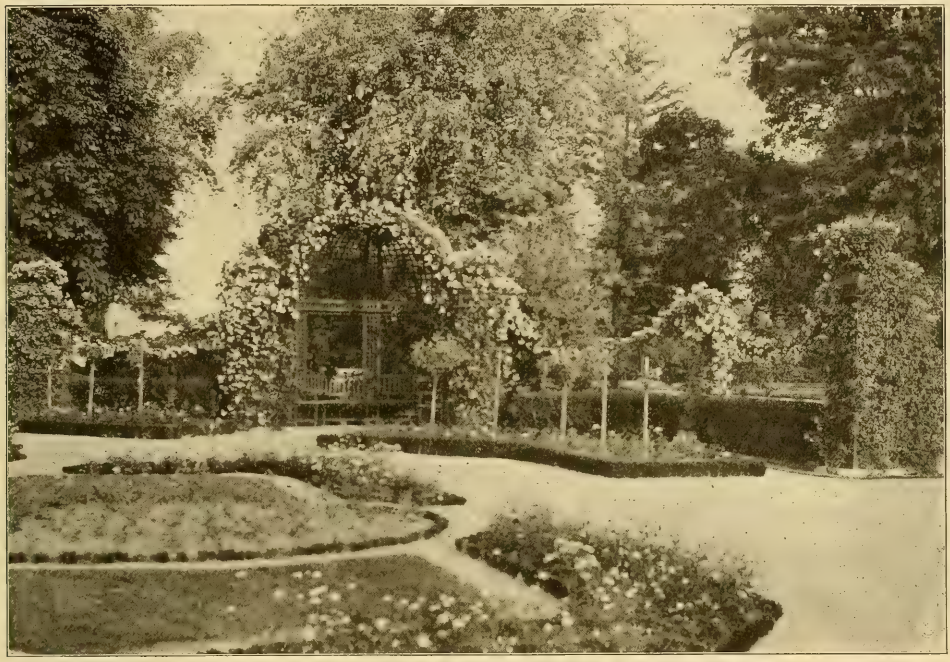
One of the most exquisite and well planned rose gardens in this country is the center of attraction of the Widener estate, Lyndhurst hall, Ogontz, Pa. It is situated in the middle of the lawn to the west of the mansion, in which section there are many symmetrical forest and other ornamental trees. The garden covers a circular space 150 feet in diameter encircled by latticed arbors and posts which are connected by heavy swinging chains that carry the splendidly flowered rose sprays in graceful festoons from one point to another.

The arbors and main entrances, of which there are four each, flanked on either side with elaborately made standards of lattice work, all of which were imported from France. These stand on bases of Tennessee marble, presenting an architectural design that is greatly heightened by the masses of color of the luxuriously flowered rose sprays that completely cover them. Even the arbors, 12 feet in height, are arched with abundantly flowered sprays that present a most charming effect.

The center of the garden contains beds laid out in geometrical lines. These are bordered with low box edging and planted with hybrid teas, the outer row containing Polyantha varieties, Cecil Brunner being a favorite, it being always in flower. The main stock of the ramblers came from the collection of M. H. Walsh exhibited at the international exhibition in Philadelphia, Pa., which were purchased as a nucleus for this garden. Prominent varieties are Dorothy Perkins, White Dorothy, Lady Gay, Wedding Bells, Newport Fairy, Hiawatha, Excelsa, Crimson Rambler, and some of the Walsh seedlings without names.

Outside the garden proper are a number of standard ramblers which with their gorgeous heads of bloom stand out beautifully on the velvety green of the lawn. The paths in the garden and through all the spacious lawns are filled with miniature white pebbles, making a good contrast with the emerald sward. Superb bay trees, the finest in the country, a number of them with a diameter of nine feet, are placed on the portico along the front and sides of the mansion, and border many of the wide avenues. On the ground in front are splendid specimen yews, perfect pyramids eight feet in height.

A BEAUTIFUL ROSE GARDEN.
Post at Right of North Entrance.



A BEAUTIFUL ROSE GARDEN.
Section From South to East Entrance.

Well trimmed hedges of boxwood are a feature as are large specimens, one of which almost a perfect ball, being 14 feet in diameter. The large plateau in front of the mansion, with its water basins, electrically driven fountains, and fine bedding with background of superb trees, is a dominant feature of the estate. William Kleinheinz, the superintendent, has had charge of the grounds and greenhouses for many years, always taking a great pride in his work and never satisfied with any but the best results. His specimen foliage plants, orchids, acacias and other greenhouse flowers, particularly chrysanthemums, are blue ribbon winners at all the shows.

Syracuse Rose Society.

The Syracuse, N. Y., Rose Society held its annual show at the Y. M. C. A. auditorium, June 16-17. The exhibits, consisting of 125 varieties, were tastefully arranged on long tables that extended the length of the hall. Chas. Kiefer was the winner of the S. T. Betts challenge cup, for the best display of roses of several varieties. Miss J. A. Frank Neal, awarded the silver medal, won 12 other prizes in the competition. Fred C. Wallace and S. C. Hubbard, Ithaca, N. Y., were the judges.

BEREA, O.—The Berea Greenhouse Co. has been incorporated with a capital of $100,000. H. M. Farnsworth, L. M. Blair, Conrad Hessler, F. M. Farnsworth and Wm. F. Palmer, Jr., are the incorporators.—J. W. L.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

Now that the July days are here, the summer time with its long wait between customers is on. The first of these leisure moments should be used in a retrospect and clean up of the business of the past few months. Frequently vases, pedestals, pot covers and other decorative material is found to be missing after the numerous weddings and other affairs of the past season. Diligent inquiries while the matter is fresh in mind will most likely result in the recovery of these articles, which could not be traced later. The firm's name should be stenciled on every stock piece of decorative material, as frequently in church and other jobs when one decoration closely follows another by different firms, there is at times a question as to ownership of articles almost exactly alike, which is quickly settled by the stenciled mark.

If there are any disputed bills with growers or dealers the sooner they are straightened out the better. It is the same with accounts of customers who at times refuse to pay a bill until certain deductions are made. In adjusting such matters it is best to give the purchaser the benefit of the doubt as a grieved or lost customer seldom has anything good to say of your flower shop.

A thorough cleaning up is also necessary, particularly in the basement, where frequently there is an accumulation of rubbish that gets mouldy in no time these hot summer days. An hour or two of diligent work will transform a cluttered up cellar into an orderly storage or work room that adds greatly to its efficiency.

SUMMER FLOWERS.

The most should now be made of the summer flowers which, if artistically arranged, give very good decorative effects in both store and window. Gladioli are fine for all kinds of spray work, either by themselves or in connection with other flowers. The annual larkspur in its various shades of white, pink, lavender and blue, gives pleasing color effects in combinations. Gypsophila, if used with judgment, adds a light, airy finish to many arrangements. Pond lilies, if their green calyx leaves are broken, will remain open for a long time and be found useful as a finish to many funeral pieces.

It is of great importance these hot days that stock for early morning orders be procured the day before. Anything choice is always scarce and should be on hand or ordered in advance to avoid disappointments. Much can be done with tight roses and other flowers in bud, in 24 hours or less time, in order to have them at their best when wanted for use.

ENCOURAGING SUMMER BUSINESS.

In order that customers while away may keep the store in mind they should be sent a well-written leaflet or folder containing information of the flowers in season of which there is a good stock on hand, backed by a dependable service at all times. Particular stress should be laid on the advantages of the telegraph service by which it is possible to deliver flowers to any city or community in the country on a few

hours' notice. Such literature will show that the store is progressive and always ready for business, and may call to mind a distant friend to whom they would like to show such attention.

THE SILENT DEMAND.

In every store in the land there is a still demand that if listened to will turn the dullest season into a period of profit. This small voice comes from the storage room, which, on investigation, turns out to be a crying necessity for made up stock for the coming season. The wholesale supply houses are crammed with materials from which are made the handsome Christmas wreaths and baskets that are so much sought after at that time and which can be made up now just as well as later on when the rush of other business interferes. Energy of this kind is a certain cure for the summer blues, and at the same time takes the grind out of the work of the holiday rush period when even minutes are precious. Time can be given to artistic arrangements, and new ideas worked out, adding originality and variety that would not be possible later on. Many who do not give this matter attention until they are driven to it by the December demand, go through the same nerve racking rush of night work year after year, which could all be avoided by utilizing the idle hours of the July and August months in the making up of this Christmas stock.

A look over last year's record will show how many cemetery wreaths of a size were sold, the number of fancy chenille or other window wreaths, and the quantity of large and small baskets of colored flowers and grasses that are so popular at this time.

Are you doing your part in pushing the "Every Member Get a Member" campaign of the Society of American Florists. Every man in the trade should be back of this movement. The larger the society, the greater its influence in the betterment and expansion of the business. Make up your mind, then help your neighbor see the light and come in together.

A BEAUTIFUL ROSE GARDEN.
From the North Entrance.

Washington the Heart of the Nation.

The following article prepared by A. E. Seymour, secretary of the Chamber of Commerce, Washington, D. C., will be of especial interest because of the forthcoming convention of the Society of American Florists in that city, August 16-18.

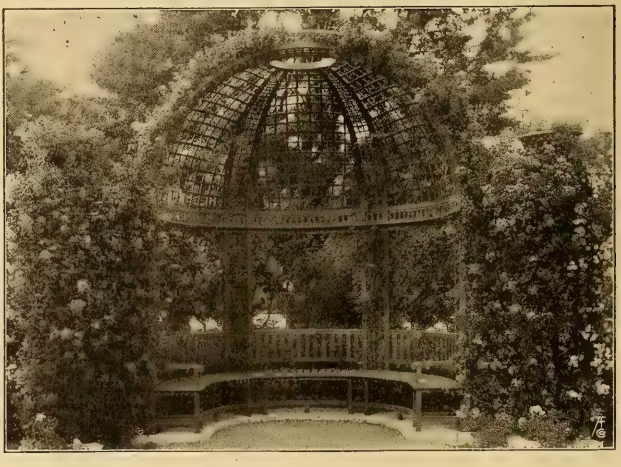
For 120 years, Washington has been the capital of the United States. While its founders came here with a resolute will to lay broad and deep the foundations of the republic which is to endure while time lasts; to build a city beautiful and delightful to reside in, the future seat of learning, of art, of diplomacy, of world politics; yet it is difficult to believe they had in mind a country and a city such as exists today. Our nation has increased in population from less than 5,000,000 in 1800 to nearly 110,000,000. Our material wealth is more than $250,000,000,000, making us richer than any two nations in the world. The number of states has increased from 16 to 48. Our territory has grown from about 900,000 square miles in 1800 to more than 3,500,000 square miles.

Keeping pace with the splendid growth of the nation, Washington, the capital city, has grown from 3,000 in 1800 to nearly 450,000. The government employes has increased from 126 to more than 80,000. From a straggling village it has grown into a great metropolitan city, with beautiful homes, magnificent public buildings, classic and grand in architecture, wide avenues, splendid drives and parks.

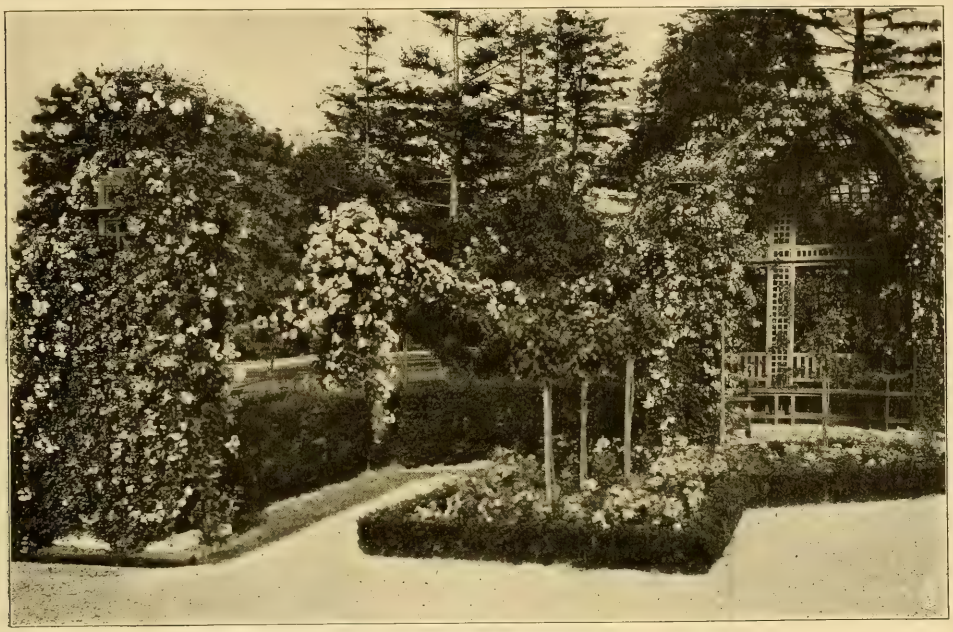
THE CITY BEAUTIFUL.

No title which can be applied to this capital city of ours is more appropriate, more truly descriptive, than the one—"Washington, the City Beautiful." Its growth in beauty has kept pace with its growth in population, in importance, in political leadership. The capital city of our republic is the city, unique and beautiful. Other nations have fixed their capitals in the crowded urban centers of commerce, and they possess the splendors that opulence has gathered around them. Our capital, like our nation, was made to subserve a principle, and it has grown up in the midst of mementoes and associations of the principle which it represents.

In the paved streets and avenues, decorated with homes and churches which are triumphs of architecture; in the open areas bright with flowers and fountains; in the circles and parks adorned with statuary and monuments of our heroes on land and sea, of men of science and letters, of our statesmen and jurists; in the thousands of stately trees which adorn its streets; in its substantial business houses, and the long succession of splendid public buildings; in its schools, colleges, universities, galleries and museums; in its noble river and picturesque landscape; in the gorgeous Congressional library, worthy mansion of letters; in that great monument to the Father of his Country, "the marble column, sublime



A BEAUTIFUL ROSE GARDEN.
One of the Four Benches Covered with Hiawatha Roses



A BEAUTIFUL ROSE GARDEN.
Section From North Entrance to One of the Arbor Covered Benches

in its simple grandeur"; in the Capitol, on whose first corner-stone the founder of the city laid his hand, already the noblest structure in the world, yet destined to be fairer within and grander without, in all these crowning glories our countrymen acclaim Washington as their Mecca. These things make Washington a nobler panorama and more inspiring in contemplation than are afforded by any other city in the world. Washington has more than 6,000 acres in public parks and reservations, and in the magnificence of its shade trees it stands alone, unique among American cities. More than 105,000 beautiful and splendid shade treees are planted along the curbs in the streets of this city.

London has been a center of civilization for more than 1,200 years. Paris has been a seat of government for thirteen centuries; other great European capitals have existed for ages. Yet where is the city that can show for any one century three products of architecture that equal the Capitol, the Washington Monument and the Congressional library. Washington, the City Beautiful, we cherish it not alone for its physical beauty, but for the beauty of its historic associations which stir American pride, and the beautiful memories of the wise and valiant who have made it the great American city.

THE CONVENTION CITY.

As the Nation's Capital and the City Beautiful, Washington is naturally the ideal convention city of the country. It is convenient and accessible. Six great trunk lines of railroads connect it with every state and community in the land. Its large, excellent and well-conducted hotels afford entertainment and comfort to all its visitors. Its attractions for the convention delegate, the tourist, and the visitor, are absolutely unsurpassed.

Every other city which makes any substantial claims as a convention city must offer special attractions and inducements to secure conventions. This is not necessary in the case of Washington. It is the one city which is absolutely sold in advance to every organization and every citizen of this country. It is the ambition of every American to visit Washington. This is natural because he has a sense of proprietorship in the city. To him who has seen the city once there is a desire to repeat the experience and to view wonders which he missed on his initial trip. There is a welcome here for all.

Objections are sometimes urged against bringing conventions to Washington in the summer months on account of the heat. We are able to present convincing evidence that these objections have no more force against Washington than any other city which has any claims as a convention city. We have obtained from the United States weather bureau, official figures showing the average temperature by months for the 50 years from 1871 to 1920, inclusive, in the 12 cities named below. In presenting these figures fractions of a degree less than one-half are omitted and one degree is added when the fraction is more than one-half. The figures follow:

It is not necessary to draw any conclusions from the above figures. They speak for themselves. We have also obtained from the weather bureau the highest temperature recorded by it in each of these cities during the same period. These temperatures are as follows: Boston, 104; Chicago, 103; Cincinnati, 105; Cleveland, 100; Indianapolis, 106; Kansas City, 108; New Orleans, 102; New York, 102; Philadelphia, 106; Pittsburgh, 103; St. Louis, 107; Washington, 106.

This must forever set at rest all criticism of Washington in comparison with other cities on account of hot weather. And this should be borne in mind, that for any disadvantage from the point of view of desirability as a convention city, Washington has a multitude of advantages over any other city. Washington is a great, perpetual world's fair. Other cities have temporary expositions, but Washington is an unending, never-failing world exposition.

The Washington Chamber of Commerce, a live, active, enthusiastic organization, made up of the leading business and professional men and women of the city, is always ready to extend the hand of welcome and assist in the entertainment of any and all organizations—business, fraternal, patriotic, and all others—which may conclude to hold their annual conventions

AVERAGE TEMPERATURE FOR FIFTY YEARS FOR CITIES NAMED.

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Boston, Mass.	28	28	36	46	57	66	72	70	63	53	42	32
Chicago	24	26	36	47	57	67	73	72	65	54	40	29
Cincinnati, O.	32	34	43	54	64	73	77	75	69	57	45	35
Cleveland, O.	27	27	35	46	58	67	72	70	64	53	41	31
Indianapolis, Ind.	29	30	40	52	63	72	76	74	67	55	42	32
Kansas City, Mo.	29	30	43	55	65	74	78	77	69	58	45	33
New Orleans, La.	54	57	63	69	75	81	82	84	79	71	62	55
New York, N. Y.	31	31	38	49	60	69	74	73	66	56	44	34
Philadelphia, Pa.	33	33	41	52	63	71	77	74	68	57	45	36
Pittsburgh, Pa.	31	31	40	51	62	71	75	73	66	55	43	34
St. Louis, Mo.	32	34	45	56	66	75	79	78	70	59	46	36
Washington, D. C.	34	35	43	53	64	72	77	75	68	57	45	36

in Washington. "On to Washington" should be the slogan of every organization which desires to hold its annual convention in the city which most attracts the citizens of this great republic. "Come to Washington" is the slogan sent broadcast by the Washington Chamber of Commerce.

American Sweet Pea Society.

NEW YORK, JUNE 25-26.

The thirteenth annual exhibition and convention of the American Sweet Pea Society was held in the American Museum of Natural History, New York, June 25-26. There were entries in nearly all clases, and a great quantity of excellent stock was displayed. All of the exhibits, excepting those of the W. Atlee Burpee Co., Philadelphia, Pa., represented by Geo. W. Kerr, Lancaster Pa., were by private growers and amateurs. This concern as usual presented new and promising varieties. Good pink specimens noted among the Burpee collection were Hope, Liberty, Rosalind, Margaret Atlee and Hercules. Other excellent varieties consisted of Giant White, Fairy Cross, Floradele purple, Blue Monarch and America Spencer, the latter being oddly variegated.

William Gray, gardener for Princess Christopher of Greece (formerly Mrs. Leeds), had choice displays of sweet peas from her estate at Rough Point, Newport, R. I. The Hutchins memorial cup, value $250, was won by Wm. C. Noonan, Locust Valley, N. Y., for the best exhibit of 12 distinct varieties, 20 sprays to a vase. In addition he was awarded the Burpee trophy cup. Mrs. Homer Gage, Shrewsbury, Mass., (Allen Jenkins, gardener), and Wm. G. Taylor, Newport, R. I., were among others who had splendid displays. The show was ably conducted by Superintendent Edward A. Manda, West Orange, N. J., with Leonard Barron, New York, Arthur Smith, Long Branch, N. J., and T. A. Weston, New York, acting as judges.

President W. A. Sperling in brief and well chosen remarks opened the annual meeting of the society. All the reports were verbal and informal. It was stated that the society has $358 in the treasury. Prof. A. C. Beal, chairman of the nomenclature and trials committee was present, but presented no formal report. The place of next meeting and exhibition was left to the executive committee to decide.

The following officers were re-elected for the ensuing year: Wm. A. Sperling, New York, president; David Burpee, Philadelphia, Pa., vice-president; Edw. C. Vick, Newark, N. J., secretary, and Wm. Simm, Cliftondale, Mass., treasurer. J. H. Stalford, Bar Harbor, Me.; T. A. Weston, New York; Wm. C. Noonan, Locust Valley, N. Y.; Wm. Gray, Newport, R. I., and James Stuart, with the officers named above, were elected to serve on the executive committe.

AWARDS.

The Hutchins memorial cup, to be held for one year only, for the finest 12 distinct varieties, 20 sprays to a vase, correctly named, in addition to which the W Atlee Burpee Co.'s prizes are offered—W. C. Noonan, Locust Valley, N. Y., 1st; Mrs. Homer Gage, Shrewsbury, Mass., (A. Jenkins, gr.), 2nd; Mrs. Robt. Winthrop, Lenox, Mass., 3rd.

For the best six vases of sweet peas, Stumpp & Walter Co.'s prizes—Wm. Gray, Newport, R. I., 1st; Mrs. R. Winthrop, 2nd.

For the best vest of 50 sprays of mixed Spencer sweet peas, containing six or more varieties, Peter Henderson & Co.'s prizes—Wm. Gray, 1st; Mrs. R. Winthrop, 2nd; Wm. G. Taylor, Newport, R. I., 3rd.

For the best six vases of six distinct varieties, 20 sprays to a vase, Fottler-Fisk-Rawson Co.'s prizes—Mrs. H. L. Pratt, Glencove, N. Y., (Jas. McCarty, gr.), 1st.

For the best vase, novelty of 1921, catalogued by an American seed house, Max. Schling, Inc., prize—Mrs. R. Winthrop, 1st.

For the best three vases of novelties for 1921, Chas. Elliott prizes—Mrs. R. Winthrop, 1st.

For the best six vases, six distinct varieties, 15 sprays to a vase—Wm. Gray, 1st; Mrs. R. Winthrop, 2nd.

For the best three cases, three distinct varieties, 15 sprays to a vase—Mrs. R. Winthrop, 1st; Mrs. Homer Gage, 2nd.

For the finest and most meritorious display of sweet peas, quality and arrangement to count—W. Atlee Burpee Co., Philadelphia, Pa., 1st.

For sweet peas not yet in commerce—W. Atlee Burpee Co., 1st.

Horticultural Society of New York Prizes.

White variety, 25 sprays—Wm. Gray, 1st; Mrs. Homer Gage, 2nd.

Crimson or scarlet, 25 sprays—W. G. Taylor, 1st; Mrs. Homer Gage, 2nd.

Carmine, 25 sprays—Mrs. R. Winthrop, 1st.

Yellow, 25 sprays—Wm. G. Taylor, 1st; Mrs. R. Winthrop, 2nd.

Blue, 25 sprays—Wm. Gray, 1st; Mrs. R. Winthrop, 2nd.

Blush, 25 sprays—Wm. Gray, 1st; Wm. G. Taylor, 2nd.

Deep pink, 25 sprays—Wm. Gray, 1st; Mrs. R. Winthrop, 2nd.

Cream pink, 25 sprays—Wm. Gray, 1st; Mrs. R. Winthrop, 2nd.

Orange, 25 sprays—Mrs. R. Winthrop, 1st; Mrs. H. Gage, 2nd.

Lavender, 25 sprays—Mrs. R. Winthrop, 1st; Mrs. H. Gage, 2nd.

Purple, 25 sprays—Mrs. H. Gage, 1st; Mrs. R. Winthrop, 2nd.

Maroon, 25 sprays—Mrs R. Winthrop, 1st; Wm. G. Taylor, 2nd.

Picotee-edged, 25 sprays—Mrs. R. Winthrop, 1st; Mrs. H. Gage, 2nd.

Striped or flaked, 25 sprays—Mrs. H. Gage, 1st.

Bicolor, other than picotee edged, 25 sprays—Mrs. H. Gage, 1st; Mrs. R. Winthrop, 2nd.

For the best display—Mrs. H. Gage, 1st. (Silver medal recommended).

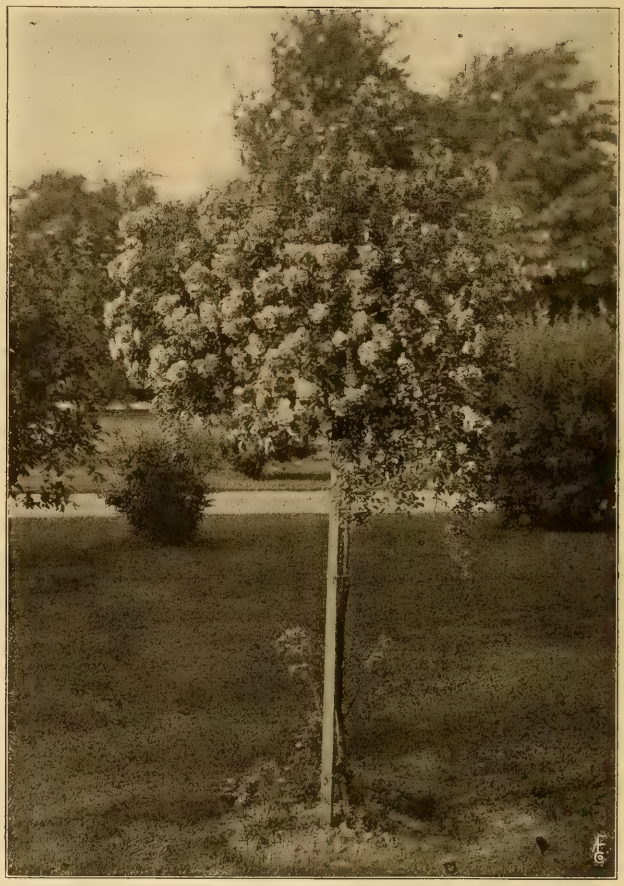
For the best vase, 15 sprays to the vase, of white, pink, dark pink, lavender, salmon, crimson, primrose or scarlet, eight classes—Wm. G. Taylor, 1st.

Best vase, any other color, 15 sprays to the vase—Wm. G. Taylor, 1st.

Trees.

I think that I shall never see
A poem lovely as a tree.
A tree whose hungry mouth is prest
Against the earth's sweet flowing breast;
A tree that looks at God all day
And lifts her leafy arms to pray;
A tree that may in summer wear
A nest of robins in her hair;
Upon whose bosom snow has lain;
Who intimately lives with rain.
Poems are made by fools like me,
But only God can make a tree.

—Joyce Kilmer.



A BEAUTIFUL ROSE GARDEN.
Standard Rose Excelsa, Head Four Feet in Diameter.

Missouri State Florists' Association.

KANSAS CITY CONVENTION, JUNE 27.

The Missouri State Florists' Association held its annual convention at Kansas City, June 27, at the Knights of Columbus hall, President L. H. Archias in the chair. The association was graciously welcomed to the city by T. J. Noll, president of the Kansas City Florists' Club, Mr. Archias responding with an excellent address.

The reports of the secretary and treasurer showed that the organization was making very good progress, considering the fact that it is but two years old. An address by August Hummert, a former president of the St. Louis Florists' Club, on increasing the membership of the association, was not presented owing to the death of his wife, and a floral offering with the sympathies of the association was sent to Mr. Hummert. The membership committee, consisting of the state vice-presidents, was appointed as follows: E. Denker, St. Charles; F. A. Windler, St. Louis; W. E. Carter, Kansas City; P. E. Stark, Louisiana; R. L. Isherwood, Chillicothe; C. C. Saunders, Clayton; W. H. Rutherford, Hannibal; H. Burch, Jefferson City; M. Wittrup, Marshall; S. Bryson Ayres, Independence; C. C. Wonneman, Mexico, and F. X. Stuppy, St. Joseph, and all local florists' clubs. Regular business having been disposed of the association adjourned until the afternoon session at 2 p. m.

AFTERNOON SESSION.

J. Fred Ammann, Edwardsville, Ill., the first speaker at the afternoon session, presented many interesting and instructive ideas on co-operative advertising. He was followed by Wm. L. Rock, Kansas City, who took for his subject "Benefits of the Florists' Telegraph Association to the Retail Florist." He looked forward to a great growth for this organization. Other interesting papers that were presented included: "Promoting the Planting of Hardy Perennials," by S. Bryson Ayres, and "How the State Fair Benefits Horticulture," by H. S. Wayman, Princeton.

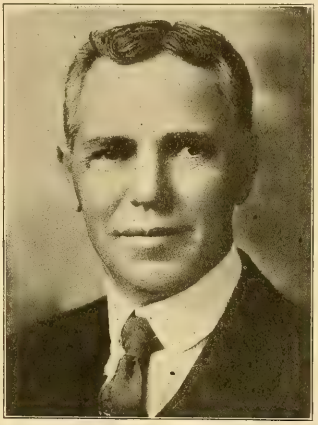
The members of the association were the specially invited guests of the Kansas City Florists' Club, at its monthly session held at 7:30 p. m., and listened to interesting talks by J. Fred Ammann and Hilmer V. Swenson, Chicago, on co-operative advertising, and their recent experiences on the Pacific coast. President Noll announced that the annual picnic of the club would be held July 4 at the Pinehurst greenhouses, Pleasant Hill. The meeting adjourned early, and the members of the association spent the balance of a delightful evening at dancing, refreshments being served. On Tuesday, June 28, the visitors were shown over the city in automobiles by members of the Florists' Club, and all voiced their appreciation of the splendid way they had been entertained.

The following officers were elected for the coming year: W. A. Rowe, Kirkwood, president; T. J. Noll, Kansas City, vice-president; Wm. Wade, Kansas City, treasurer, and P. A. Manson, Pleasant Hill, treasurer.

PRESIDENT L. H. ARCHIAS' ADDRESS.

This is the fifth year of our association and I am glad to welcome so many of our members at this meeting. I suppose it is customary for the retiring president to make a few remarks at the opening of the annual meeting and as custom usually becomes a habit I will endeavor to address you on the following:

On May 15, 1920, I had conferred on me one of the greatest honors I have ever received, my election as your president, which took place in the Missouri Botanical Gardens in St. Louis, one of the finest institutions of its kind in the country, and for which honor I am justly proud and have tried to fulfil the duties to the best of my ability (which is poor enough), and beg your indulgence while reading this preamble. I am not a parliamentarian but will try to conduct this meeting to your satisfaction, with the aid and assistance of those I have appointed to take care of the different subjects assigned to them and I sincerely trust that there will be no "slackers." Since my election as your president I have had the pleasure of having our association recognized by the Society of American Florists.



L. H. Archias, Sedalia, Mo.
President Missouri State Florists' Association.

W. A. Rowe, Kirkwood, Mo.
President-Elect Missouri State Florists' Ass'n.

PROFITEERING.

A year ago we could see in the dailies and periodicals in big heading type, "H. C. L.", which usually stood for high cost of living, but at the same time stood for the high cost of labor to the florists, and I might add, the high cost of coal; and the outlook is not very bright for any decline in the latter although the living costs and labor costs are more in line with prices of flowers and plants. It behooves every florist to stiffen his back against any serious cuts in prices during the dull periods and see that we, at least, get a living selling price for our products.

The trade of the country received considerable free advertising on the subject of Mothers' Day prices, emanating from the Denver, Colo., Post. However, personally I believe we were justified in the prices charged, but I consider it advisable to guard well our next Mothers' Day prices and if possible prevent a repetition of the notoriety of the last occasion.

When a new man ventures out into the florists' business the first idea is to cut prices until they finally hang themselves or adopt more sane methods before they "go broke" (to use the slang expression). We also find another class of merchants who are not florists but buy from wholesale dealers or growers and sell at or near cost. We would like to see a movement started that will cause every one in the trade to conform to the rules and terms of the Florists' Telegraph Delivery Association.

CRAMTON BILL H. R. NO. 247.

I presume that every florist present has received a copy of the Cramton Bill (H. R. No. 247), a bill introduced the past spring in the house of representatives, Washington, D. C., which if enacted into law will practically ruin the nursery as well as the florists' plant business. Immediately upon a receipt of a copy of this bill your president addressed a strong protest each to our congressman and senators at Washington and asked other members in the trade to do the same.

In closing I wish to thank the officers and members of our association for their assistance and support during my term of office, to thank all present for their encouraging support and especially those whose names are on the programme, that have responded, who helped make this convention a success, and now I wish to extend to one and all a hearty welcome to Missouri's centennial and state fair, (your centennial and fair), to be held at Sedalia, August 8-20.

By an extra effort of Prof. Irish and a committee of St. Louis florists, the premium list on floriculture was raised to nearly $1,000 and should attract the hearty support of the trade in this state.

E. J. B.

JERSEY CITY, N. J.—The Blossom Florist was recently opened at 280 Fairmount avenue, by F. R. Verona and T. J. Hughes, of New York.

DULUTH, MINN.—The sixth annual peony show, under the auspices of the Northeastern Minnesota Horticultural Society, was held at the First National bank, June 30 and July 1. Judge Frank Cutting was one of the prominent non-competitive exhibitors.

SYRACUSE, N. Y.—An annual rose festival, rivaling Portland, Ore., is expected to develop from the elaborate demonstration held in this city, June 22, when a rose was given to each traveler on the railroads and electric cars, and every citizen. The programme concluded with a large rose exhibition at Onondaga park in the evening.

Texas State Florists' Association

ANNUAL CONVENTION PROGRAMME.

The programme for the seventh annual convention of the Texas State Florists' Association, which will be held at San Antonio, July 12-14, with headquarters at the Anthony hotel, has been issued.

The meeting will be called to order at 2 o'clock on the first day, Tuesday, by F. C. Suchy, of the convention city, and vice-president of the state association. The Hon. O. B. Black, mayor of San Antonio, will welcome the visiting delegates, and responses will be made by H. O. Hannah, of Sherman, for the state organization, and by J. A. Peterson, of Cleveland, O., for those from other states. President Otto Lang, of Dallas, will follow with his annual address, and the balance of the session will be taken up with reports of committees, appointments, announcements of programme features for the remaining days, and closing with a paper by Mrs. Simeon Shaw, of Canyon, Tex., on "An International Holiday."

In the evening, there will be held the reception to the president, and a get-together meeting in Convention hall.

The second day will be devoted to a number of interesting addresses and discussions which will undoubtedly prove both entertaining and profitable to all present. At the morning session, which will convene at 9:30 o'clock, J. W. Furrow, Guthrie, Okla., will be the first speaker, his topic being "My Experience with a Fungus Disease Affecting Carnations," followed by T. J. Noll, of Kansas City, Mo., who will analyze "The Outlook for the Florist Business for Next Season." This will be followed by a round table discussion of "A Better Understanding in Pricing Flowers for F. T. D. Orders." "Shall We Make November 11 a Flower Day?" will be the subject of an address by James W. Begbie, Shreveport, La., and a discussion of "Profitable Flowers for Summer" will conclude the morning programme.

At 2 p. m., W. H. Englehart, Memphis, Tenn., will tell of the "Progress of the Florist Business East of the Mississippi;" the other speakers for this session will include R. C. Kerr, Houston, Tex., who will speak on "Salesmanship in the Flower Shop;" J. F. Ammann, Edwardsville, Ill., on "How the Flower Growers' Association Will Help the Florists of the South;" "Every Texas Florist a Member of the Society of American Florists," by W. J. Baker, Fort Worth, and "Parks and Landscape," by Hon. Ray Lambert, commissioner of parks, San Antonio.

At 4 p. m., the members will be taken for a tallyho trip through the city, visiting the Alamo, Old Missions, Horn Palace Inn and Hot Wells. At the last named place a watermelon feast will be served.

For the morning of the last day, the programme features are: "Future of the Florist Business in Texas," by V. J. Davis, Fort Worth; "What Oklahoma Can Do to Help Supply the Texas Florists," by A. F. Koehle, Mangum, Okla.; "How a Woman Can Successfully Conduct a Flower Store," by Miss Martha C. Wood, Hillsboro; and a round table discussion, led by Mrs. E. C. Weissinger, Beaumont, on "Is Doubling Prices for Christmas, Easter and Mothers' Day Practical for the Florist Trade?"

The final business session will open at 2 p. m., at which officers for the ensuing year will be elected, and at 4 p. m., the delegates will be taken for an automobile ride through Breckenridge park and the zoo. A Mexican dinner will be served in the Mexican village at which a 40-piece band of Mexican boys, with Mexican entertainers, all dressed in native costumes, will furnish the music.

That there will be quite an extensive representation of trade exhibitors is indicated from the fact that there have been many early applications for space, including Lord & Burnham Co., New York and Chicago; Ove Gnatt Co., La Porte, Ind.; Pittsburg Clay Products Co., Pittsburg, Kan.; McCallum Company, Pittsburgh, Pa.; H. Bayersdorfer & Co., Philadelphia, Pa.; J. W. Davis Company, Terre Haute, Ind.; Poehlmann Bros. Co., Chicago; Pinehurst Floral Co., Pleasant Hill, Mo.; A. L. Randall Co., Chicago; American Greenhouse Manufacturing Co., Chicago; Burlington Willow Ware Shops, Burlington, Ia.; Athens Pottery Company, Fort Worth, Tex.; Pittsburgh Cut Flower Co., Pittsburgh, Pa.; J. A. Peterson & Sons, Cincinnati, O., and others.

Homer Lange, Chicago.
Conspicuous in Life Saving at Saugatuck, Mich., June 28.

The officers of the Texas State Florists' Association are: Otto Lang, Dallas, president; F. C. Suchy, San Antonio, vice-president; Louis J. Tackett, Fort Worth, secretary-treasurer; R. F. Williams, Dallas, educational director. The board of directors includes V. J. Davis, Fort Worth; Chas. Alff, Sr., Austin; Miss Martha C. Wood, Hillsboro; Wise Adkisson, Greenville; E. W. Judge, Tyler, and R. C. Kerr, Houston.

Tri-State Florists' Association.

The Tri-State Florists' Association held its first regular meeting in Fargo, N. D., and Moorhead, Minn., on June 24-25. The meeting was called to order by President W. B. Shotwell, with about two-thirds of the members present. The matter of incorporating the association was immediately taken up. Max Kaiser, of Saint Paul, Minn., made a few remarks on the benefits to be derived from incorporation, and a vote showed all present to be in favor of this plan, papers to be taken out at once. Annual dues were next discussed, and the consensus of opinion being that best results would be obtained through a large percentage of the employes of flower establishments being members of the organization, it was voted that the employes' dues be made extremely reasonable.

Old business then having been disposed of, new business was brought before the session, and it having already been ascertained the amount the treasurer held, it was unanimously passed that a donation of $50 be immediately made to the publicity fund of the Society of American Florists. A resolution was also passed to the effect that this donation be increased each year to keep pace with a probable increase in membership.

Max Kaiser then delivered a stirring address, laying particular stress on the association slogan, collective effort, proper treatment of employes, and the great benefits to be derived from membership in the Florists' Telegraph Delivery Association. At the conclusion of his address, a rising vote of thanks was given Mr. Kaiser. At this time, enthusiasm having risen to a high pitch, inquiry was made among attendants as to their membership in the mother organization and it was found that but one person was not a member and his application was immediately obtained.

Very fine talks were then delivered by B. F. Siebrecht, Aberdeen, S. D.; Guy French of the American Bulb Co., Chicago; Mr. Shotwell of Fargo, N. D., and others, Mr. Siebrecht pleading for a greater effort in behalf of the Florists' Telegraph Delivery Association and a subscription of $10 annually by each member to the publicity fund, followed by Mr. French, who spoke in a similar vein, awoke everyone present to the great possibilities ahead for the trade.

A place of meeting for the January gathering was then discussed and it was found that two cities were desirous of entertaining the club, namely, Bismarck, N. D., and Grand Forks, N. D., and it was decided to accept the invitation of the latter city, the Commercial Club of Grand Forks, as well as Mr. McElroy, being extremely desirous of entertaining the organization. Mr. McElroy then suggested that a flower show be held in connection with the meeting and after considerable discussion, it was voted that this be done.

The florists were entertained royally by the Fargo and Moorhead florists and everyone reported a very good time, there being but one casualty to mar the proceedings. Matt. Schilz is best prepared to explain this matter. Trips were taken to all of the greenhouses in the two cities as well as sightseeing trips, and after a banquet in the evening, the members scattered to go their various ways.

The following members were in attendance:

Harrold Briggs, Moorhead, Minn.
J. W. Briggs, Moorhead, Minn.
W. R. Briggs, Moorhead, Minn.
O. R. Eckhardt, St. Paul, Minn.
Morris Fredericks, Moorhead, Minn.
Guy W. French, Chicago.
E. G. Geste, Fargo, N. D.
Allan N. Humason, Chicago.
Max Kaiser, St. Paul, Minn.
Burrill Keith, Fargo, N. D.
Mr. Krug, Jamestown, N. D.
Peter Lindberg, Rugby, N. D.
Ernest Lueth, Fargo, N. D.
R. W. Lumby, Bismarck, N. D.
T. B. McElroy, Grand Forks, N. D.
George Mohn, Chicago.
H. Olsen, Wapeton, N. D.
Matt. Schilz, Laporte, Ind.
W. B. Shotwell Fargo, N. D.
B. F. Siebrecht, Aberdeen, S. D.
Wm. Tobin, Fargo, N. D.

San Francisco.

JUNE BUSINESS SATISFACTORY.

June business was very good, due largely to weddings and decorations. There has also been a strong funeral demand. While stock of every description is plentiful it is the opinion of the trade that the peak of the rose supply has been reached and that there will be a gradual shortening of the cut from this time forward. Too many short roses are being received by the wholesalers and a large part of this supply finds its way to the street. Mrs. Chas. Russell is being offered freely and of excellent quality. Columbia and Premier are none too plentiful and these varieties find a market without difficulty. Prima Donna is always in demand owing to its good keeping qualities. Only a small lot of Butterfly is available at present. Ophelia is very plentiful. Ward is in good supply and is always sought for by the buyers. Fireflame never was better and moves readily. Ulrich Brunner from the second crop is now at the height of the season and is the best large rose on the market when well done. However, as it is plentiful prices are very moderate. The best Cecil Brunner is the outdoor stock. It is a difficult matter to secure white roses of any variety. For the first time this season there seems to be an over supply of carnations. This is due to the first warm spell and has produced a large cut of inferior flowers. They are being offered freely now by the street merchants. First class stock shows little decline in price however. Another item affected by the warm spell is the gladioli crop. There has been a sharp cut in price, owing to the heavy receipts. More white varieties are seen this season than ever before. Sweet peas are in large supply. No better stock has been handled this season than the present offerings. Dahlias have crowded to the front greatly during the past few days. So far the demand for them is very small. Pompon dahlias, which are popular with many growers, are eagerly sought by all the stores and are in strong demand for basket work and decorations. Many growers have turned their attention to this kind of dahlia this year and are growing it to the exclusion of other types as commercial flowers. Lily of the valley is good property and growers find a steady demand for their cut at attractive prices. The gardenia supply is shortening every day. Cattleyas are also diminishing daily. Prices continue firm at $2 a flower. The hot weather has put an end to the supply of small flowering gladioli and Watsonias. Snapdragons continue to come in small lots and sells well. Stocks are now fine and are being largely used. A novelty in the way of a cut flower is the Romneya coulteri, the native California tree poppy, and is a very handsome addition to the cut flower list. Buddleas are seen everywhere. Outdoor perennials have a heavy call. The supply of flowering plants is confined to hydrangeas and Primula obconica. There is only a limited demand. Ferns and asparagus are in excellent demand with splendid prices being realized by the grower.

EXHIBITION COMMITTEES MEET.

The flower show committee of the Retail Florists' Association and the Pacific Coast Horticultural Society held an important meeting on June 16 at the offices of the Art Floral Co. Chairman H. Plath of the schedule committee reported that all preliminary work had been accomplished and schedules mailed to all the growers. A guarantee fund of $2,500 was subscribed by the members present to take care of the initial expenses. It was voted that the prize committee arrange for substantial cash prizes, cups and other awards for all successful competitors. The following prize committee was appointed by Chairman P. V. Matraia: Wm. Kettlewell, representing the private gardeners; B. M. Joseph, the retail florists, and Eric James, the growers. Philip Benedetti and E. Krose were added to the association's committee, and Wm. Kettlewell to the committee of the Pacific Coast Horticultural Society. James T. Lynch read reports from various horticultural societies throughout the state promising their support to the exhibition. The meeting adjourned until the call of the chair.

Joseph Bungard, formerly head designer for the Art Floral Co., greeted friends during the week. Mr. Bungard is now actively engaged in gold mining in Plumas county.

Final action on the co-operative flower market was consummated on June 13, when over 40 florists and growers signed articles of incorporation for the new market. The large building on Bush street will be taken over. Final signatures representing the owners are to be handed in next week, and it is the expectations of the incorporators that the new market will be ready for occupancy within six weeks. Joseph Haywood, of Peterson & Haywood; P. V. Matraia, of the Art Floral Co., and Charles M. Brown, of Brown & Kennedy are the men to whom the thanks of the trade are due for their untiring efforts during the past year to make this movement a realization. They have given freely of their time and money to the idea that the white growers should have a market of their own, and it must be with feelings of gratification that they now see their hopes realized.

NOTES.

George C. Roeding, president and manager of the California Nursery Co., Niles, and the Faucher Creek Nurseries, Fresno, arrived in this city during the week on the S. S. "Ecuador" from Honolulu, being accompanied by his wife and daughter, Miss Helen. Mr. Roeding remained at Honolulu while his wife and daughter continued on to the Orient, touring the far east and then joined Mr. Roeding on their return at Honolulu, arriving here on June 16.

The greenhouses of Peterson & Haywood, Burlingame, are now sending in a fine cut of seasonable roses. This firm has rapidly forged to the front, since acquiring the greenhouses of Henry Maier. Wm. Brown is foreman at this establishment.

Golden Gate park will be a large exhibitor of palms and foliage plants at the fall show. Superintendent John McLaren has assured the exhibition committee that a fine display may be expected.

A large meeting of growers was held June 13 to discuss plans for the new pottery, which it is anticipated will be built at Richmond and if a suitable location can be found.

The directors of the Dahlia Society of California held a meeting at the Palace hotel, June 23, when plans for coming exhibition were completed.

JAMES T. LYNCH.

OSHKOSH, WIS.—The New London Floral Co. will make extensive additions to its greenhouses in the near future.

HARRISBURG, ILL.—J. H. Rude will open a flower shop in connection with his undertaking establishment in the near future. Byron Howle, Cairo, Ill., will have charge of the store.

ROCHESTER, N. Y.—Over 5,000 invalids and children in orphan homes were the recipients of roses distributed recently by the Federation of Women's Clubs, the flowers being donated by residents of this city.

OBITUARY.

Joseph E. Marret.

Joseph E. Marret, one of the oldest and best known florists of Louisville, Ky., died at his residence, 810 Cherokee road, as the result of a stroke of apoplexy, age 64. Mr. Marret was first stricken about a week before his death when preparing to attend services at the Church of the Advent, of which he was a member. His condition became such that little hope was expressed for his recovery.

Mr. Marret was born in Louisville in 1857, and for over 40 years had been engaged in the flower business at 814 Cherokee road. A few years after establishing the business he took in a partner, the firm then becoming known as Rompen & Miller. When he purchased Mr. Rompen's interest, he continued under his own name, and in 1918, sold out to his son-in-law, J. S. Miller, the style of the business becoming Marret & Miller. Mr. Marret, however, took no active interest in managing its affairs. He was at one time president of the Kentucky Society of Florists and exalted ruler in the Louisville Lodge of Elks. Mr. Marret was one of the most congenial of men and always had a good word for everyone, and was an honor to the florists' profession.

He is survived by his wife, two daughters, Mrs. Lewis Wesch, Pittsfield, Mass., and Mrs. J. S. Miller, and two grand children, Marret Miller and J. S. Miller, Jr. H. G. W.

Henry Weber.

Henry Weber, one of the oldest florists in Brooklyn, N. Y., died at his home in that city, June 25, of thrombosis. He was born in South Brooklyn 62 years ago, and had conducted a flower shop at Fifth avenue and Twenty-fourth street, near Greenwood cemetery, for over 40 years. Mr. Weber was a member of the Society of American Florists, officer in the Brooklyn Saengerbund, and a member of various other organizations.

The funeral services were held at the Schermerhorn Street Lutheran church, burial being at Mt. Greenwood cemetery. Mr. Weber is survived by his wife, a daughter, Mrs. Herman J. Young, and a grand daughter, Elva Young.

Harold Trepp.

Harold Trepp, popular salesman for Clarence Slinn, 112 W. 28th street, New York, died at the home of his parents, on W. 28th street, of that city, June 22. The deceased was but 20 years of age, having come to this country when a child from Scandinavia. The floral offerings at the funeral were profuse and beautiful. A standing wreath, sent by the employes of the 18th street market, consisted of 400 red roses, 65 orchids and accessory stock. Numerous other designs, 75 in all, were received at the home.

Mr. Trepp is survived by his father, mother and a brother, the latter being a florist at Greenwich, Conn.

A. F. F.

James Snyder.

James Snyder, who for the past 25 years had conducted a flower shop at the corner of Ross and Morgan avenues, Evansville, Ind., died at his home in that city on June 26, age 58. His death was due to stomach trouble, having been in failing health for the past two years. Mr. Snyder was well and favorably known to the trade in Evansville and southern Indiana.

The funeral services were conducted from St. Joseph's Catholic church, June 29, and the body was laid to rest in St. Joseph's cemetery. He is survived by his wife, five sons and two daughters. W. B. C.

THE AMERICAN FLORIST

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Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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ARTIFICIAL flower manufacturers to the number of 225 reported production amounting to $15,978,000 in 1915 compared with 217 establishments and $7,614,000 in 1914, according to the 1920 census of manufacturers issued by the Department of Commerce.

BEDDING plant growers should set aside enough stock of their best varieties to insure next year's supply. The best sells first, and far too often propagation is from the stock left over, which fills the benches with undesirables for which there is no demand.

WE have just received a pamphlet of much interest to florists, Bulletin No. 239 of the University of Maryland Agricultural Experiment Station, College Park, Md., on the "Relation of Certain Greenhouse Pests to the Transmission of a Geranium Leaf Spot," by Philip Garman, illustrated.

THE FOURTH.

On account of the holiday next week, correspondents and advertisers will greatly oblige by mailing copy for next week's issue as early as possible.

THE man who figures out his overhead will never be head over heels in debt.

Rose Show in Paris.

The next great rose show in Europe will be held in Paris in July, under the auspices of the French Administration of Horticulture, Architecture, and the Fine Arts. These rose shows are a national institution, but had to be abandoned during the late war. The July show will therefore be the first for several years, and will be of unusual interest. We are indebted to Samuel S. Pennock, of Philadelphia, Pa., at present an official of the Friends' Service in Europe, for an advance programme of the event. Mr. Pennock writes from Essen, Germany, under date of June 8, and says that he is looking forward with considerable interest to his visit to Paris for this event in which he will take an official part, having been appointed one of the judges.

In addition to the French officials on the board of judges, we notice some names that will be familiar to most rosarians on this side of the Atlantic ocean, such as: A. Chatenay of the French National Society of Horticulture; C. Cochet, Henry Graveneaux, both eminent rosarians, and Mm. Levecque, Noublet, Nonin, and Pernet-Ducher. Outside countries are also well represented, and among the well known names we notice that of Alexander Dickson of Newtonards and Messrs. Paul, Pemberton, and Turner of England. Holland is represented by Jonkheer J. L. Meek and M. Leanders.

The United States representative, Samuel S. Pennock, will be accompanied by J. Edward Moon, the head of the American Friends' service committee. The exhibition will take place in the Bagatelle Gardens, Paris. Mr. Pennock has promised to send more notes of interest in regard to the exhibition after he has seen it. We will all be much interested to hear what this keen and experienced observer has to say.

Chicago to Washington.

The Baltimore & Ohio railroad has been chosen for the trip of the Chicago Florists' Club and friends to the annual convention of the Society of American Florists at Washington, D. C., August 16-18. The party will leave the Grand Central station, Harrison and Wells streets, at 8:40 a. m., standard time (9:40 a. m., Chicago time) Monday, August 15, due Washington the following morning at 7:30 o'clock.

A rate of a fare and one-half for the round trip, on identification certificates, has been authorized, making the fare $44.96, including war tax. The one way rate is $29.97, including tax. Tickets will be on sale August 12-18; validation August 18-23, and return limit August 24. Pullman fares including surcharge and war tax are: Lower berth, $8.91; upper berth $7.13; compartment $25.11, and drawing room $32.40.

Other trains for those unable to accompany the party are given below:

BALTIMORE & OHIO RAILROAD.

Leave Chicago	Due Washington
10:45 a. m.	9:00 a. m.
5:40 p. m.	4:40 p. m.
9:15 p. m.	10:25 p. m.

PENNSYLVANIA RAILROAD.

The Manhattan Limited, leaving Union depot at 10:30 a. m., due Washington at 9:28 o'clock the following morning, and Pennsylvania Limited leaving from Union depot at 5:30 p. m., due Washington 4:50 o'clock the next afternoon.

Delegations from the north, south and west are invited to join the party at Chicago.

For reservations, etc., address P. C. Benedict, division passenger agent, Baltimore & Ohio railroad, 112 W. Adams street, Chicago. Telephone Wabash 3242.

Society of American Florists.

THE DRIVE IS STILL ON—WAKE UP.

We are nearing the half-way mark in the membership drive, a time when there is great danger of lagging too much. Now, do not wait for "George to do it," but do it yourself. See your neighbor; it will give you an excuse to talk to him if you have not been on speaking terms. Or, if you cannot get up courage for so hard a task, write some friend you know at a distance and get him to join. By all means get somebody, the more the better. If they refuse you once, try, try again. That is salesmanship.

The harder you have to work to get a brother craftsman, the better business man it will make of you. Just try it.

PAUL R. KLINGSPORN,
JOS. H. HILL,
S. S. PENNOCK,
A. L. MILLER,
J. F. AMMANN,
Membership Committee.

National Flower Growers' Association.

OHIO DISTRICT MEETING.

The annual meeting of the Ohio district of the National Flower Growers' Association was held at the Deshler hotel, Columbus, June 21, President Carl Hagenburger, West Mentor, in the chair. About 75 members were present, and judging from the enthusiasm shown at the session the state association will go right ahead in its work of organization.

Following a luncheon served at the hotel the first business session was held at 2 p. m. A well prepared address was delivered by Herman P. Knoble on "Cost Systems for the Average Grower," which appeared in the June 25 issue, page 1082, of THE AMERICAN FLORIST. In his talk the speaker referred to the absolute necessity at this time for the grower to establish a cost system. At the evening session George Asmus, Chicago, spoke on "Retail Store Management and Advertising," and brought out many new ideas on operating a flower shop. The constitution and by-laws, prepared by the committee in charge, were adopted with the exception of the paragraph applying to co-operative buying.

The following officers were elected for the ensuing year: Carl Hagenburger, West Mentor, president; B. E. Murphy, Cincinnati, first vice-president; J. L. Schiller, Toledo, second vice-president; Geo. Bate, Cleveland, treasurer, and L. C. Vinson, Cleveland, secretary.—J. W. L.

Irrigation.

Irrigation is most essential for success in the intensive culture of all outdoor cut flowers. Up to date growers care little for unfavorable weather reports, ready made rains are theirs whenever required. There is no investment that will show greater returns than a well planned outdoor watering system.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

Dayton, O., July 5, 8 p. m.—Dayton Florists' Club at Y. M. C. A. building. Geo. J. Frisch, secretary, 3205 E. Fifth street, Dayton.

Detroit, Mich., July 6, 8 p. m.—Detroit Florists' Club at Hotel Statler. Harry Taylor, secretary, 2967 Woodward avenue, Detroit.

Indianapolis, Ind., July 5, 8 p. m.—State Florists' Association of Indiana. Oliver Steinkamp, secretary, 3800 Rockwood avenue, Indianapolis.

Kansas City, Mo., July 7, 8 p. m.—Kansas City Florists' and Allied Trades Club at member's place of business. M. Wade, secretary, 1109 Grand avenue, Kansas City.

La Crosse, Wis., July 8, 8 p. m.—Associated Florists of La Crosse at the Flower Shop. L. E. Metcalf, secretary, 501 Main street, La Crosse.

Minneapolis, Minn., July 5, 8 p. m.—Minneapolis Florists' Club at 218 North Fifth street. Harry Philpot, secretary, Minneapolis.

Philadelphia, Pa., July 5, 8 p. m.—Florists' Club of Philadelphia at City club. Robert Kift, secretary, 4044 Haverford avenue, Philadelphia.

Pittsburgh, Pa., July 5, 8 p. m.—Pittsburgh Florists' and Gardeners' Club at Allegheny Carneige Music Hall. Carl Bechérer, secretary, Pittsburgh.

Reading, Pa., July 7, 8 p. m.—Reading Florists' Association at home of members. Fulmer H. Lauck, secretary, 123 South Fifth street, Reading.

San Francisco, Calif., July 6, 8 p. m.—San Francisco Retail Florists' Association at A. O. Stein's store, 1150 Sutter street. Albert Serveau, secretary, 2112 Fillmore street, San Francisco.

Toledo, O., July 5, 8 p. m.—Toledo Florists' Club at 424 Superior street. S. N. Peck, secretary, 424 Superior street, Toledo.

Washington, D. C., July 5, 8 p. m.—Florists' Club of Washington at Schmid's hall, 712 Twelfth street, N. E. G. V. Schulz, secretary, care Leo Niessen Co., Washington.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Experienced saleslady for retail store in Chicago. Permanent position at a good salary. Address.
Key 567, Care American Florist.

Help Wanted—First class rose grower and foreman in good Texas city. Four room house on place. $175 to $200 per month to right party. Address
Key 562, care American Florist.

Wanted—Alfred E. Hachet, or anyone knowing or seeing him, write Rosa Hachet, Chattanooga, Tenn., Highland Park. Very important; estate to settle.

For Sale—Flower store; established 25 years; to be sold because of illness. Call **G. Carajanes, 2594 Eighth Avenue.** New York.

For Sale—Well established market garden and floral business. 29 hot beds, well, windmill and tank, 11-room house, also barn; four city lots. A snap at $3,600; $1,500 cash. Address
JOHN C. KRUEGER
Medford, Box 72, Wis.

Help Wanted

SALESLADY and DESIGNER
Apply
MANGEL, Florist
17 East Monroe Street, CHICAGO

Situation Wanted

By all around gardener and florist, German, age 32, single. Life experience in all branches. Desire to work in good retail place again with chance to renew experiences in designing, etc. If suitable would buy place later. West or coast preferred. Address
Key 563, care American Florist.

BARGAIN

100 canvas army covers, rubber army boots, oil skin suits, out door night automible covers, army coco door mats and matting, second hand wire rope, second hand bre department hose, old garden hose, it is used around trees; army horse blankets, tents, cots, blankets, large brass cannon suitable for country residence, church bells, large sugar cane knives for cutting down trees, corn, etc.
E. J. KANE, 59 Ann Street, NEW YORK CITY

For Sale

GOOD SECOND-HAND PIPE

All sizes, for water and steam purposes. Also pipe for culverts, grape arbors, fence and corner posts. Cheaper than wood and lasts longer. Send us your inquiries and let us quote our prices.
MAX ZEIGLER & BROS., Muncie, Ind.

FOR SALE

Two greenhouses, 22x60 each, one house 24x16 and one 18x24, full of plants, complete; 9-room modern residence and garage; 2½ acres land, all improved; best of soil, in town of 3,000, four miles to city market of 18,000, and can sell all can raise; reason for selling, have other business; will sell for $5,000; we did $27,000 during May; everything in working order.

L. R. ORDWAY,
11 Elm St., Canisteo, N. Y.

Forced Sale

Exceptionally fine greenhouse property in Evanston, Illinois, must be sold by order of court to close litigation. Located on corner, 173x251 feet; greenhouses cover over 30,000 square feet and are equipped with concrete benches. There is also a 7-room heated dwelling on the premises and necessary sheds, etc. Property worth double what you can buy it for now.

Frederick H. Brammer
138 North La Salle Street
CHICAGO

For Sale

First-class flower store on north side. Chicago's big hospital trade. Long lease and low rent. $4,000 cash required.

FLORIST
2110 North Halsted Street, CHICAGO

FOR SALE

Glass, 16 x 18	per box, $4.50
Glass, 14 x 16	per box, 4.00
Glass, 16 x 8	per box, 2.00
Red cedar bars	1½c per running foot
Red cedar ridge pine purlin	3c per foot
Red cedar ventilators, 34 x 48 in. with glass	$1.50
Red cedar panel doors with frame	2.50
Purlin posts, 1 in. pipe, 8 ft. long	each, .20
Cement posts, 17 in. high, tapered, 10 in. base	.10
No. 9 wire stakes, 6 ft long	per 100, 1.00

GEO. REINBERG
30 East Randolph St., CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

Greatly Increased Demand

If you have any to offer, or are likely to have any soon,
advertise in these columns now.

AMERICAN FLORIST CO.
440 So. Dearborn Street, ... CHICAGO

Lancaster County Florists' Association.

The regular June meeting of the Lancaster County Florists' Association scheduled for June 23, turned out to be an automobile tour of the surrounding ranges. The machines began to congregate at the home of Elmer Weaver, some of the earlier arrivals inspecting the acres of gladioli planted by Chas. M. Weaver, where some of the late varieties are blooming early and some of the early ones are going to come late, but all looking remarkably good considering the weather we are having. A cold storage plant is being erected here to better handle both the cut stock and the bulbs and to take care of the immense sweet pea crops grown here through the winter season. At Elmer Weaver's the rose houses were of course the attraction and the vigor of a house just planted a month ago was the fourteenth wonder of the world to many of the visitors, but a good look at Mr. Weaver and his two boys, Lloyd and Paul, and the whole thing is explained, a combination of brain, muscle and a willingness to work any number of hours per day that may be necessary to bring results.

At 9 a. m. about 30 machines made the trip to Coatsville, and from there to Edw. Marshall's place, a delightful old Chester county home, where the house and grounds were thrown open to us and a picnic lunch was participated in by everyone, followed by a treat from the Kennett Square florists of ice cream, which was certainly a happy thought, as the thermometer was hunting the top of the glass about that time. A house of roses here was cutting some very good stock and the carnations in the field were a sight for poor eyes, even as a wheat field and ready to jump with the rain we are all looking for. We were joined here by several Chester county men, Wm. Swayne, Percy Bernard and others, as well as a few machines from Philadelphia.

THE PIERRE DU PONT ESTATE.

A short run brought us to the point we were aiming for, the Pierre Du Pont estate, and after a little preliminary work by Messrs, Weaver and Swayne, we had with us a guide and host, Mr. Mullis, who has charge of this establishment, and in a few short years has turned a wilderness into a thing of beauty that within the course of time will excel anything else of the kind in this country. Mr. Mullis is thoroughly in love with his work, keeping himself posted on all affairs pertaining to it. He was wise enough to get quite a bit of stock from the other side before the quarantine went into effect and consequently has a variety of plants and trees that is now unprocurable.

The gardens are a continued bunch of surprises; every known perennial and a host of annuals for variety were seen, all somewhat affected by the unfavorable weather, but nevertheless an eye opener to the possibilities of annuals as an adjunct to the perennial garden. Roses of every known variety were interspersed wherever they would be most effective and while it was a bit late in the season for these we saw some beautiful arrangements and could imagine the rest. The open air theater in the gardens is arranged with evergreen trees for wings, is terraced for the stage and has a seating capacity for a host, on a beautiful stretch of lawn. A planting of boxwood in a formal garden effect was one of the surprises in our walk, as without a guide it was liable to be missed entirely. It was these constant surprises that add to the charm of the place, but to the lover of nature in its grandeur the walk through the wooded part of the estate is perhaps the best of all, with its quantities of rhododendrons, native and imported, its lakes and water courses and the hundreds of native trees, a place never to be forgotten when enjoyed on a hot day such as we had for the occasion.

The greenhouses were not open to the public, but Mr. Mullis, realizing that we were not an ordinary public, guided us through what is destined to be the most wonderful private greenhouse in the world. Of course to the commercial man it is beyond his wildest dreams but none the less interesting. These houses have been described so often lately that it is not necessary to do it here, but simply to say that the most complete oil heating equipment is to be seen here that has been devised up to date, an equipment not beyond a large commercial establishment. The arrangements for growing fruit of all kinds under glass is fast assuming completion and today there are to be seen a number of houses in full bearing, others ready to plant and house after house of tropical and rare plants and just enough cut flower stock to keep the establishment well supplied.

Of course the indoor theater is one of the sight seeing attractions and certainly every thing is arranged for the lucky guests of Mr. Du Pont. The combination of music from a $50,000 pipe organ and the perfume of orange

CALIFORNIA
Freesias
NOW READY

NEW NAMED COLORED

General Pershing
Extra robust grower, 3 feet in height, with 4 to 5 long side laterals, large open flowers of lavender pink, yellow lip and somewhat of a bronze cast.
Per 100, $ 3.50
Per 1000, 30.00

VIOLA
Like a large wood violet, the lower petals of a deeper violet blue, a beautiful distinct and valuable hybrid.
Per 100, $ 3.50
Per 1000, 30.00

PURITY

	1000
⅜—½	$ 7.50
½—⅝	12.50
⅝—¾	16.50

FISCHERII
Improved Purity. Best of the White Freesias.
Per 100, $6.00; per 1000, $50.00.

Now is the Time to Order SPHAGNUM MOSS.

CHICAGO VAUGHAN'S SEED STORE NEW YORK

REX BEGONIAS
3-inch, $2.00 per dozen.
GERANIUMS (Our Specialty)
Nutt, Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere.
Elmer Rawlings, Wholesale Grower, ALLEGANY, N. Y.

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Wendland & Keimel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Weiland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
H. O. May, Summit, N. J.
Peirce Bros., Waltham, Mass.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
Stephen Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
Budlong Rose Co., Auburn, R. I.
J. J. Fallon Co., Lynchburg, Va.
Guilett & Sons, Lincoln, Ill.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

Mention the American Florist when writing

blossoms and the surroundings of blooming plants, in a comfortably heated and well ventilated auditorium, what more could human man want? The ventilation here is so perfect that it was the coolest spot on the whole estate. The association and its guests certainly extend to Mr. Mullis a vote of thanks that comes direct from the heart for his courtesies of the day.

On the way home a run was made through Greystone park on the Sharpless estate and its beauties enjoyed from our automobiles. Here again we were indebted to Elmer Weaver for permission to take this run on a closed day to the public, in fact, we owe him a vote of thanks for arranging the trip. The journey home was made to suit the convenience of each one, some stopping at other points along the way, and others tired, hot and happy, hastened on to tell their friends of the wonderful sights they had seen.

Some of Mrs. Albert M. Herr's members of the horticultural department of the iris club participated in the trip and imbibed some ideas that will no doubt be worked out in a smaller way here.

ALBERT M. HERR, Sec'y.

Portsmouth, N. H.

Newspaper readers who have never visited this city are apt to think of ships and sailors, as there is a United States naval station here and shipyards just across the water in Kittery, Me. But to an admirer of nature, it has other and greater attractions. We cannot recall having anywhere seen finer trees than those which adorn many of the streets of this place. The elms of Richards avenue might be called, wonders of the plant world, at least for the eastern part of this country. There are also attractive parks that slope down to tide-water. The city must also have public spirited citizens, as we noticed a fine equestrian statue of Fitz John Porter, a native son and a Union general in the civil war. The florists of this city seem to be prosperous.

Richard E. Hannaford has been established here for a number of years and operates a neat range, disposing of all his stock in his retail business. He happened to be absent when we called, but we found Mrs. Hannaford well informed on the various features of the business.

The Portsmouth Flower Shop, A. C. Craig, manager, is a prosperous and attractive retail store. A. F. F.

Prepared Cycas Leaves

(BEST ON THE MARKET)

We will send you 100 assorted sizes of our best quality Cycas Leaves up to 36 in. long for the special price of **$6.00.**

One Floral Art Album given free with any order of $25.00 or more —Get our complete list of other items it's free.

Geo. H. Angermueller Co.

Wholesale Florists **1324 Pine Street, ST. LOUIS, MO.**

Haverhill, Mass.

In common with many other cities and towns of Massachusetts, this municipality has good streets and parks shaded with fine old trees. In a park in the heart of the city, there is a statue that recalls the perils of pioneer days. It was erected to honor the memory of heroic Hannah Dustin, who, captured by hostile Indians, slew her captors, escaped and with a boy, who had been taken with her, returned to her home.

John B. Minton has a good retail store. Although not an old man he may be called an old timer in the business as he has been located in Haverhill for quite a number of years and was previously connected with the wholesale business in Boston.

C. H. Kaulbach conducts a range on the outskirts. The retail store in the heart of the city, is well managed by his daughter, Miss Ella F. Kaulbach.

Frank Leith & Sons, formerly growers of flowers, have given them up for vegetables, principally tomatoes.

A. F. F.

CHOICE SUMMER ROSES

Russell, Premier and Columbia

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST

Subject to Market Changes

	Per 100
RUSSELL	
Fancy Long	$16.00 to $20.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
COLUMBIA	
Fancy Long	$16.00 to $20.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
PREMIER	
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00
HOOSIER BEAUTY	
Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
OPHELIA	
Long	$10.00 to $12.00
Medium	6.00 to 8.00
Short	3.00 to 6.00
SUNBURST	
Long	$12.00 to $16.00
Medium	8.00 to 10.00
Short	4.00 to 6.00
WHITE KILLARNEY	
Long	$10.00
Medium	8.00
Short	4.00 to 6.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selection, in lots of 200 or more, as follows:

	Per 100
Good medium lengths	$6.00
Good short lengths	4.00
Good, very short lengths	2.50
New Fancy Ferns, per 1,000	$2.50
Adiantum, per 100	1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	.35 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES:
CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

BUSINESS IS QUIET.

Business has been very quiet the past week, due probably to the hot weather, but conditions are improving at this writing and a change for the better is noticeable. Stock is plentiful, especially roses, but good first class shipping flowers are exceedingly scarce. Mrs. Chas. Russell roses are in good demand but in short supply. American Beauty roses are included in the daily offerings together with Premier, Milady, Columbia, Ophelia, Sunburst, Double White Killarney, Butterfly, Ward, Hearst, Crusader, Maryland, Montrose, Golden Rule and Hoosier Beauty. Carnations are quite plentiful and it must be admitted some are arriving in good condition considering the hot weather. Peonies are seen at several of the houses but the supply is low in storage and with possibly one exception will be off the market in another week. Gladioli are quite a factor in the market and choice stock is bringing as high as $15 per 100. Lilies are obtainable at a few of the houses but are in short supply. There is plenty of lily of the valley to go around but orchids are none too plentiful. Water lilies in many colors are obtainable and a few sweet peas are included in the offerings. Daisies, calendulas, larkspur, candytuft, gypsophila, statice, feverfew, gaillardia, coreopsis and other indoor and outdoor stock is to be had. Greens are plentiful. Vacations are in order and many in the trade have signified their intention of spending a part of it at the Washington convention.

JUNE MONTHS.

Records of the weather bureau show the past month has been one of the three hottest Junes in the last 50 years. The average temperature for

ROSES

GROWN by experts, each variety by a specialist, expressly for shipping.

SELECTED by experts who add to long market experience a working knowledge of the retail trade.

PACKED by experts who add an understanding of flowers to efficient and painstaking care.

For the express purpose that they be in the best condition

TO RIDE

FOUNDED BY FLINT KENNICOTT 1st

KENNICOTT BROS. CO.
174 N. Wabash Ave., Chicago

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

LARGE SUPPLY OF ROSES

Russell, Columbia, Premier, Sunburst, Ophelia, Etc.

Buy Direct From the Grower — **CURRENT PRICE LIST** — **Subject to change without notice**

MRS. CHAS. RUSSELL	Per 100
Specials	$20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00

COLUMBIA	
Specials	$ 20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00

PREMIER	
Specials	$ 20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00

SUNBURST, OPHELIA	Per 100
Specials	$15.00
Select	12.00
Medium	$ 8.00 to 10.00
Short	4.00 to 6.00

		Per 100
Killarney, White Killarney	Specials	$15.00
	Select	12.00
	Medium	8.00 to 10.00
	Short	4.00 to 6.00
ROSES, OUR SELECTION		$5.00
CARNATIONS		
Good and Fancy		$ 3.00 to $ 4.00
Adiantum		2.00
Asparagus, per bunch		50c to 75c
Ferns, per 1,000		$4.00
Galax, bronze and green; 1,000		2.00
Leucothoe Sprays		1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

There's a Reason

Discriminating buyers always place their Cut Flower orders with us. Our line is complete in every respect, and also includes everything in Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

the month has been 72, which is 6 degrees above the June average of the last half century. The only rival Junes were in 1911 and 1919, when the average temperature was also 72. The hottest day last month was June 17, when the temperature hit 95. The wind movement this year is below the June average. The humidity has been high and the rainfall has been something less than one-half the average of previous years.

NOTES.

C. O. Wilcox, formerly with the W. W. Barnard Co. and later with the Madson Seed Co., Manitowoc, Wis., has joined the traveling force of the A. L. Randall Co. Mr. Wilcox is well known to the trade and his many friends wish him every success in his new position.

William Colligan, formerly with Poehlmann Bros. Co., but now in the dental supply business at Pittsburgh, Pa., visited friends here this week. He stole a march on everyone when he was quietly married June 22.

Poehlmann Bros. Co. is handling a good supply of choice gladioli in addition to a complete line of all other seasonable stock, including orchids, lily of the valley and lilacs.

Peter Baumann, with the Chicago Flower Growers' Association, has bought an acre of land at Niles Center and will build a home on it in the near future.

Edgar Winterson says that the demand for ferns is brisk at the E. F. Winterson Co.'s store, eight cases being disposed of before noon June 27.

Wietor Bros. are booking orders for field-grown carnation plants, which they supply to the trade in quantity each season.

Vaughan's Seed Store began moving new crop freesias this week. Carload lots of sphagnum are now rolling.

HIGH GRADE CUT FLOWERS

Premier, Russell, Columbia, Ophelia and Sunburst Roses, Carnations, Callas, Etc.

WIETOR BROS.

30 East Randolph Street, L. D. Phone: Randolph 2081 CHICAGO

The union carpenters of this city are expected to go back to work this week and are probably on the job by this time. They agreed June 28 to accept Judge Landis as arbitrator of their differences with the employing contractors. This followed a conference between Judge Landis and the union's arbitration board and temporarily removes the last obstacle in the way of breaking the $100,000,000 building tieup in this city.

Vaughan's Seed Store displayed this week a grand collection of Colossal zinnias grown by the Chicago Carnation Co., and brought in for the wholesale flower market. Many of these run from four to 4½ inches and some nearly five inches in diameter. These flowers show a wonderful advance over former types in brilliance of coloring as well as in size.

A meeting of all members of the trade will be called for July 7 at 8 p. m., at the Randolph Hotel, when matters pertaining to the Pageant of Progress will be discussed. A big flower show will be held at the exhibition and considerable space has already been sold for trade exhibits.

J. E. Pollworth, owing to failing eyesight, underwent an operation on June 23 and will have another performed June 30. He will not be able to continue the work in connection with the Pageant of Progress, now in charge of H. E. Larson.

Miss Krahl of Des Plaines was married to Louis Linnemann, June 25. It was a church weddiing and the bride carried a shower bouquet of white roses and lily of the valley. The happy young couple will make their home at Des Plaines.

Homer Lange, who is spending his vacation in Sunday school work at Saugatuck, Mich., rendered conspicuous service in attempting to rescue three drowning girls June 28, but unfortunately only one of the girls was saved.

The American Greenhouse Manufacturing Co. has received an order from Walter Amling for 7 steel houses, 36 by 300 feet, to be an addition to his present range at Pana.

The Florists' Credit Guide, issued by the Florists' Credit Association, successor to the Wholesale Florists' Credit Association, will be ready for distribution next week.

Miss Ruth Wattman of the Bassett & Washburn office force is expected home from her vacation next week, which was spent boating on the southern rivers.

The E. C. Amling Co. is offering a large supply of gladioli. Colored water lilies are attracting the attention of the buyers at this establishment.

Walter Walters of the Central Floral Co. will leave next week for Milwaukee, Wis., where he will spend a well-earned vacation with his folks.

The Bohannon Floral Co. is enjoying a good business, a large church wedding June 28 helping to increase the week's sales considerably.

A. L. Vaughan & Co. have no complaint to make in regard to business for the month of June when the sales were very satisfactory.

Matt Mann, of Zech & Mann, is planning on attending the Washington convention of the Society of American Florists', next month.

A. Pierson, of Jupiter, Fla., called on the wholesale trade here this week. He ships large quantities of asparagus to this market.

At the Peter Reinberg store roses are in good supply and are cleaning up nicely considering the general market conditions.

The J. A. Budlong Co. is having a good call for Double White Killarney roses, which it is receiving in fair-sized quantities.

William C. Harry, with Chas. Henry Fox, Philadelphia, Pa., was here on a combined business and pleasure trip this week.

William Reed, of the A. L. Randall Co., and wife will spend their vacation at Sister Lakes, Mich., leaving July 2 by auto.

Miss Loretta Foley, eldest daughter of Mr. and Mrs. P. F. Foley, and James E. Morrissey were married June 29.

C. L. Washburn and wife are planning on visiting E. B. Washburn and family at Los Angeles, Calif., leaving July 6.

Vincent Neil, of the American Bulb Co., and wife will spend their vacation at Cleveland, O., this year, leaving July 4.

W. N. Rudd and family have the sympathy of their many friends in the death of Mr. Rudd's mother, June 25.

Miss Hazel O'Connor and Joseph Smith, of the Chicago Flower Growers' Association, will be married July 6.

Erne & Co. are supplying their trade with a complete line of outdoor flowers in addition to their regular supply.

Ed. Wojtkiewicz, with Kennicott Bros. Co., will spend his vacation at Wausau, Wis., leaving next week.

The Joseph Foerster Co. is still supplying its trade with peonies. Gladioli are in good supply at this house.

The John Kruchten Co. is handling a good supply of gladioli in all the leading commercial varieties.

John Degnan, with A. Henderson & Co., will spend his vacation at Saugatuck, Mich., leaving July 2.

Herbert Peterson, with the J. A. Budlong Co., will leave on his vacation next week.

Bassett & Washburn will be closed all day Monday, July 4.

Axel Johnson, of Lake Geneva, Wis., was a visitor last week.

Visitors: Grant Newport, Cedar Rapids, Ia.; P. W. Peterson, Joliet; J. S. Wilson, Des Moines, Ia.

Illinois State Fair.

The Illinois State Fair will be held at Springfield, August 19-27. J. S. Miles, Petersburg, is in charge of horticulture and floriculture. Prof. W. S. Brock, of Urbana, is superintendent of horticulture, and Catherine Miles, Petersburg, of floriculture.

Meyer's Silkaline, or Smilax Threads

Be sure the name Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from, and you will notice that our threads run full two ounces of thread to the spool.

Mention the American Florist when writing

GOLDEN YELLOW SWEET PEAS

McCLENAHAN'S YELLOW FLOWER DYE

Will quickly dye white or light colored Sweet Peas to golden yellow, burnt orange, etc. May also be used successfully on **Roses, Carnations, Gladioli, Larkspur, Shasta Daisies,** and most any other white or pink flower. Used for the past two years with perfect success by both retailer and buying public. Send for sufficient to make one quart. **Price, $1.00, prepaid.**

McCLENAHAN GREENHOUSES, 40th and Phillips Sts., Oklahoma City, Okla.

SHIPPING STOCK

Years of experience has taught us just what kind of stock to select for shipping orders. Place your orders with us and get the best at all times.

Beauties, Roses, Gladioli, Larkspur, Stocks, Delphiniums, Daisies, Carnations, Feverfew, Gypsophila, Cornflowers, Gaillardia, Candytuft, Etc. Complete Line of Greens.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
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161 North Wabash Ave. Chicago

PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association
WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Central 282 CHICAGO

Choice Gladioli in Quantity

All the leading varieties of Roses, Carnations, Orchids, Valley, Daisies, Gypsophila and everything else in seasonable Cut Flowers and Greens.

Remember we always have the largest and most complete supply in the Chicago Market—Bar none.

Milwaukee, Wis.

TRADE FAIRLY BRISK.

While the demand the past week was brisk and then slow at times, on the whole it can be reported as good. Graduation and wedding orders still predominated and stock of quality was eagerly sought. The continued hot weather has reduced the quality of indoor cut flowers considerably. Roses are getting small and carnations soft. Plenty of outdoor stock, such as larkspur, gaillardia, gypsophila and daisies arrive every day. The green goods

In the parade on June 18, celebrating the 75th birthday of the city, was a large float made of large quantities of Easter lilies, larkspurs, carnations, roses and ferns; on either side were large 20 foot signs bearing the slogan, "Say It With Flowers." A group of pretty girls threw away thousands of roses and carnations along the route.

The board of directors of the Florists' Publicity Association met on June 28 to transact business for the summer season.

According to Gust Rusch & Co., the Cudahy Floral Co. has also discarded the Mrs. Chas. Russell roses this season. That leaves only one firm locally who still grow this variety in quantity.

C. C. Pollworth has returned from a week's fishing trip at Pelican Lake, Wis. Last week cleaned them up on young chrysanthemum plants, he stated.

Wm. Kuhl of the Holton & Hunkel Co. will be the first of that firm to go on a vacation, beginning next week.

Visitors: John Mayes, Eau Claire, Wis., and H. Criddle, Stoughton, Wis.

E. O.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Milady Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MISCELLANEOUS

Valley Cattleyas

CARNATIONS

Calendulas

Cornflowers

GREENS

Plumosus Sprengeri

Bronze and Green Galax

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood

St. Louis.

IMPROVED QUALITY OF STOCK ARRIVING.

The market has picked up perceptibly during the past three or four days. The stock arriving at the present time seems to be in a slightly better condition than the previous week's supply. The moist weather and numerous showers experienced by this city and vicinity during the past week has brightened up all outdoor material. It is predicted that selling conditions will be much improved in the near future. Roses are a popular flower this week and first class stock is selling at a reasonably good figure. Varieties such as Mrs. Chas. Russell, Ward, Butterfly, Premier, Milady, Ophelia, and Killarney are in greatest demand. White roses receive very little call except for special occasions. Carnations are not plentiful and they are in good demand. Dark colored varieties are the best sellers. There is very little call for white varieties. The stock coming in at present is of moderately good quality. Gladioli are coming in in large quantities and the market is practically flooded with them. Surprising enough however, they enjoy a moderately good demand. Loveliness and Hadley are the two leading varieties. Easter lilies are not plentiful and the demand for them is brisk. Excellent pot plants are to be had at most florists for a moderate price. Cut flowers run higher. Lily of the valley is very limited as to quantity and is valuable property. Its chief use is in bridal and corsage bouquets, where it is used to a large extent. Some very fine callas are arriving and they sell rapidly. They are being used chiefly for funeral work. A few fine pot plants of yellow callas are being handled by a very few local establishments and they bring a good price. Cornflowers are on the decline but there is a large supply on hand and the demand for them is fair. Delphiniums are limited. They find a ready market and are being much used in combination with coreopsis. Shades of blue, pink and white are offered. Snapdragons are few and far between and sell well. Prices are reasonable. Only varieties of white, yellow and pink are to be had. Sweet peas are offered by a very few places this week and all stock on hand is outdoor grown, but is of fairly good quality. Stocks are practically all gone. A very limited quantity of fine shasta daisies are among the floral offerings but they do not sell well. Calendulas are not plentiful and the few still coming in are in no demand. Orchids are scarce with a good demand. A few cypripediums are offered and sell fairly well. Begonias are about gone and are offered by only a few tradesmen. Some fine pot plants of statice and candytuft are sold at reasonably low prices. Ageratum, geraniums, coleus and other bedding plants are also offered. Excellent plants of gloxinias and Nerling's fancy-leafed caladiums are shown in many windows. They sell well but the supply on hand is very limited as yet. Novelties such as pandanus, dracaenas, cibotium and bird's nest ferns, crotons, etc., show no change in price and always sell well. Greens are in demand this week and the supply is rather short. Ferns are plentiful and sell for $5 per 1,000. smilax of excellent quality is coming in larger quantities.

NOTES.

Street merchants are doing an excellent business in carnations, roses and gladioli, and handle an over-abundance of calendulas and second-grade delphiniums.

An excellent window of foliage plants with Boston ferns the feature is seen at the F. H. Weber store.

Large quantities of roses daily are being shipped by the Pilcher Floral Co., Kirkwood.

The Windler Wholesale Floral Co. reports a rushing business in roses and carnations.

Bourdet Floral Co. is displaying some excellent gloxinias and fancy-leafed caladiums.

W. A. Rowe, Kirkwood, has been disposing of some fine carnations in this city.

Numerous wedding and graduation orders have been filled by Grimm & Gorly.

Fred C. Weber is enjoying a high class business in cut flowers this week.

The St. Louis Cut Flower Co. reports a heavy call for orchids and carnations.

H. G. Berning states that business is increasing in his end of town.

Funeral trade is brisk with Mullanphy Florists, Inc.

C. A. Kuehn is cleaning up on gladioli and roses.

R. D. M.

Cincinnati, 0.

HEAT AFFECTING STOCK.

Conditions have been rather brisk during the past week, which is quite unusual for the latter part of June. Funeral and wedding work has been exceptionally good. Stock is in fair condition considering the extremely hot weather and moves well. Gladioli are now to be had in better quality than any time this season and also at a fair price, ranging from $6 to $10 per 100. Roses are showing the effects of the heat as also is the case with the carnations, the latter not being much larger than the hardy garden pinks. Easter lilies have been arriving in better condition than has been the case for some time and are netting the grower more than usual, the best bringing $20 per 100. Plenty of outdoor stock, including Shasta daisies, cornflowers, gaillardias, snapdragons and lily of the valley, is arriving in good condition and selling well.

NOTES.

Ray Eck of the Eck Bros. Co. led Miss Marie Buehler of Northside to the altar for better or worse, June 25. Quite a large wedding was held at the bride's home, which was very charmingly decorated in pink rose trees and huckleberry greens. After

Go After Summer Business

Why stop business during the summer months when we can furnish you with good Summer Roses and other seasonable stock?

Russell, Columbia, Premier, Milady, Hearst, Ophelia, Sunburst, Butterfly, Double White Killarney, Crusader.

Now that Sweet Peas are about done for the season use **Nesbit Roses** they more than serve their purpose. If you are in want of a good White Rose for summer use our Double White Killarney the only good white rose obtainable in this market.

GLADIOLI White, Yellow, Light Pink, Deep Pink, Red **A1 Quality**

Exceptionally good for so late in the season.

Carnations, Valley, Larkspur, Daisies, Gypsophila, Gladioli, Lilies, Delphiniums and all other seasonable Cut Flowers. Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

the wedding the couple left for a short honeymoon in the east. Their home will be in Clifton.

The Cincinnati Cut Flower Exchange is receiving some exceptional Easter lilies from Wm. Schuman and also some good Shasta daisies from Chas. Windram, of Cold Springs, Ky.

H. W. Sheppard obtained a large wedding order for a Princeton, W. Va., bride. Stock is arriving in good condition at his establishment.

The Wm. Murphy Co. reports a good week in the sale of green sheet moss and chiffon. They are receiving some excellent gladioli.

We regret to report the death of Robt. Betz's sister. Mr. Betz is a partner in the concern of Ball & Betz, wire workers.

The Avondale Floral Co. had a record week in the sale of combination baskets and boxes.

We are happy to report the condition of N. Weber, Mohawk, as much improved.

Some good Laddie and Ward carnations are being received by L. H. Kyrk.

C. E. Critchell reports a good week on greenhouse smilax and gladioli.

Fred Gear of 1113 Vine street is enjoying a good funeral trade.

Visitors: Jos. H. Hill, Richmond, Ind.; J. E. Nielsen, of Poehlmann Bros. Co., Chicago; Geo. Asmus, Chicago; Julius Dilhoff, of Wertheimer Bros., New York; J. Walter Gray, Milton, O.

G. K.

Toledo, O.

USUAL SUMMER DULLNESS PREVAILS.

There is no denying the fact that seasonable dullness is coming on apace in the florists' shops and yet the demand is steady and at times quite active. June has been a fine month for weddings and the call for bridal boquets and home decorations has been surprisingly brisk. Some very substantial orders were obtained during the past week. Funeral work at this writing shows a healthy tone. The weather has been very hot and with lots of sunshine and an occasional shower all sorts of outdoor stock is coming into the market, most of it being excellent. The first gladioli of the season came on June 24, from local fields. Daisies are superb stock at this time and they are being used extensively for weddings. Coreopsis, cornflowers, gaillardias and delphiniums are being displayed and have a good call. The demand for roses at this writing is not very active, although the quality of the stock offered is excellent. There are still some very fair carnations to be had.

Tonner

CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

NOTES.

The first annual meeting of the Ohio District of the National Flower Grow-

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

The E. F. Winterson Co.
Long Distance Telephone, Central 6004
166 N. Wabash Avenue, Chicago, Ill.

The Ove Gnatt Co., Inc.
Preservers of Natural Foliages LA PORTE, IND.
Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

ers' Association, held at Columbus on June 21, was attended by seven growers from this city. They were: Wm. Krueger, Frank M. Schramm, J. L. Schiller, Armine Suder, Henry and Louis Miller and Harry Heinl. On June 27, the local organization met at Schramm's Bros., to hear reports from those who attended the Columbus meeting.

This week the Loyal Order of Moose arrive from all parts of the country for their annual convention. Over 20,000 visitors are expected here and the city is gaily decorated for the occasion. This should help materially in the sale of flowers, and florists here are active in the entertainment of the visitors.

During the summer months, Schramm Bros. will keep their front greenhouses attractively filled with pandanus, crotons and other available plants. They believe that they not only make the place look a good deal more inviting but that a good many sales will result.

With a capital of $65,000 the business of J. L. Schiller, local flower grower of fame, was incorporated this week. Mr. Schiller has built up a very prosperous business through his unusual ability and constant plugging. He ascribes most of his success to advertising.

A surprise shipment of fine hydrangeas came into town this week from Mentor, O., and was distributed among various flower shops. These were very welcome at this time when plants are scarce and selling well.

Wm. Krueger, rose and sweet pea grower, is building a palatial home near his houses. He has enjoyed a wonderful business during the past six months and is very optimistic regarding the future.

George Bayer, famous grower of bonaffons, has more or less retired from active management of his extensive ranges and his son, Edward Bayer is capably succeeding him.

As a memorial to his mother, Mrs. Henrietta Suder, who passed away some months ago, Armine Suder has decorated the grounds of the Woman's Club on Cherry street.

Joseph Galloway and wife, have returned from a motor tour of the west. They were both formerly connected with the Armine Suder establishment.

A. C. K.

WESTFIELD, MASS.—The flower shop owned by C. H. Jacobs, 25 Smith avenue, was damaged by fire recently.

Columbus, O.

TONE OF MARKET SATISFACTORY.

Business during the week ending June 25 was rather quiet in many respects. Retailers report a slight letup, but as this is the usual dull period the change was expected. Despite the hot weather and the fact that many people are away on vacations, retailers are having a fair demand for loose flowers and corsages. Funeral work has been fairly good. On the whole the tone of the market is generally satisfactory and prospects for the future are not believed to be bad. Carnations are not arriving in as good quality as formerly and this is detracting from the business. Roses are still in excellent condition and sell at previous levels. Gladioli of excellent quality sell from $3 to $4 per dozen. Outdoor sweet peas, Rubrum lillies, coreopsis and gaillardias are offered in quantity.

NOTES.

Prof. A. C. Hottes, floriculturist at the Ohio State university, is out with the statement that now is the time to prune most of the spring flowering shrubs. He claims that when such shrubs as spireas, weigelias, bush honeysuckles, deutzias, climbing roses and syringas are pruned shortly after flowering they produce new growths and thus more flowers for the next season. Summer flowering shrubs should not be pruned until later in the season when they have finished blooming, he says.

One of the big social events of the past few weeks was the farewell dinner given at the Deshler hotel to John Y. Bassell, who was formerly secretary of the Chamber of Commerce. About 50 of his friends were in attendance, in which flowers and floral decorations played a very important part.

An account of the annual meeting of the Ohio district of the National Flower Growers' Association, June 21, appears elsewhere in this issue.

J. W. L.

Newburyport, Mass.

This city, as students of geography know, is located at the mouth of the Merrimac river. It is a fine old place and its attractions are typical of the New England that is now passing.

E. W. Pearson has greenhouses on Marlboro street and an attractive retail store on State street. He is a thoroughly up-to-date florist and has features and innovations in his business that are lacking in some of the stores of larger cities. He has, so far as we could judge, an excellent trade.

In West Newbury, between this city and Haverhill, the extensive nursery of T. C. Thurlow's Sons, is located. Their exhibits of peonies at the Boston peony show were favorably mentioned in our issue of June 25.

Dyed Green Sheet Moss
Fancy and Dagger Fern
Telegraphic Orders Promptly Filled.
Duncan Jackson, Kinston, Ala.

Mention the American Florist when writing

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

Mention the American Florist when writing

SAM SELIGMAN
FLORISTS' SPECIALTIES
116 W. 28th St., New York
IMPORTER—MANUFACTURER
Artificial Flowers for Summer Sales.

Mention the American Florist when writing

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
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L. D. Phones
CENTRAL 1977 and 1978

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Long Distance Telephone, Central 3373.

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713 Milwaukee Avenue
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Write for Catalog and Prices.

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FLOWER GROWERS
TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Wire Hanging Baskets

The well made kind. Painted, bound with galvanized wire
6 at dozen rate. 50 at huudred rate.

10 inch..... $2.25 per doz.; $16.00 per 100
12-inch..... 2.50 per doz.; 20.00 per 100
14-inch..... $3.25 per doz.; $25.00 per 100
16-inch..... 4.25 per doz.; 35.00 per 100

GREEN SHEET MOSS Long Green Sheets for Hanging Baskets
Per bag....$2.00 10 bags....$17.50

Michigan Cut Flower Exchange, 1452 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

C. J. McGregor & Sons have a neat range and a flower shop in connection. We missed seeing Mr. McGregor, but found Miss McGregor, a clever little lass, on active duty at the store.

A. F. F.

Lowell, Mass.

This city has a number of good retail stores and two of the retailers, James J. McManmon and H. B. Greene have considerable glass areas. The McManmon range and nursery is several miles down the Merrimac river, but the store is in the heart of the city. The Greene range, known as the Highland conservatories is connected with the store and is centrally located.

The Edwin Shepard range and gardens, once a noted establishment, has fallen into decay. The houses being old and out of date are now idle. Edwin Shepard and all his family, excepting, we believe, a grandson, have been dead for a number of years. The Marshall range, on the Highlands has been demolished and the material removed.

Other retailers get most of their stock from the Patten and other ranges, located in the neighboring town of Tewksbury.

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST

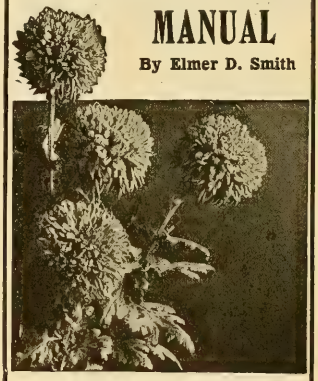
		Dozen
Roses,	Beauty	$ 3.00 to $ 6.00
		Per 100
"	Mrs. Chas. Russell	4.00 to 35.00
"	Butterfly	4.00 to 30.00
"	Columbia	4.00 to 30.00
"	Dunlop	4.00 to 30.00
"	Premier	4.00 to 30.00
"	Hoosier Beauty	4.00 to 30.00
"	Killarney Brilliant	4.00 to 30.00
"	White Killarney	4.00 to 30.00
"	Mrs. Geo. Shawyer	4.00 to 30.00
"	Milady	4.00 to 30.00
"	Mrs. Aaron Ward	4.00 to 20.00
"	Sunburst	4.00 to 20.00
"	Ophelia	4.00 to 20.00
"	Dble. W. Killarney	4.00 to 20.00
"	Cecile Brunner	4.00
"	Our Selection	5.00
Calendulas		2.00 to 4.00
Peonies		6.00 to 15.00
Snapdragon, per bunch		.75 to 1.00
Daisies		2.00 to 3.00
Sweet Peas		.75 to 1.50
Cattleyas, per doz		36.00
Gladioli		6.00 to 10.00
Valley		8.00
Carnations		2.00 to 4.00
Lilies, per 100		15.00 to 20.00
Adiantum		1.50 to 2.00
Ferns	per 1,000	4 00
Galax	per 1,000	2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays		35c to 50c per bunch
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry		7.50

ZECH & MANN
WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

Morse & Beals have a prosperous store at 8 Merrimac square. Walter Morse is the active manager of the business.

A. F. F.

THE CHRYSANTHEMUM MANUAL
By Elmer D. Smith



FOURTH EDITION
Price 60 Cents. Cash with Order.
American Florist Co.
440 S. Dearborn St., Chicago

A. L. Randall Co.,
Wabash Ave., and Lake St.
CHICAGO, ILL.
Wholesale Cut Flowers, Florists' Supplies.

George Reinberg
WHOLESALE FLORISTS
Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.
162 N. Wabash Ave. CHICAGO

Easter Lilies

There are none better coming to the Philadelphia Market than we offer you. They are well grown stock, stems 24 in. long and over. You can have them either in bud or partly open but all of them are in the right condition for shipping.

We have a fresh supply every morning and we are in a position to make immediate shipment of most any reasonable quantity.

It is one of the Best flowers during the hot months of the year.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

Philadelphia.

TRADE SLIGHTLY ABOVE AVERAGE.

Business the past week has been fairly good, considering the great quantity of flowers thrown on the market. The weather has been exceptionally hot and as there has been no rain for some six weeks, all kinds of outdoor crops are suffering. The burst of heat this week has forced in a lot of Easter lilies that were expected to last into next week, and prices have been reduced to dispose of them. The quality is fine. Lily of the valley is also in over supply from the same cause. Cattleyas are about equal to the demand. The largest overstock was in roses of which the higher grades are above the average of the season in quality. While there are still good Matchless, Ward and Benora carnations, the great majority of the stock now coming in should never have seen the market as it would be money in the pocket for the growers to keep it at home. Feverfew, candytuft, white and lavender, the latter color being as popular as the white, gaillardia, cornflower and annual larkspur are still very good, notwithstanding the extreme heat. The various expressions on the condition of the market have been in the main favorable and a little above the average for the season.

PACKING AND SHIPPING.

Reviewing the market, an experienced dealer stated that growers should, during this hot weather take the greatest care in cutting, curing, packing and shipping both in and outdoor cut flowers. Far too often they are cut in a soft, wilted state when on the plants. Such stock, although it will freshen up in water, never has the vitality of that cut in good condition. All flowers should be graded at the greenhouse and the poor sunburnt, faded and thrip-eaten stock discarded at once, and not sent in to be a burden to the market and eventually thrown away. All flowers should be chilled before being packed and then iced, the boxes heavily lined with paper to keep the cold in and conserve the ice. Auto delivery is best, as they are then certain to arrive at the desired time, which is most important, as late delivery often means missing the demand and the best prices.

PENNSYLVANIA HORTICULTURAL SOCIETY.

The spring exhibition and sweet pea show of the Pennsylvania Horticultural Society was held at Masonic hall, Ardmore, on Tuesday, June 21. It was a very pretty little show, much curtailed however, on account of the continued dry weather. The entries of sweet peas, irises and other cut flowers from the herbaceous borders filled a number of tables, which with several exhibits of cut roses were much admired by the visitors.

ASPARAGUS IN FLORIDA.

Herbert Pennock, of Jupiter, Fla., has been spending several weeks in this city, his old home, visiting relatives and old acquaintances. His business in Jupiter is raising asparagus sprays for the northern markets. He has three and one-half acres under lath shades. This industry, he says, is growing rapidly, there now being about 100 acres in different sections of the state under lath for the growing of asparagus sprays. There is considerable care to be given if one is to get the best results, as it requires frequent watering and generous feeding with commercial fertilizers.

NOTES.

Alvah R. Jones and Dennis Connor spent an enjoyable day with the Lancaster County Florists' Association at Kennett Square on June 23. The Chester county boys were hosts in showing the visitors a good time. After a lunch on the lawn at Edward Marshall's, various greenhouse places were inspected and the party then visited the Du Pont estate at Mendenhall, one of the finest private grounds in this country. Although not yet completed the landscape effects and the many large and ornamental greenhouses gives promise of making this the equal of the most famous European gardens.

Three large school commencements at which thousands of roses were used, fell to the lot of the London Flower Shop, 18th and Chestnut streets; Miss Fletcher, 51st street and Baltimore avenue, and The Wayne Flower Shop,

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Wholesale Flower Markets

BOSTON, JUNE 29.

	Per 100
Roses, American Beauty	6.00@ 50.00
" Russell	4.00@ 12.00
" Dunlop	4.00@ 12.00
" Pilgrim	4.00@ 12.00
" Crusader	6.00@ 16.00
" White Killarney	8.00@ 20.00
" Ward	4.00@ 12.00
" Maryland	2.00@ 8.00
" Hoosier Beauty	6.00@ 16.00
" Columbia	4.00@ 12.00
" Hadley	6.00@ 20.00
" Ophelia	4.00@ 12.00
" Premier	4.00@ 12.00
Adiantum	2.00
Asparagus bchs., per bch.	.50@ 1.00
Asparagus Strings, doz.	12.00
B. Buttons	1.00@ 2.00
Carnations	2.00@ 3.00
Carnation, Laddie	4.00@ 6.00
Cattleyas, per doz.	15.00@ 18.00
Delphinium	1.50@ 2.00
Lily of the Valley	12.00
Longiflorum Lilies	20.00@ 25.00
Smilax, per doz.	6.00
Snapdragons, doz.	.75@ 1.00
Sweet Peas	2.00@ 3.00
Marguerites	1.50@ 2.00
Myosotis, per bunch	.50
Gladioli	1.00@ 2.00
Swansonia, per bch.	.50@ 1.00
Sweet Sultan	4.00

BUFFALO, JUNE 29.

	Per 100
Roses, American Beauty—	
" Special	30.00@ 40.00
" Fancy	25.00@ 30.00
" Extra	15.00@ 20.00
" 1st	4.00@ 10.00
" 2nd	4.00@ 10.00
" White Killarney	4.00@ 10.00
" Dbl. Wht. Killarney	4.00@ 10.00
" Richmond	4.00@ 10.00
" Maryland	4.00@ 10.00
" Sunburst	4.00@ 10.00
" Columbia	3.00@ 20.00
" Ophelia	5.00@ 15.00
" Russell	6.00@ 15.00
" Premier	5.00@ 20.00
" Cecile Brunner	2.00@ 3.00
Calendulas	2.00@ 3.00
Calla Lilies	8.00@ 20.00
Carnations	2.00@ 4.00
Easter Lilies	12.00@ 20.00
Mignonette	2.00@ 3.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	2.00@ 4.00
Sweet Peas	1.00@ 3.00

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CINCINNATI, JUNE 29.

	Per 100
Roses, Premier	4.00@ 15.00
" Russell	4.00@ 15 00
" Columbia	4.00@ 15.00
" Butterfly	4.00@ 15.00
" White Killarney	4.00@ 15.00
" Pink Killarney	4.00@ 15.00
" Sunburst	4.00@ 15 00
" Mrs. Aaron Ward	4.00@ 15.00
" Ophelia	4.00@ 15.00
" Baby Doll	3.00@ 4.00
Carnations	2.00@ 4.00
Carnation Laddie	6.00@ 8.00
Easter Lilies	15.00@ 20.00
Ferns, per 1,000	4.00
Forget-Me-Not, bunch	.25
Galax, per 1,000	1.50
Plumosus (south) per bch.	.25
Smilax, per string	.15@ .25
Snapdragons	6.00@ 8.00
Gladioli	10.00@ 12.50
Cornflowers	3.50
Pond Lilies,	4.00
Gaillardias	1.00@ 1.50
Valley	8.00
Rubrum	8.00@ 15.00
Shasta Daisies	1.00
Gladioli	3.00@ 10.00

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MILWAUKEE, WIS.

Germantown. There were also a number of other minor affairs of the same character which greatly helped in the disposition of the large supply of roses.

Baseball teams representing the S. S. Pennock Co. and the Leo Niessen Co. are to cross bats on Thursday, June 30, the field at this writing not having been selected. May the best team win. It is said the Mole Street Scrappers will immediately challenge the winners.

Edward Reid and daughter motored to Harper's Ferry, Va., on Saturday last, visiting Mr. Reid's brother. This at one time would have been quite an achievement, but to such a competent motorist as Mr. Reid it is just a little run to relieve the monotony.

So it is out at last; Ed. Reid is responsible for the selection of the white carnation as the flower for Mothers' Day. Well, Edward, now that they know where to place the blame, you will get yours all right.

Trade keeping up exceptionally well, is the good word at the Leo Niessen Co. A large stock of Mrs. Chas. Russell roses in all lengths, Easter lilies and gladioli are special features.

At Berger Bros. business is very satisfactory for the season. Easter lilies, gladioli and roses are leaders of their large stock. K.

Lawrence, Mass.

The florist and seed business formerly known as Thornton Brothers, is now Thornton & Crouch, one of the Thornton's having retired. Mr. Crouch seems to be a capable and well-informed man in the trade.

Swan & Berndtson have a store and considerable garden and glass area on Jackson street. Like many others they are feeling uneasy on account of the dry weather.

Although best known to the world as a manufacturing center, this city has a good business in many lines and its florists are up-to-date and seem prosperous.

David Blair has small greenhouses in the city rear of his residence, 450 Lovell street and informs us that he has a good retail business.

William F. Regan has a well-arranged retail store in the heart of the city, with an established trade.

W. C. Campbell in the Bay State building has an attractive shop and we found him busy. A. F. F.

Wholesale Flower Markets

PITTSBURGH, JUNE 29.	Per 100
Roses, Beauty, spl., per doz.	6.00
" " fcy., per doz.	5.00
" " ex., per doz.	4.00
" " No. 1, per doz.	1.50
" Killarney	6.00@ 15.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	6.00@ 20.00
" Columbia	6.00@ 20.00
" Ophelia	6.00@ 15.00
" Hilda	6.00@ 15.00
" Premier	6.00@ 20.00
" Madame Butterfly	6.00@ 15.00
Carnations	4.00@ 5.00
" Laddie	10.00
Cattleyas, each	1.00
Easter Lilies	20.00@ 25.00
Ferns, per 1,000	3.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.50
Calendulas	3.00@ 4.00
Sweet Peas	1.00@ 3.00
Smilax, per doz. strings	4.00
Valley	6.00@ 8.00
Snapdragons, per doz.	.75@ 2.00
Delphinium	6.00
Sweet Williams	2.00
Cornflowers	2.00
Coreopsis	2.00
Gaillardia	3.00
Gladioli	15.00@ 20.00

PHILADELPHIA, JUNE 29.	Per 100
Roses, Beauty, special	30.00@ 50.00
" " fancy	10.00@ 20.00
" Mrs. Chas Russell	5.00@ 25.00
" Killarney	2.00@ 6.00
" Hadley	10.00@ 40.00
" Sunburst	4.00@ 10.00
" Wards	3.00@ 6.00
" Ophelia	2.00@ 10.00
" Columbia	3.00@ 20.00
" Premier	6.00@ 20.00
Adiantum	1.50@ 2.00
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Calendulas	1.50@ 3.00
Carnations	2.00@ 6.00
Cattleyas	1.00@ 1.50
Easter Lilies	15.00@ 20.00
Lily of the Valley	6.00@ 8.00
Smilax	.35
Snapdragons, per doz.	.75@ 1.50
Sweet Peas	.25@ 1.50
Larkspur, per doz.	1.00@ 1.50
Gladioli	8.00@ 12.00

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ST. LOUIS, JUNE 29.	Per 100
Roses, Premier	3.00@ 10.00
" White Killarney	4.00@ 10.00
" Columbia	3.00@ 8.00
" Ophelia	2.00@ 8.00
" Killarney	2.00@ 4.00
" Russell	3.00@ 12.50
" Ward	2.00@ 4.00
" Sunburst	4.00@ 10.00
Calendulas	1.00
Carnations, Laddies	4.00
Carnations, fancy	1.00@ 2.00
Ferns, per 1,000	3.50
Valley	6.00
Smilax, per string	.20
Leucothoe	1.00
Galax, green, per 1,000	1.75
" bronze, per 1,000	1.75
Callas	12.50
Snapdragons, per doz.	1.00@ 2.00

MILWAUKEE, JUNE 29.	Per 100
Roses, Kill'n'y, W. Kill'n'y	4.00@ 12.00
" Premier	6.00@ 20.00
" Ophelia	4.00@ 15.00
" Columbia	6.00@ 20.00
" Ward	4.00@ 12.00
" Hoosier Beauty	4.00@ 15.00
Carnations	2.00@ 4.00
Fancy Ferns, per 1,000	3.00
Asparagus, per bunch	.50@ .75
Daisies	1.00@ 1.50
Snapdragons	3.00@ 4.00
Gladioli, per dozen	1.00@ 1.50
Gaillardia	1.00@ 2.00
Larkspur, per bch	.25@ .75
Orchids, per doz.	24.00@ 30.00
Lilies, per doz.	1.50@ 2.00

New York.

DRY WEATHER AFFECTING STOCK.

There is the usual amount of grumbling over light business and hot weather, but all things considered, conditions are not particularly discouraging. Stock, compared with winter and spring prices, is selling cheaply, but that was to be expected. Rain is the greatest need of this part of the country at the present time. Unless it comes soon the outdoor flowers, except where there are watering arrangements, will be burned up. The greenhouse roses are showing the effects of hot weather by a rust or scorch on the edges of many of the petals. Many of the sweet peas are of poor quality. A few fairly good carnations, for the season, are arriving, but much of the stock is worthless and had better never to have been shipped. The best orchids are bringing good prices for summertime, but do not clean up rapidly. Large quantities of feverfew, gypsophila and other seasonable stocks continue to arrive.

June 27.—Today brought a little more activity in the markets. Heavy supplies are arriving, but much of it is in poor condition, due to the extremely hot weather.

NOTES.

A real estate item, interesting to florists is the recent purchase by William H. Siebrecht, Sr., of an additional two acres, adjoining his range and grounds at Chappaqua, N. Y. A short time ago he bought an estate of 17 acres, exclusive of the range and home site. A part of Mr. Siebrecht's holdings was once included in the farm owned by Horace Greeley, founder of the New York Tribune.

Miss Florence Edmonson, who for several years has been bookkeeper for M. C. Ford, the wholesaler, was married on June 22 to Bela James Porter, an accountant. Mrs. Porter is a capable and amiable young woman and sincere friends will wish her many happy years of wedded life.

Malandre Bros. have in their store a number of fine plants of aeclepias (æclepiaducœ), a species of the milkweed family. The flowers have a novel and waxy appearance.

Harold Trepp, salesman for Clarence Slinn, whose illness was reported in our issue of June 25, died June 19. See obituary column for further particulars.

William Bogart, who recently underwent an operation, at the Post-Graduate hospital is making satisfactory progress toward recovery.

The Harry Vegeres Co., has bought the retail store at Lexington avenue and 51st street, formerly conducted by the D. & D. Floral Co.

Miss Katheryn C. Deasey, Philadelphia, Pa., M. C. Ford's niece, has succeeded Miss Edmonson as his bookkeeper.

A. F. F.

Boston, Mass.

FUNERAL TRADE REVIVES MARKET.

The market opened this week with a good advance in values over the previous closing but the prices were back again in a day or two. Business in general this week has not been quite up to the rest of the month. The call is still good, however, for wedding and graduation flowers. Good white and red flowers still sell at a premium over other stock. Carnations are getting scarce each week, also poorer in quality. Gladioli are increasing but still clean up readily at $1.50 to $2 per dozen. Lilies have become scarce again with a fair demand for them. The market slackened considerably about midweek but the death of Gen. Chas. H. Taylor, editor of the Boston Globe and a prominent member of the Grand Army of the Republic, on Wednesday, sharpened the demand for stock of all kinds from common garden flowers to the choicest orchids. Never within the recollection of any florist in this city was there a larger or choicer collection of stock seen at any funeral. The prices did not advance any but it was responsible for a general cleanup of almost every flower.

NOTES.

At the rose and strawberry show held by the Massachusetts Horticultural Society, June 25-26, E. E. Randall, Pride's Crossing, was awarded first prize for the best three blooms of any white hybrid perpetual roses and Wm. C. Cooper first for one plate of Golden Gate strawberries.

The Rosary of Copley square is moving July 1 to new quarters on Boylston street. It is reported that Thos. F. Galvin, Inc., has leased the store that the Rosary is to vacate in Copley square for their Back Bay shop as their lease expires in the fall.

Eric Laurentz, salesman at the Thos. F. Galvin, Jr., store, has gone to Nantucket for the summer to take charge of the Siasconset Golf Club, of which Thos. F. Galvin, Sr., is proprietor.

Arthur Carr and Harry Ward of the Flower Exchange have returned from an auto trip the past week through New England and New York state.

S. Hoffman has opened his summer branch at the New Ocean house, Swampscott.

Wm. Penn left on July 2 for a month's vacation at Moosehead Lake.

Wm. McAlpine has returned from a two weeks' fishing trip in Maine.

F. J. Dolansky sailed on June 29 for a four months' trip to Europe.

E. F. S.

Hartford, Conn.

This city holds many attractions, but in June the real show place is the rose garden in Elizabeth park. Every year that we visit it, improvements are noted. On June 23, the date of our last visit the arches, pillars, standards and beds were in magnificent bloom. The prevailing colors in the arches are pink, red and white as must necessarily be so, but there are varying shades of pink, yellow and white throughout the beds.

There is an experiment or trial garden adjoining where well known growers have planted stock. These include F. R. Pierson, Tarrytown, N. Y.; A. N. Pierson, Inc., Cromwell, Conn.; The H. A. Dreer, Inc., Philadelphia, Pa.; Gude Bros. Co., Washington, D. C.; Bobbink & Atkins, Rutherford, N. J.; George B. Hart, Rochester, N. Y.; and Coombs, Florist of this city. Geo. B. Hart has a bed of Old Gold that bears handsome flowers in great quantity. Several of the Dreer plantings look promising. The Gude Bros.' Red Radiance is an excellent garden rose.

The trained varieties are so numerous and attractive that it is hard to choose. The following hybrid perpetuals were particularly noteworthy: Victor Verdier, Hippolyte Jamien and Marquise de Castellane. Brief mention must be made of the American Pillar which was finer in this garden than we have ever before seen it.

In the past years it has been the custom of the American Rose Society to hold a session at this garden. Why it has been abandoned, we are unable to state.

While hot weather is bearing heavily on the retail florists, in this city, they are all finding something to do.

A. F. F.

CONTINENTAL, O.—Clyde Schafer is erecting a greenhouse.

ST. PAUL, MINN.—Mrs. J. B. Thompson, 1305 Hewitt avenue, one of the pioneer peony growers of this city, and 72 years of age, had an exhibit at the recent show of the Northwest Peony and Iris Association.

ADRIAN, MICH.—At a recent meeting of the Lenawee County Horticultural Society, papers on the culture of strawberries and June flowers were presented by E. W. Allis and O. E. Clark. Exhibits of strawberries and flowers were a feature of the session.

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Wholesale Flower Markets

NEW YORK, JUNE 29. Per 100

Roses, Beauty	$6.00@	$50.00
" Columbia	2.00@	10.00
" Pilgrim	2.00@	8.00
" Hadley	4.00@	20.00
" Dunlop	3.00@	12.00
" Dbl. Wht. Killarney	2.00@	10.00
" White Killarney	2.00@	8.00
" Aaron Ward	2.00@	10.00
" Ophelia	2.00@	10.00
" Mrs. Chas. Russell.	3.00@	15.00
" Premier	3.00@	15.00
" Scott Key	10.00@	50.00
" Sunburst	2.00@	8.00
Adiantum Croweanum and Hybrid	.75@	1.00
Asp. Plumosus, per bunch	.25@	1.00
Carnations	2.00@	6.00
Bouvardia	4.00@	5.00
Cattleyas	25.00@	125.00
Lilies, white	15.00@	20.00
Lily of the Valley	2.00@	6.00
Gaillardia	1.50@	2.00
Smilax, doz. strings	2.00@	3.00
Snapdragons, per dozen	.35@	1.00
Daisies, yellow	.50@	3.00
Larkspurs, per dozen	.75@	1.00
Peonies	4.00@	8.00
Gladiolus, per doz.	.75@	1.50
Coreopsis	.75@	1.00
Sweet Peas	.50@	1.00

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Southwest Corner 47th St. and Lake Park Ave.

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Miami's Largest Florist
The Exotic Gardens
801 12th Street
Prompt Deliveries to All Points in Southern Florida
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Mention the American Florist when writing

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J. B. KELLER SONS,
FLORISTS
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Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.
EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing

THE J. M. GASSER COMPANY
CLEVELAND
EUCLID AVENUE
Members of Florists' Telegraph Delivery.

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BROADWAY FLORIST
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Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx.
Phone: Intervale 4990.

ORDERS IN OR AROUND PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

BOHANNON FLORAL CO.
75 East Monroe Street, CHICAGO
Member of F. T. D.

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S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York.
Members of Florists' Telegraph Delivery.

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Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
ELEVEN STORES
Main Store— Lewis Ave. Cor. Hancock St.
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
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Louise Flower Shop
Connecticut Ave., at N. St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842
Members of Florists' Telegraph Delivery.

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Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st St.
The Largest Growers of Flowers in the City

Tacoma, Wash.
California Florists
will take care of all telegraph orders.

Mention the American Florist when writing

ENGLAND

You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

Steamers arriving at or leaving any port can be served at a few hours' notice.

(Members F. T. D.) **Bees Ltd** (Members F. T. D.)
Bold Street
LIVERPOOL

Mention the American Florist when writing

Boston, Mass.
MEMBER
Houghton Gorney Flower Shop
UNDER THE PARK STREET CHURCH
Centrally located. Each order receives my personal attention. Best facilities for shipping

Mention the American Florist when writing

LITTLEFIELD, Florist
WORCESTER, MASS.

Mention the American Florist when writing

TERRE HAUTE, IND.
THINK OF **HEINL'S**

Mention the American Florist when writing

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

A. LANGE, Chicago

77-79 East Madison Street

Member of F. T. D.

WE ARE AWAITING YOUR ORDER.

Best Flowers, Service and Delivery

No Order Too Small or Too Large. Careful Attention to All.

We are located in the heart of Chicago, and make all deliveries in the city and suburbs

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Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders
We have the Best Facilities in the City
No branch stores. Established 1857.
Members of Florists' Telegraph Delivery.

Send your Orders for Chicago and Suburbs to

Schiller The FflorisT

2222-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

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Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

CHICAGO

Mangel

The Palmer House Florist

17 E. MONROE ST.

FROM NEW YORK EXCEPT AS NOTED.

July 5.

Aquitania, Cunard-Anchor Line (Cherbourg-Southampton).
FROM BALTIMORE, Nervier, Belgian Line (Antwerp).

July 6.

La Lorraine, French Line (Havre).
Adriatic, I. M. M. Lines (Southampton).
FROM BOSTON, East Indian, I. M. M. Lines (Hamburg).

July 7.

France, French Line (Havre).
FROM BALTIMORE, Missouri, I. M. M. Lines (Atwerp).
FROM PHILADELPHIA, Schiedyk, Holland-America Line (Rotterdam).

July 8.

FROM MONTREAL, Verbania, Cunard-Anchor Line (London).

July 9.

New Amsterdam, Holland-America Line (Rotterdam).
Roussillon, French Line (Vigo).
Montauk, I. M. M. Lines (London)
Cedric, I. M. M. Lines (Liverpool).
Valacia, Cunard-Anchor Line (London).
Castalia, Cunard-Anchor Line (Glasgow).
FROM NEW ORLEANS, Andyk, Holland-America Line (Rotterdam).
FROM NORFOLK, Missouri, I. M. M. Lines (Antwerp).
FROM BOSTON, Caledonian, I. M. M. Lines (Manchester).
FROM PHILADELPHIA, Haverford, I. M. M. Lines (Liverpool).

CHICAGO
75 E. Adams St.

HENRY **Wittbold and Son** DECORATORS FLORAL FLORISTS

EVANSTON, ILL. 3025 Central St.

Members of Florists' Telegraph Delivery.

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The Apollo Flower Shop

4 East 11th Street
We Carry the Largest Stock of Cut Flowers in the City. We Please the People.
Home Phone: Main 3652 Bell Phone: Main 1834

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F. H. WEBER

N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on Short Notice.
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CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
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ALEX. S. GEORGE

(Not Incorporated)
National Florist
FLORAL ARTIST
423-425 Richmond Terrace
(V. M. C.)

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Largest Retail Florists in Westchester County.
Members F.T.D. Established 1908.

New York Floral Co.

Yonkers, N. Y. Cor. Manor House Square
New Rochelle, N.Y. 542 Main St.

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Members of Florists' Telegraph Delivery

Mention the American Florist when writing

Milwaukee, Wis.

FOX'S

Incorporated
437-39-41 Milwaukee Street
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Omaha Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

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Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

For St. Louis

WIRE

Grimm & Gorly

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

FREY & FREY

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Penn, the Florist.
Boston, Mass.—Houghton Gorney Fl. Shop.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Bohannon Flower Shop.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Congress Flower Shop.
Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Mangel, 17 E. Monroe St.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Memphis, Tenn.—Memphis Floral Co.
Miami, Fla.—The Exotic Gardens.
Milwaukee, Wis.—Fox's, Incorporated.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—The Rosery Floral Co.
Newark, N. J.—Phillips Bros.
New Britain, Conn.—Welch's Flower Shop.
New Orleans, La.—Metairie Ridge Nur. Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New Rochelle, N. Y.—New York Floral Co.
New York—A. Eckrich, 924 Madison Ave.
New York—Alexander, Florist.
New York—A. T. Bunyard, Madison Ave.
New York—Broadway Florist.
New York—N. Christatos.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Henry Hart, Inc.
New York—Hession.
New York—Irene Hayes.
New York—Kottmiller.
New York—Malandre Bros.
New York—Matthew A. Battista.
New York—A. Meyer, 1062 Madison Ave.
New York—Olympia Florist.
New York—G. E. M. Stumpp.
Oklahoma City, Okla.—Furrow & Co.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

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Savannah, Ga.

JOHN WOLF

The Largest Grower of Cut Flowers in the South

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Knoxville, Tenn.

Baum's Home of Flowers

Personal attention given to orders For Knoxville and East Tennessee.
Members F. T. D.

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Salt Lake City, Utah—Evans Floral Co.
Salt Lake City, Utah—Miller Floral Co.
Staten Island, N. Y.—Alex S. George.
San Francisco—Podesta & Baldocchi.
Savannah, Ga.—John Wolf.
Seattle, Wash.—Hollywood Gardens.
Seattle, Wash.—Rosala Bros.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heini & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R. Summer Season.

Hession

Madison Ave. and 76 St.
NEW YORK

Quality Flowers

BEST IN THE MARKET
AT REASONABLE PRICES

Plant Specialists Phones: Rhinelander 107—420—775

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Congress Flower Shop

CONGRESS HOTEL
520 South Michigan Ave.

New York Telephone Audubon 6618 Established 1906

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3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY.
Orders from Other Cities filled with promptness

MEMPHIS, TENN.

Memphis Floral Company

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WIRE US

Oklahoma City

OKLAHOMA

FURROW & CO.

205 W. Main St.

Members of Florists' Telegraph Delivery.

Randolph & McClements

Floral Experts

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Telegraph orders for Dayton will receive our immediate and careful attention.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

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Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
Members of Florists' Telegraph Delivery.

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New York's Favorite Flower Shop

G. E. M. Stumpp

Fifth Avenue at 58th Street
Member F. T. D. Ass'n.

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A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America
Established 1874 Incorporated 1909

Mention the American Florist when writing

Salt Lake City, Utah

Evans Floral Co.

261 South State Street
Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.

Mention the American Florist when writing

WICHITA, Kansas Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers Personal Service Members F. T. D.

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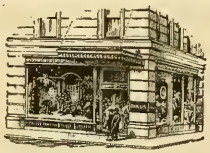
Potter Floral Co.

Members of Florists' Telegraph Delivery.



DARDS

341 Madison Ave.
Opp. Hotel Biltmore
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The Leading Florist for nearly Half a Century

MEMBER

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Albany, N. Y.

Danker

FLORIST

The Best Service

MEMBER

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Samuel Murray

1017 Grand Avenue
Member Florists' Telegraph Delivery

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Kansas City, Mo.

W. J. Barnes FLORIST KC.Mo

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

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Leading Florists

JOHN BREITMEYER'S SONS

1314 Broadway

PHILIP BREITMEYER, - President

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Worcester, Mass.

Randall's Flower Shop

Members of Florists' Telegraph Delivery

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Orders in or around **Washington, D.C.**

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FLORIST
900 Fourteenth Street

Brooklyn, N. Y.

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Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

New York. Established 1849

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Orders by Telegraph Promptly Filled

Phones 1552-1553 Columbus.

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Wholesale and Retail Florists of Grand Rapids.

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The Metairie Ridge Nursery Co. Ltd.
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ROSES ORCHIDS VIOLETS
NEW ORLEANS F.T.D.

Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West,

Montreal, Que., Canada

Every order receives prompt and careful attention.

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14th and H Streets, N. W.

Exceptional Service

A. Mentor

Telephones: Lenox 2352, Lenox 7019

1062 Madison Ave., Near 80th St.

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Orders from other cities promptly filled.

Toronto, Can.

Canada's Best Known and Most Reliable Florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

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Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured

Salt Lake City

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass.
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central part of Nevada and Idaho

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Nashville, Chattanooga and Atlanta — THREE STORES

MEMBER Florists' Telegraph Delivery

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Matthew A. Battista FLORIST

44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

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HARDESTY & CO.

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THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

New York's
SHOP OF QUALITY
Irene Hayes, Inc.

F. T. D. 799 Park Avenue
Telephone Rhinelander 3087

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HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

New York

A. ECKRICH

(Successor to Charles E. Grunewald)

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924 Madison Ave., bet. 73rd & 74th Sts.

Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

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MRS. E. A. WILLIAMS

621 Penn Ave.

Members of Florists' Telegraph Delivery.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Hartford, Conn.

WELCH'S Flower Shop

Also Store at New Britain, Conn.
Established 1885.
Members of Florists' Telegraph Delivery.

Colorado Springs, Col.

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed
Members of Florists' Telegraph Delivery.

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Denver, Colo.

The Park Floral Co.

O. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Galesburg, Ill. and Central Ill.

Pillsbury's Flower Stores

Your orders will receive careful attention.
Members of Florists' Telegraph Delivery.

Kansas City, Mo.

A. Newell
FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

WASHINGTON D. C.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

Gudes'

Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

CHICAGO OPPOSITE FIELD'S — DETROIT

Central Floral Co.

132 N. State, CHICAGO
1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Washington, D. C.

GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

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FOR WISCONSIN DELIVERY
—OF—
"Home Grown Flowers"
Get in touch with
MATTHEWSON'S, SHEBOYGAN, WISCONSIN.
Member of Florists' Telegraph Delivery.

NEWARK, N. J.

Philips Bros.

988 BROAD STREET
Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

CHARLES L. SCHMIDT

23 No. Second St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.
Member of Florists' Telegraph Delivery.

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.
EVERYTHING IN FLOWERS
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

Brooklyn, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place
Phone: 1952 Lafayette.
Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

MECHANICSBURG, O.—D. J. Burnham is receiver for the Wing Seed Co.

J. C. VAUGHAN and wife, Chicago, were in Milwaukee, Wis., for the week end.

HENRY NUNGESSER, New York, has returned to the United States and is now at Atlantic City, N. J.

VISITED CHICAGO: R. C. McGill, San Francisco, Calif.; P. C. Pratt of the Templin-Crockett-Bradley Co., Cleveland, O.

JOHN C. BODGER, of the John Bodger & Sons Co., Los Angeles, Calif., left for the east after the St. Louis convention.

CABLE advices of June 26 indicate the French bulb growers' syndicate still maintains its price schedule of April 25.

A. MILLER, of the American Bulb Co., Chicago, is combining pleasure and business on a fishing trip in Wisconsin and Minnesota.

ONION SETS in the Chicago district are advancing in price on account of the thin stand and heavy percentage of large bulbs. Recent rains have improved the crop prospect.

GILROY, CALIF.—L. W. Wheeler, of the Pieters-Wheeler Seed Co., has just returned from a fortnight's fishing trip in the mountains, and expects to go again after the fireworks.

LOUIS B. REUTER and wife of New Orleans, La., who spent four days in Chicago after the St. Louis convention, left for home June 28. Mr. Reuter was elected second vice-president.

A. HENDERSON, of A. Henderson & Co., Chicago, attended a meeting of French bulb importers at New York June 28. Mr. Henderson has the sympathy of many friends in the recent death of his mother in Scotland.

New York Seed Trade.

Except the interchange of views, nothing was accomplished at the meeting of French bulb importers held in this city June 28. The French concerns are standing firm for their previously announced prices and American houses are also firm in their refusal to pay them.

Harry Marquardt, of F. Y. Marquardt, Inc., Middle Village, died June 21, of heart trouble, age 33 years.

There was a good and welcome rain here June 28, apparently general in this section of the country.

A. F. F.

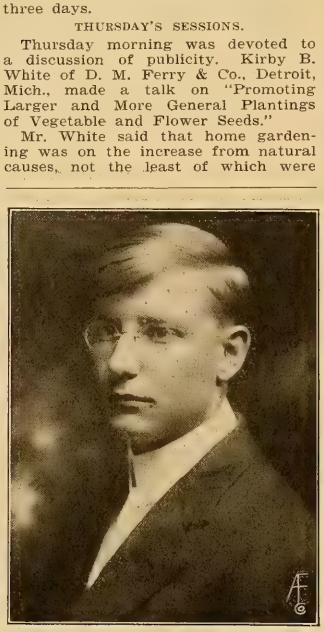
American Seed Trade Association.

As announced in our issue of June 25, page 1108, the American Seed Trade Association opened its thirty-ninth annual convention at the Hotel Statler, June 22, the meeting well attended and full of interest, extending three days.

THURSDAY'S SESSIONS.

Thursday morning was devoted to a discussion of publicity. Kirby B. White of D. M. Ferry & Co., Detroit, Mich., made a talk on "Promoting Larger and More General Plantings of Vegetable and Flower Seeds."

Mr. White said that home gardening was on the increase from natural causes, not the least of which were



Louis B. Reuter, New Orleans, La.
Second Vice-Pres. American Seed Trade Ass'n

increased population, which always made agriculture more intensive, and transportation costs, which favored local production of foodstuffs. He cited the growing practice of beverage producers to ship to local centers the solid ingredients of their drinks, for bottling and distribution, thus escaping freight charges on water. Bulky and quickly perishable vegetables were subject to the same influences, he said, and local production would be stimulated by the same cause.

The seedsmen could hasten this tendency and divert it to their own profit by wise publicity methods, Mr. White asserted. For one thing, he suggested that in all advertisements published by seedsmen, a general argument in favor of home gardening be included, to gain recruits for gardening. The work of the National Garden Bureau, established two years ago as a result of action of the executive committee of the association, was commended by Mr. White. He declared that the money contributed to the bureau brought more results in proportion than any money spent for advertising.

L. L. Olds of Madison, Wis., read a paper on "Promoting the Use of More and Better Field Grass and Clover Seed on the Farms." He advocated greater care in labeling farm seed, in order that buyers may tell exactly what they are getting. He cited in particular clover seed and seed corn, and pointed out the need for specifying not only the variety of corn but the place it was produced, since the season of growth was influenced by the place of production. European clover seed, he said, had been found incapable of surviving winters in Indiana, and the seed trade was harmed by disappointing experiences among farmers due to inexact labeling. The possibility of propaganda in favor of field seed such as was being conducted for home gardens was raised, and the rewriting of catalogue descriptions to give more exact information on the seeds offered was urged.

Leonard H. Vaughan, chairman of the special advertising committe, read a report on the work of the National Garden Bureau. A display of clipping sheets which had been distributed by the bureau and newspaper clippings from the 560 daily newspapers which had used the bureau's home garden service this year was made on the walls of the meeting room. Mr. Vaughan pointed out the value to the trade of the widesperad publicity for home gardens which had been obtained, and its small cost as compared to the cost of a paid advertising campaign. He told the audience how seeds-

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

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Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Mention the American Florist when writing

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

men can take greater advantage of the publicity by following it with their own advertisements and how newspapers which have not used the articles can be induced to publish them. In closing Mr. Vaughan recommended that the work be continued under the direction of a committee of five which should be authorized to request, in the name of the seed trade association, a contribution of $50 from each member, with additional contributions from those whose business was of such volume as to warrant it, in the judgment of the committee, such additional amounts to be fixed by the committee. This resolution was unanimously adopted by the meeting when voted on at the close of the session.

James H. Burdett, director of the National Garden Bureau, described the methods followed by the bureau in distributing to newspapers home garden notes with illustrations. He asserted that with co-operation from the seedsmen in their home cities, in another two years every city in the country would have at least one newspaper regularly publishing a home garden department, and that nothing that could be done would contribute more toward making the United States a country of gardens.

THURSDAY AFTERNOON.

Papers showing the great development of the seed trade in the south were read, Frank S. Love of Montgomery, Ala., dealing with the southeast and Dick O'Bannon of Sherman, Texas, with the southwest. L. D. Waller of Guadalupe, Calif., read an interesting paper on the flower seed growing industry in California.

Eugene D. Funk, Bloomington, Ill., presented an address on "The Latest Developments in Corn Breeding," illustrated with stereopticon views, in which he told how previous standards of corn breeding had been revolutionized by the discovery of diseases, manifested in molds, which developed on seed in germination and seriously affected the yield. Experiments in producing disease free strains had caused former ideas about the ideal ear to be discarded, he said, and the breeder's efforts were now being concentated upon getting a healthy high germinating seed regardless of the shape of the ear.

Dr. S. P. Doolittle of the bureau of plant industry, United States Department of Agriculture, read a paper on "Mosaic and Angular Spot Diseases of Cucumbers," which was splendidly illustrated with stereopticon views.

THURSDAY EVENING.

The banquet at the Hotel Statler was most successful, with a large attendance. After an excellent menu, President Hastings introduced as toastmaster R. F. McNally, vice-president of the St. Louis Bank of Commerce. Jewell Mayes, secretary of the state board of agriculture, Jefferson City, Mo., and Albert C. Wilson, chief seed analyst of Illinois, made talks which were received with applause. Martin W. Kreiger of the St. Louis Chamber of Commerce Glee Club led the banqueters in songs which demonstrated unusual vocal talent to be possessed by the seed trade.

FRIDAY MORNING.

The closing session was very busy. Amendments were adopted to the constitution admitting to membership state and regional seed trade associations, while a proposed amendment to establish a permanent arbitration committee to settle trade disputes was

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America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: Cambridge, New York

Mention the American Florist when writing

Western Seed & Irrigation Co.
WHOLESALE SEED GROWERS
SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.
Write for Special Contract and Spot Prices.
Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.

Mention the American Florist when writing

L. D. Waller Seed Co.
GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds
GUADALUPE, CALIFORNIA

Mention the American Florist when writing

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

Mention the American Florist when writing

LAWN SEED MIXTURES
FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

Mention the American Florist when writing

Yokohama Nursery Co.
LTD.
Woolworth Building
NEW YORK CITY
Importers
Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

Mention the American Florist when writing

rejected and the present provision, for the appointment of a special arbitration committee by the president upon request was allowed to stand.

The report of the nomenclature committee presented by Francis C. Stokes of Moorestown, N. J., provoked lively discussion. Mr. Stokes proposed four questions upon which he asked the decision of the convention.

1. Is the association opposed to the indiscriminate renaming of standard or new varieties?

2. Will the committee accept a code of nomenclature to govern the naming of standard and new varieties?

3. Shall lists of standard varieties recognized by the association be published?

4. Shall a registration committee be named to provide a method for registering the names of recognized new varieties?

Mr. Stokes stated that his committee had worked hard upon this programme and was in doubt about the earnestness of some members of the trade in the support of such a reform of present conditions, and before proceeding further wished assurance that the association would stand back of them.

Kirby B. White and Watson Woodruff supported the recommendations of the committee while David Burpee opposed them. J. C. Vaughan assured the members that registration of new varieties was being handled without difficulty by the Society of American Florists and could be so handled by the seed trade. A discussion as to the legal effect of copyrighting names was participated in by Curtis Nye Smith, counsel of the association. By a vote of 32 to nine the report of the committee was adopted and it was authorized to go ahead with the programme outlined.

J. C. Vaughan reporting for the tariff committee, said that a new tariff was now being drawn up in Washington, D. C., and whether hearings would be granted after the bill was reported to the house was doubtful, but that no hearings would be held until it was so reported. In response to a general invitation, he had visited Washington and impressed upon the committee of the house that the seed trade was unanimously interested in retaining the specific method of assessing duties and opposing a return to the ad valorem method. As speaking for the trade as a whole, the committee has expressed no opinion as to whether schedules should be lowered or raised, he said; but he knew that individual seedsmen had appealed to their congressmen for changes in existing rates and that a request had been made for changing from the free list to the dutiable list, flower seeds now grown in this country.

L. L. Olds read a comprehensive paper on the matters of interest to seedsmen which was contained in experiment station reports during the last year. The convention then adjourned.

The following officers were elected to serve for the coming year:

L. L. Olds, Madison, Wis., president; Alexander Forbes, Newark, N. J., first vice-president; Louis B. Reuter, New Orleans, La., second vice-president, and C. E. Kendel, Cleveland, O., secretary-treasurer.

CONVENTION NOTES.

George C. Watson, Philadelphia, Pa., says to the convention: "What the seedsmen of America need is help, not hindrance, from the national and state governments. Up to the present time it has been all, 'Thou shalt not this or thou shalt not that.' Let them switch around and try to help the seed trade in its earnest endeavors to advance the interests of agriculture, horticulture and arboriculture, instead of all the time passing more laws to hinder."

The resolution to continue the nomenclature committee and eliminate the many duplicates in names of vegetables was the most important step recently taken by the association.

President Hastings nominated John Fottler, Jr., of Boston, Mass., for honorary membership, which was unanimously confirmed.

Members were much pleased with the weather. The Statler roof garden was delightful.

Past President Hastings and wife returned home via Louisville, Ky.

S. F. Willard of Comstock, Ferre & Co., was wired greetings.

Many members returned to their homes Thursday night.

Outdoor opera made a great hit with the visitors.

THE ATTENDANCE.

B. H. Adams, Decorah, Ia.
Joseph A. Ackerman, Ligonier, Ind.
Jacob Anderson, Copenhagen, Den.
C. H. Anderson, New Haven, Conn.
Chas. H. Appel, St. Louis, Mo.
L. H. Archias, Jr. Sedalia, Mo.
E. F. Aquins, Buffalo, N. Y.
E Bryson Ayers, Kansas City, Mo

D. C. Babcock, Medina, O.
Christian Back, New York.
Peder Back, Racine, Wis.
August J. Barnidge, St. Louis, Mo.
Frank H. Barnidge, St. Louis, Mo.
W. H. Barrett, Adrian, Mich.
F. W. Barteldes, Lawrence, Kans.
Otto A. Barteldes, Lawrence, Kans.
C. S. Barto, Louisiana, Mo.
Herbert Bebb, Chicago.
Donald K. Belt, Baltimore, Md.
J. J. Benecke, St. Louis, Mo.
E. T. Bennett, Chicago.
A. A. Berry, Clarinda, Ia.
H. A. Bertoli, Chicago.
Jos. H. Biever, Ft. Washington, Wis.
T. A. Bixler, Baltimore, Md.
G. Hartman Blamberg, Baltimore, Md.
Robert E. Blayleck, Anna, Ill.
John C. Bodger, Los Angeles, Calif.
Chas. W. Bolgiano, Washington, D. C.
Frank W. Bolgiano, Washington, D. C.
George F. Booker, Chicago.
James Boucher, Chicago.
C. D. Boyles, Chicago.
G. F. Bradley, Cleveland, O.
A. A. Brent, Lexington, Ky.
W. I. Brockson,, Marinette, Wis.
B. F. Brown, Fitchburg, Mass.
J. H. Burdett, Chicago.
David Burpee, Philadelphia, Pa.
W. Atlee Burpee, Philadelphia, Pa.

Daniel Carmichael, Cincinnati, O.
Peter B. Carr, Madison, Wis.
Harold M. Case, Shenandoah, Ia.
J. E. Cashman, Owatonna, Minn.
G. A. Chambers, Riverton, Ia.
C. R. Chesmore, St Joseph, Mo.
E. L. Chilton, Winchester, Tenn.
John R. Condon, Rockford, Ill.
Leonard R. Condon, Rockford, Ill.
Clifford Corneli, St Louis, Mo.
Ben P Corneli, St Louis, Mo
Adolph Corneli, St. Louis, Mo.
Wm. Corneli, St. Louis, Mo.
C. O. Coventry, Chicago.
H. B. Courteen, Milwaukee, Wis.
S. G. Courteen, Milwaukee, Wis.
H. A. Cowles, Rochester, N. Y.
C. C. Cox, Evansville, Ind.
Lawrence Coy, Valley, Neb.
Gordon M. Craig, New York.
W. L. Crites, De Graff, O.
Carl Cropp, Chicago.
James Crossland, Toronto, Ont.
E. F. Crossland, Toronto, Ont.
W. H. Crossland, Milwaukee, Wis.
John Crutchfield, Nashville, Tenn.
F. A. Cuff, Minneapolis, Minn.

J. A. Daly, Chicago.
Donald D. Davis, Jefferson City, Mo.
F. B. Dawson, Sleaford, England.
F. Deaderick, St. Louis, Mo.
A. T. DeArman, Birmingham, Ala.
E. A. Denison, Ellisburg, N. Y.
A. C. Diggs, Richmond, Va.
Mike Ditto, Ft. Worth, Tex.
Edw. W. Dorey New York.
Geo. Douglas, Kansas City, Mo
Benjamin Dulaney, Cincinnati, O.
Harold N. Duryea, New York.
Marshall H. Duryea, New York.

Howard M. Earl, Cambridge, N. Y.
R. L. Eaton, Monticello, Fla.
Geo. Edgerton, Buffalo, N. Y.
G. C. Edler, Washington, D. C.
Joseph W. Edmundson, San Jose Cal.,
Roy Edwards, Kansas City, Mo.
J. C. Eichenauer, Phoenix, Ariz.
Ross M. Eldridge, Kansas City, Mo.
Edward Ernst, Shelbyville, Ill.
Newton C. Evans, Chicago.

H. S. Faust, Chicago.
A. T. Ferrell, Saginaw, Mich.
Henry Field, Shenandoah, Ia.
L. J. Finn, St. Louis, Mo.
A. H. Flanigan, Crawfordsville, Ind.
O. Fleeger, Chicago.
E. D. Funk, Bloomington, Ill.

J. S. Gallentine, St. Louis, Mo.
W. A. Garabrant, Kansas City, Mo.
John J. Garland, Chicago.
W. A. Garrabrant, Jefferson City, Mo.
John W. Geraty, Yonges Island, S. C.
D. H. Gilbert, Monticello, Fla.
Frank J. Gittings, Neosho, Mo.
Elmer J. Graf, Evansville, Ind.
Louis J. Graf, Evansville, Ind.
Nathan R. Graves, Rochester, N. Y.
George S. Green, Chicago.
W. B. Griswold, Lincoln Neb.
Chas G. Grone, St. Louis, Mo.
N. J. Grott, Enkhuizen, Holland.
Chas P. Guelf, Cambridge, N. Y.
E. S. Gunn, Lincoln, Neb.

Carl A. Haid, Memphis, Tenn.
Claude E. Haley, St. Louis, Mo.
F. W. Hall, Penn Yan, N. Y.
W. P. Hall, Louisville, Ky.
T. C. Hambleton, Geff, Ill.
Stanley Hangrwski, Chicago.
E. J. Hanke, St Louis, Mo.
D. L. Harris, Chicago.
Hjalmar Hartmann, Copenhagen, Den.
H. G. Hastings, Atlanta, Ga.
A. B. Haven, Santa Ana, Calif.
H. M. Hedges, Cambridge, N. Y.
A. B. Heisler, St. Louis, Mo.
Maxim Hershey, New York.
F. C. Herzog, Rochester, N. Y.
W. P. Hilton, Chicago.
Chas. Hollenbach, Chicago.
Frank N. Howard, Crawfordsville, Ind.
R. B. Howe, Chicago.
Bob Houts, Chicago.
J. H. Hughes, Monticello, Fla.
F. W. Hull, Penn Yan, N. Y.
August Hummert, St. Louis, Mo.
C. S. Humeston, Humeston, Ia.
G. H. Hunkel, Milwaukee, Wis.
John L. Hunt, Cambridge, N. Y.
G. Hutchison, Minneapolis, Minn.

W. W. Jackson, St. Louis Mo.
J. Wm. Jefferson, Louisville, Ky.
J. Oliver Johnson, Chicago.
Clarence K. Jones, Baltimore, Md.
H. L. Jones, Stockton, Calif.
W. M. Jones, Chicago.

Mr. Kaercher, St. Louis, Mo.
P. F. Keil, Raleigh, N. C.
C. E. Keith, Fairfield, Ill.
G. F. Kellogg, Chicago.
Fred Kellogg, Milwaukee, Wis.
C. E. Kendell, Cleveland, O.
J. Kerr, St. Louis, Mo.
H. M. Kilgore, Plant City, Fla.
H. C. King, Battle Creek, Mich.
Harold M. King, Battle Creek, Mich.
L. A. Kipping, Sedalia, Mo.
F. P. Kiser, Paris, Ky.
L. A. Koch, Chicago.
W. A. Kraus, St. Louis, Mo.

J. C. Lawrence, St. Louis, Mo.
Ernest A. Lecox, Shenandoah, Ia.
J. B. Leveille, Winona, Minn.
Edw. S. Leonard, Chicago.
S. F. Leonard, Chicago.
H. N. Lines, Sabetha, Kan.
Chas. Loechner, New York.
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John W. Luscombe, Toledo, O.

L. B. McCausland, Wichita, Kan.
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Geo. B. McVay, Sr. Birmingham, Ala.
Chas. H. MacKubbin, Philadelphia, Pa.
R. L. MacLean, Chicago.

Thos. Madsen, New York.
C. A. Manahan, Neosho, Mo.
August F. Mangelsdorf, Atchison, Kan.
Edward F. Mangelsdorf, St. Louis, Mo.
Frank H. Mangelsdorf, Atchison, Kan.
Fred W. Mangelsdorf, Atchison, Kan.
Chas. Manthey, Cincinnati, O.
C. R. Marlow, Wichita, Kan.
C. C. Massie, Minneapolis, Minn.
L. D. Matchett, Milwaukee, Wis.
Alexander Mathers, Milford, Conn.
Jewell Mayes, Jefferson City, Mo.
L. C. Mendenhall, Saginaw, Mich.
R. W. Metcalf, Jr. Syracuse, N. Y.
J. S. Michael, Sioux City, Ia.
H. H. Miller, Bloomington, Ill.
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We Have Cleaners Suitable for Every Seed or Grain Cleaning Purpose

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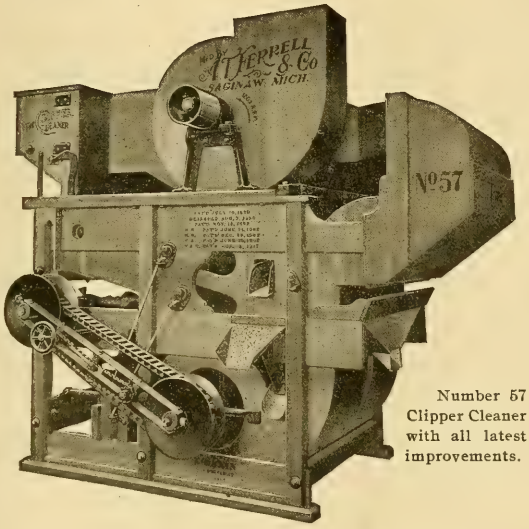

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- Ball Bearing Suction Fans
- Ball Bearing Loose Pulley
- Brush Carrier Adjustment
- New Type Cross Head for Traveling Brush Drive
- Air Valve Regulator for Exhaust Fans

When you install a Clipper Seed Cleaner of the latest improved type you have a machine that stands for the last word in seed cleaning efficiency, insures the most satisfactory results, enables you to improve your grades and puts new life into your seed business.

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C. R. Root, Denver, Colo.
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E. Fred Rowe, Harrisburg, Pa.
D. D. Rowlands, Sheboygan, Wis.

Kenneth E. Salzer, La Crosse, Wis.
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G. L. Shideler, Cambridge, N. Y.
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W. H. Small, St. Louis, Mo.
Curtis Nye Smith, Boston, Mass.
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Clay H. Stark, Louisiana, Mo.
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R. C. Steele, Toronto, Ont.
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W. A. Stewart, Chicago.
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J. A. Streicher, Toledo, O.
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W. P. Stubbs, Louisville, Ky.
R. C. Stubbins, Chicago.
O. R. Stuebner, Perryville, Mo.
G. C. Stump, New York.
J. F. Summers, Chicago.
Harry Sunfield, Wichita, Kan.
W. B. Sutton, Dayton, O.

Major Frank Tagart, New York.
Daniel Taylor, Chicago.
J. N. Templeton, Winchester, Tenn.
Arthur Teweles, Milwaukee, Wis.
Hugo Teweles, Milwaukee, Wis.
Lawrence Teweles, Milwaukee, Wis.
W. F. Therkildson, Chicago.
Ejnar Thygesen, New York.
A. W. Tibbits, Chicago.
G. L. Tiebout, Baton Rouge, La.
J. E. W. Tracy, Washington, D. C.

M. H. Vanden Berg, Cumberland, Ind.
J. C. Vaughan, Chicago.
Leonard H. Vaughan, Chicago.
A. Reid Venable, Richmond, Va.

E. J. Walker, Jr., Penn Yan, N. Y.
L. D. Waller, Guadalupe, Calif.
A. R. Ward, Oshkosh, Wis.
O. T. Watts, Louisville, Ky.
H. P. Webster, Independence, Ia.
J. H. Welcome, Chicago.
A. N. Wertheimer, Ligonier, Ind.
Kirby White, Detroit, Mich.
C. O. Wilcox, Manitowoc, Wis.
Geo. F. Williams, Providence, R. I.
Lyons H. Williams, Norfolk, Va.
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Perry I. Wilson, Fitchburg, Mass.
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PANSY SEED

MICHELL'S GIANT EXHIBITION, MIXED. A Giant Strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half trade pkt., 30c; 50c per trade pkt.; ⅛ oz., $1.25; $2.00 per ¼ oz.; oz., $7.00; $26.00 per ¼ lb.

GIANT TRIMARDEAU, MIXED. Large flowering and choice colors. Tr. pkt., 30c; $2.25 per oz.; ¼ lb., $8.00.

FINEST ENGLISH MIXED. Large flowering. Tr. pkt., 25c; $1.50 per oz.; ¼ lb., $5.00.

Also **GIANT PRIZE** and **REGULAR SORTS** in separate colors.

DAISY, DOUBLE ENGLISH

		Tr pkt	Oz.
Monstrosa Pink	¼ oz., $1.50	$0.50	....
Monstrosa white	¼ oz., 1.50	50	....
Monstrosa Mixed	¼ oz., 1.25	.50	.
Longfellow, Pink		.40	$2.50
Snowball, White		.40	2 50
Mixed		.30	1.50

MYOSOTIS

	Tr pkt	Oz.
Alpestris Victoria	.25	1.50
Eliza Fanrobert	.25	1.00

CYCLAMEN SEED

Michell's Giant Show	100 seeds	1000 seeds
Bright Red	$2 00	$15.00
Dark Blood Red	2.00	15 00
Glory of Wandsbek, salmon red	2 25	17.50
Perle of Zehlendorf, salmon pink	2.25	17.50
Pure White	2.00	15.00
Rose of Marienthal, bright pink	2.00	15.00
White with Carmine Eye	2.00	15.00
Mixed Colors	1.50	12.50

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20.00........per 100	5.00........per 100	16.00........per 250	4.00........per 100

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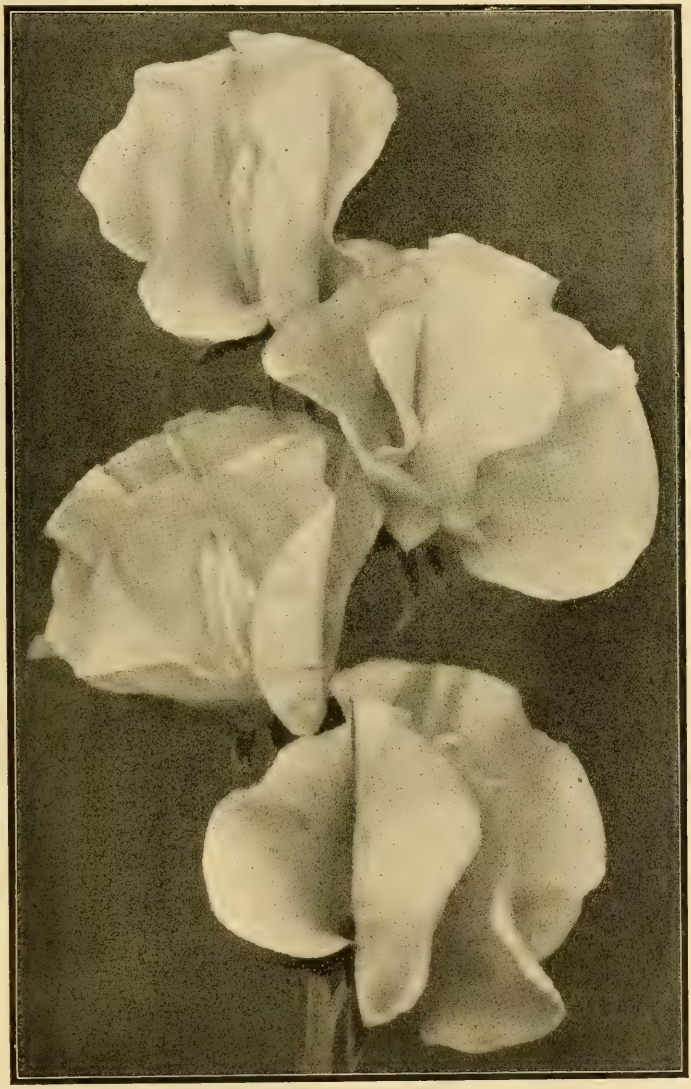
MRS. WARREN G. HARDING

"The Harding Blue"



THIS distinct early or winter-flowering novelty is a great and decided advance. It is really a pronounced acquisition to its color class.

Mrs. Warren G. Harding is a deep shade of silver-blue—the color that is already so well known as "The Harding Blue." The color is pure throughout, with no suspicion of mauve or rose. The flowers are immense in size, with a broad and much frilled standard. The wings also are well waved, and a large proportion of the flowers are duplex or double, which lends weight, size, and beauty to the bunch. It is a vigorous grower. The flowers are produced freely and usually in fours.

We originally exhibited this novelty under the name of Silver Blue. By special permission from "The First Lady of the Land," however, we have now named this most outstanding novelty **Mrs. Warren G. Harding.**

Mrs. Warren G. Harding is one of the most admired early-flowering Sweet Peas we have ever originated. It was awarded Certificate of Merit at the International Flower Show in New York, March 14, 1921.

We now offer **Mrs. Warren G. Harding** for the first time. We present it to the trade with the confident feeling that it will have great commercial value to florists in all parts of the nation

Our stock of **Mrs. Warren G. Harding** is very limited; so we would suggest that you order as early as possible.

Ounce, $12.00;
¼ lb., $45.00,
postpaid.

In addition to **Mrs. Warren G. Harding,** we have other outstanding Burpee Novelties in the early or winter-flowering type. Send for our **Special Sweet Pea Folder for Florists,** which gives full descriptions and prices of all these wonderful novelties, and a complete descriptive list of other worth-while early flowering Sweet Peas. It will be sent free.

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Mrs. A. H. Flanigan, Crawfordsville Ind.
Mrs. E. D. Funk, Bloomington, Ill.
Mrs. W. A. Garrabrant, Jefferson City, Mo.
Mrs. Nathan R. Graves, Rochester, N. Y.
Miss Minne Gronewald, St. Louis, Mo.
Mrs. H. G. Hastings, Atlanta Ga.
Mrs. F. C. Herzog, Rochester, N Y.
Mrs. J. H. Hughes, Monticello, Fla.
Mrs. P. F. Kell, Raleigh, N. C.
Mrs. W. A. Kraus, St. Louis, Mo.
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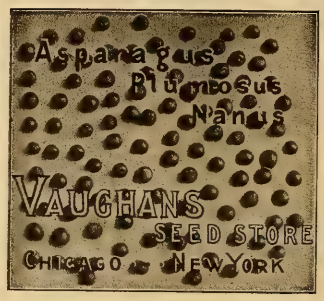

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Queen Mary. Salmon with claret base.

Rosy Morn. Delicate rose color. Claret base.

Grandiflorum Album. The largest giant white.

Excelsior. White with red base. Extra large flowers.

Duke of Fife. Dark rose.

Princess of Wales. Deep pink.

Princess May. Pale pink.

Salmon King—100 seeds, **$1.60;** 1000 seeds, **$14.00.**

English Varieties, Mixed—From separate sorts.

	100 Seeds	1000 Seeds
Fairy Queen. Large frilled white with crimson eye	$2.00	$18.00
Giant Salmon. Semi-double salmon. Very large and free-flowering	2.00	18.00
Giant Rose. Bright rosy pink with red eye. Very free-flowering, one of the best pinks	2.00	18.00
Rosea Superba. Deep shell pink	1.65	14.00
Glory of Wandsbek. Salmon	1.65	14.00

	100 Seeds	1000 Seeds
Wine Red. Very large and fine		
Christmas Cheer. Blood-red		
Magnifica. Dark rose pink		
Daybreak. Delicate pink		
Pure White. Very large	$1.50	$12.00
White with Pink Eye. Very large and fine		
Victoria. White tipped with pink, fringed edge		
Lavender. Dark and light shades, very beautiful		

VAUGHAN'S PANSIES

VAUGHAN'S INTERNATIONAL PANSIES

Vaughan's International Pansy Mixture was first offered by us in 1889. We import from all the best European sources. Each year has added to the quality of its flowers and variety of the colors. We buy every year novelties of known merit to improve the mixture; it is always complete, always the latest and always the best mixture. We add to all Pansy Mixtures which we now buy more than 50 per cent of the choicest named kinds obtainable, each in correct proportion. This is one of the **Specialties** that has established the reputation of Vaughan's Flower Seeds, and one which we maintain most carefully. Trade pkt., **50c;** ⅛ oz., **$1.50;** ½ oz., **$5.00;** oz., **$10.00.**

Chicago Parks Bedding Mixture

This is a mixture made by ourselves from 20 different and distinct varieties of this type. While the flowers of this strain do not grow as large as those of the Giant Pansies, they excel them by a much greater number of flowers to a plant. Trade pkt., **25c;** ¼ oz., **60c;** oz., **$1.80.**

Vaughan's P. P. (Popular Price) Mixture of Pansies

This mixture like all "Vaughan" mixtures, is made up by ourselves from separate colors and strains of the Giant and Chicago Parks Bedding types, and will furnish a large variety of colors with a good proportion of giant flowers. Trade pkt., **25c;** ⅛ oz., **50c.;** oz., **$3.00.**

Vaughan's Giant Pansy Mixture

Embraces, besides all the separate shades and colors, five special strains not listed elsewhere, and which can only be had in this and our International Mixture. This mixture includes the richest reds, coppers and bronzes, together with the most delicate rose and pink shadings, all the distinct colors of Trimardeau and the splendid Cassier strain. Trade pkt., **50c;** ⅛ oz., **75c;** oz., **$5.00;** ¼ lb., **$18.00.**

Vaughan's Cut Flower Mixture

This mixture is put up by ourselves and contains mostly light colored sorts. We have sold this mixture for several seasons to some of our Chicago cut flower growers, who have realized big returns from the sale of flowers. Pansies are as easily grown as violets, require less care and bring better results. Trade pkt., **25c;** ⅛ oz., **60c;** oz., **$4.00.**

New Early-Flowering Giant Pansies

The new strain produces its giant flowers about four weeks earlier than other known types. In March, when the old type pansies hardly show any buds the plants of the new strain bore from 3 to 5 of their giant flowers.

Early-Flowering Giant White, with eye, Yellow, with eye, Light Blue, Dark Blue, Jupiter Purple, Mars, Cornflower Blue, North Pole Pure White, Wodan Black, and Mixed (eight colors). Trade pkt., (500 seeds) **25c;** ⅛ oz., **50c;** oz. **$3.00.**

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American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomoua, N. C., Vice-President; John Watson 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June, 1922.

American Association of Nurserymen.

More than usual interest in the proceedings characterized the forty-sixth annual convention of the American Association of Nurserymen, which was held at the Congress hotel, Chicago, June 22-24, the opening session, and early arrivals being announced in our issue of June 25, page 1116.

In connection with the address of former secretary of agriculture E. T. Meredith, delivered on Wednesday, June 22, a letter was read from Dr. David Fairchild, agricultural explorer for the bureau of plant industry, Washington, D. C. Much valuable and interesting data was given in regard to the introduction of plants into the United States, a total of 53,489 kinds having been admitted to date. Among the plants that have been successfully grown, either in the private gardens of some 10,000 bona fide amateur growers, or at the state experiment stations, Dr Fairchild included the following:

The Chinese wild peach, which is the best stock yet discovered for peaches on alkali land; Chinese hardy wild pear, being immune to pear blight; Tamopan persimmon of China, a seedless, and (if properly grown) puckerless variety already established on the northern markets; Chinese dry land elm, now growing in the great plains area of the west, which is used for windbreaks in the Dakotas; the early cherry, bush cherry, the latter being hardy and beautiful, and the large-fruited hawthorn from north China, are other plants that are being successfully grown here. The Siberian poplar is hardy in Canada, where other varieties winter-kill, and the Siberian larch is proving valuable as a timber tree in the northwest. The Chinese holly is another hardy tree.

In addition to the money value of these plants, which, roughly speaking, add about $100,000,000 annually to the wealth of this country, Dr. Fairchild stated that there is an educational value to the people in acquainting them with the desirability of utilizing every square acre of available land for food production.

L. B. Scott, of the United States Department of Agriculture, in taking for his subject, "The Growing of Fruit Tree Seedlings in America," outlined the work that his department has accomplished under the appropriation of $20,000 for nursery stock investigations. A small portion, he said, had gone to the office of Dr. Fairchild to be spent in strictly plant introduction features, while the greater part of the appropraition was being used in the office of Dr. L. C. Corbett, which is primarily engaged in solving the question of the general improvement of tree stocks: First, by better methods of handling; second, better selection of seedling types, and, third, by developing some simple, practical and economical method of vegetative propagation for tree stocks. Mr. Scott stated that all of the important nursery sections had been visited with a view toward getting first hand information in regard to nursery problems. He wished to thank nurserymen throughout the country for their hearty co-operation with the department in carrying on its work.

Dr. Corbett spoke briefly on the same subject, and a committee of the association appointed to consider and assist in the work explained by Mr. Scott and Dr. Corbett, presented a resolution approving of the work of the office of horticultural and pomological investigation of the Department of Agriculture, and recommended that congress appropriate sufficient funds to extend its investigations.

M. R. Cashman, Owatonna, Minn.
Pres.-Elect American Ass'n of Nurserymen.

Paul C. Lindley, Pomona, N. C
Vice-Pres.-Elect American Ass'n of Nurserymen.

In speaking of blister rust control, S. B. Detwiler of the Department of Agriculture, said that the states of Washington, Oregon, Idaho and California have splendid and very valuable stands of white pine. This section of the country is free of the blister rust which at present is confined to the eastern section of the country. Through

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NEW HAVEN, CONN.

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the enforcement of Quarantine No. 26, which prohibits the shipment of currant and gooseberry bushes, the host plants of this disease, west of the quarantine line, these forests are expected to be saved. The pine areas in the east benefited to a great extent, he said, by pulling up the wild and cultivated currants and gooseberries in the vicinity. There had been during the year, Mr. Detwiler concluded, a total of 174 violations of the quarantine act, of plants going west of the line, and if the violation should continue, disease would certainly affect the western pine tracts, causing severe losses.

Dr. Kellerman, of the federal horticultural board, said that it is not the motive of the board to bring cases into court and secure convictions, in the violations mentioned above, but to prevent dangerous plant material from moving. He urged that a committee of the association be appointed to devise some plan whereby these violations may be avoided, and through cooperation with the board secure compliance with the quarantine.

It was then decided by the association to appoint two committees, one to co-operate with Mr. Detwiler in the compilation and publication of easily understood editions of federal and state quarantne regulations, and the other to co-operate with the federal horticultural board, its special function being to endeavor to work out methods of enforcing the various quarantines.

THURSDAY'S SESSION.

Harlan P. Kelsey, chairman of the committee on nomenclature, stated that the official catalogue of standardized plant names was now being printed, a book of probably 500 pages, and should reach publication before 1922. He said that it was a big beginning toward standardizing horticultural trade practice in America, and would enable the trade to know what it is growing, advertising and selling. Mr. Kelsey reported further, on behalf of the committee on standardization, that there are certain things in the nursery trade and horticultural practice that need standardizing, such as standard rules and methods for growing and grading nursery stock, meaning of all trade terms and words describing stock, methods of packing, color chart, list of general terms and abbreviations used in catalogues and shipping, and sales and collection methods.

Fruit trees, ornamental trees, shrubs, etc., each need carefully to be considered by those specializing in them, and Mr. Kelsey suggested that a committee be appointed to represent horticultural lines and different sections of the country. He further suggested that a committee on standardization and abbreviations, consisting of not less than three or more than five members and a sum of not less than $1,000 be appropriated, to enable the committee to prepare a preliminary report, to be sent in proof form to each member of the association not later than February 1, 1922, with a request for suggestions. A revised report would then be prepared and printed, and would be submitted at the next annual convention for discussion, revision and adoption. Mr. Kelsey's recommendation was referred to the executive committee with power to act.

Chas. Sizemore, traffic manager, reported claims amounting to $12,330.76, having been collected, with other claims of $15,000 still pending with the carriers. The statement of Treasurer J. W. Hill showed the finances to be in a sound condition, with a balance of $10,389.99 in the treasury.

President Lloyd C. Stark then presented his very able address and was followed by Paul C. Lindley, chairman of the vigilance committee, who presented his report. George A. Marshall, chairman of the arbitration committee, advised that his committee had passed on six controversies during the year, with five cases pending at the present time.

At the closing session, June 24, the association adopted a resolution heartily endorsing and commending the nation-wide movement for the planting of memorial trees.

The official trade mark of the association was discontinued.

Detroit, Mich., was chosen as the place of meeting for 1922.

The following officers were elected to serve for the ensuing year: M. R. Cashman, Owatonna, Minn., president; Paul C. Lindley, Pomona, N. C., vice-

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Russell	$8.00	$75.00
Sunburst	8.00	75.00
YOUNG STOCK		
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president; John Watson, Princeton, N. J., secretary, and J. W. Hill, Des Moines, Ia., treasurer; Lloyd C. Stark, Louisiana, Mo.; W. O. Reed, Vincennes, Ind., and S. W. Crowell, executive committee for two years, and Earl D. Needham, Des Moines, Ia., and Robert Pyle, West Grove, Pa., executive committee for one year.

THE EXHIBITS.

The Benton Review Shop, Fowler, Ind., catalogues.

Geo. B. Carpenter & Co., Chicago, cordage.

B. F. Conigisky, Peoria, Ill., landscape photographs.

A. T. DeLaMare Co., New York, catalogues.

Henry A. Dreer, Philadelphia, Pa., Paul's New Scarlet Climbing Rose and new hydranageas.

M. Greenebaum, New York, plant tubs.

J. Oliver Johnson, Chicago, lawn grass seed.

A. B. Morse Co., St. Joseph, Mich., catalogues.

Frank Oechslin, Chicago; Jackson & Perkins Co., Newark, N. Y., stock Rambler roses.

Rochester Lithographic Co., Rochester, N. Y., lithographs.

ADDITIONAL VISITORS.

R. W. Ackerman, Bridgman, Mich.
R. N. Adair, Wathena, Kan.
W. S. Averill, Dundee, Ill.
N. E. Averill, Dundee, Ill.
H. R. Avery, Patchogue, N. Y
J. B. Baker, Fort Worth, Tex.
O. A. D. Baldwin, Bridgman, Mich.
R. C Becker, Western Springs, Ill.
R. S. Blaylock, Anna, Ill.
W. F. Bohlender, Tippecanoe City, O.
A. W. Brown, Beloit, Wis.
P. S. Byers, Clyde, O.
C. G. Campbell, Paw Paw, Mich.
A. N. Champion, Perry, O.
John C. Chase, Derry, N. H.
R. C. Chase, Chase, Ala.
T. H. Cobb, Rochester, N. Y.
W. T. Cowperthwaite, St. Paul, Minn.
W. T. Cralle, Baltimore, Md.
S. W. Crowell, Roseacres, Miss.
J. F. Donaldson, Sparta, Ky.
W. A. Drummond, Rosamond, Ill.
F. C. Edwards, Ft. Atkinson, Wis.
Charles Ernst, Eaton, O.
R. W. Essig, Detroit, Mich.
C. G. Ferguson, Denver, Colo.
J. B. Fleming, Williamsport, Md.
F. B. Garrett, Burns City, Ind.
W. H. Gibbs, Normal, Ill.
S. Graves, Farina, N. Y.
E. G. Greening, Monroe, Mich.
R. B. Griffith, Fredonia, N. Y.
W. L. Hart, Fredonia, N. Y.
G. F. Hetzer, Williamsport, Md.
J. W. Hill, Des Moines, Ia.
O. H. Hill, Dundee, Ill.
O. Jackson, Springfield, O.
G. H. Johnston, Kansas City, Mo.
Harry Kadlec, Evanston, Ill.
J. Kelley, Dansville, N. Y.
W. F. Kelley, Dansville, N. Y.
Harlan P. Kelsey, Salem, Mass.
A. R. Knight, Sawyer, Mich.
G. L. Krice, Vicksburg, Mich.
Paul Lindley, Pomona, N. C.
F. J. Littleford, Downers Grove, Ill.
T. A. McBeth, Springfield, O.
J. McCarthy, Ottawa, Kan.
A. McGill, Portland, Ore.
W. J. Maloney, Patchogue, N. Y.
W. H. Mastin, Newark, N. Y.
S. M. Meehan, Philadelphia, Pa.
M. Mierisch, Glenview, Ill.
W. V. Moffett, Beloit, Wis.
E. H. Niles, Oconomowoc, Wis.
R. W. Owen, Bloomington, Ill.
F. M. Parkmore, Harrisburg, Pa.
John J. Penn, Sturgeon Bay, Wis.
F. A. Pottenger, Kankakee, Ill.
Homer Reed, Louisiana, Mo.
O. J. Richardson, Kalamazoo, Mich.
V. L. Rushfeldt, Albert Lea, Minn.
E. E. Schifferli, Fredonia, N. Y.
A. A. Schulze, Golden Eagle, Ill.
E. N. Sherman, Charles City, Ia.
John Spielman, Adrian, Mich.
Paul Stark, Louisiana, Mo.
Tom Stark, Louisiana, Mo.
E. R. Taylor, Topeka, Kan.
M. L. Taylor, Perry, Kan.
L. J. Tudor, Madison, Wis.
F. W. Van Oven, Naperville, Ill.
G. L. Welch, St. Joseph, Mo.
R. C. Whitten, Bridgman, Mich.
George Winter, La Salle, Ill.
D. D. Wyman, N. Abington, Mass.
W. H. Wyman, N. Abington, Mass.

Davey Urges Reforestation.

The urgent need of a practical programme of reforestation in the United States was again brought to public attention by Former Congressman Martin L. Davey, Kent, O.: and head of the Davey Tree Expert Co., with headquarters in that city, in an address delivered before the Rotary Club of Chicago. Mr. Davey emphasized the need of such a programme, which unless formulated, and put into effect, either by the federal or by state governments, or both, the country will be virtually devoid of timber within a generation, the cost of lumber will be at prohibitive heights for any practical purposes, scores of thousands of men will be out of work, climatic conditions will be changed, and floods and droughts will take terrific toll of property, if not life.

The entire lumber supply of the eastern section of the United States will be exhausted in 12 or 15 years if present methods are followed, according to Mr. Davey. The supply in the west cannot last more than 40 or 50 years. These are not wild guesses. They are based upon accurate statistics. Any one who has seen lumber men cut their way through a forest can realize the speed and completeness of destruction.

To overcome the certainty of a lumber famine, with all its attendant evils, in this country we must begin at once on the great task of reforestation. Mr. Davey offers practical suggestions to that end. One is a tax on each 1,000 feet of lumber cut, the revenue to be applied directly to reforestation.

Other methods will be offered if sufficient interest is aroused. Here is a constructive task for the farmers. Of the total lumber production available in this country, farmers consume annually 10,600,000,000 feet, of which 6,750,000,000 feet are used for construction, and most of the remainder for manufactured products, shipping cases, etc. Yet how many farmers are growing lumber for commercial purposes? Almost none. It is too slow an investment. But it is essential to the future of the farm, even if not to the immediate present. Exemption of taxation on land in process of timber growing would remove the burden of such a slow investment. That is a constructive measure which the farmers can put through if they will.

Minneapolis Memorial Drive Dedicated.

Victory Memorial Drive, the new Minneapolis, Minn., thoroughfare, was dedicated June 11, to the 555 men and women of Hennepin county, who lost their lives in the world war. More than 550 elm trees of the gothic arch habit marked with the names of the hero dead, line a double boulevard parkway north from Lowry avenue on Glenwood-Camden parkway, thence east to Camden park, a distance eight and one-half miles.

Judge Ell Torrance, the principal speaker of the occasion, read a message from C. M. Loring, who was unable to be present, through whose foundation of a trust fund of $50,000 for the perpetual care of the elm trees the drive was made possible. Mr. Loring called attention to the effective work of Theodore Wirth, superintendent of parks, in formulating and developing plans for the thoroughfare. The idea had its inception in 1918, when Mr. Wirth and his associates decided to plan the improvement of Glenwood-Camden parkway so as to permit the planting through a symmetrical arrangement of rows of trees, parallel driveways, the erection of a monument and other ornamental features so necessary for the creation of an imposing and enduring memorial. Later when Mr. Loring presented the board of park commissioners with the trust fund, other thoroughfares were added making the drive eight and one-half miles long instead of four and one-half miles as originally decided. Additional replacement trees will be kept in the Glenwood park nursery, all being of one parentage and are in excellent condition.

A feature of the dedication was the strewing of huge bunches of roses, poppies and peonies on the drive from nine aeroplanes that manoeuvred over the assemblage of 30,000 people. A flag draped tree banked at its base with flowers was also noteworthy in the celebration.

THE well known landscape gardening monthly, Park and Cemetery, for many years published at Chicago, was moved to Madison, Wis., last month.

DEFIANCE, O.—W. J. Green, for 40 years horticulturist at the Ohio experiment station, retired recently from active service. He gained considerable fame for developing a satisfactory formula used in spraying fruit trees.

AUGUSTA, GA.—Fruitland Nurseries, successors to P. J. Berckmans Co. Inc., is the style of the business formerly conducted as Sigmund Tarnok & Co. The new firm recently purchased Mr. Tarnok's interest in the establishment, as well as the plants and equipment of the Berckmans company. Jas. G. Bailie is president of the new concern.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, $1.00.

American Florist Co.

440 S. Dearborn St., Chicago.

PLANTS

All leading varieties raised from selected seed.

Tomato Plants	$1.50 per 1000
Cabbage Plants	1.00 "
Pepper Plants	2.50 "
Celery Plants	3.00 "

All plants carefully packed in moss.

OROL LEDDEN, - Sewell, N. J.
Largest Grower of Vegetable Plants in N. J.

Robert Craig Co.

HIGH CLASS PALMS

and Novelties in Decorative Plants

NORWOOD, Delaware County, PA.

CYCLAMEN

We must have room and offer for one week. 2,500 2¼-in. Cyclamen, at $10.00 per 100: $90.00 per 1000.

3,000 3-in. Cyclamen, at $20 and $25 per 100. 1,000 4-in. Cyclamen, at $40.00 per 100. Ask for our prices of Easter Greeting

Pelargoniums and Ferns.

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Ready Reference Section

15 CENTS, NET, PER LINE

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $12.00 per 1,000; 2¼-in. pots, $6.00 per 100; $50.00 per 1,000; 3-in. pots, $10.00 per 100.
ROMAN J. IRWIN,
43 West 18th St. New York.

ASPLENIUM.

Asplenium Nidus Avis (Bird's Nest Fern). Good strong healthy stock, 3-in. pots at 35c each. Packing material charged for at cost. WM. K. HARRIS, 55th and Springfield Ave., W. Philadelphia, Pa.

ASTERS.

Asters, Vick's Royal and Vick's Branching, separate colors, strong plants, ready for the field, $6.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Asters Queen of the Market. Nice stocky plants, separate colors, $10.00 per 1,000. WALLACE FLORAL CO., 5744 Kercheval Ave., Chicago.

Asters. Late Branching, in separate colors, field grown, $4.00 per 1,000. H. HILLS, Bristol, Ind.

BEDDING PLANTS

BEDDING PLANTS.

	100	1,000
Ampelopsis Veitchii, 2½-in. ...	$5.00	$45.00
Asparagus Plumosus, 3½-in. ..	10.00	90.00
Clematis Paniculata, 2¼-in. ..	5.00	45.00
Cuphea Platycentra, 2¼-in....	4 00	.....
Fuchias, five varieties, 2½-in...	5.00	45.00
Geraniums, S. A., Nutt, Alliance, Achievement, 2½-in. ..	6.00	.....
Heliotrope, four varieties, 2½-in.	4.50	.....
Impatiens, Sultana	4.00	....
Impomea Grandiflora	4.50	.....
Impomea Maxima	5.00	.....
Sansevira, 2½-in.	8.00	.....
Strobilanthes, 2½-in.	4.50	.....
Salvia, five varieties, 2½-in...	4.50	40.00
Wandering Jew, 2½-in.	3.50	.....
Wistaria, Blue, 2½-in.	5.50	.....

THE McGREGOR BROS. COMPANY
Springfield Ohio

BEGONIAS.

BEGONIAS—2¼-IN. POTS READY NOW

	100	1,000
Melior	$40.00	.....
Cincinnati	40.00	.....
Lorraine	27.50	$250.00
Mrs. J. A. Peterson........	40.00	.....
Chatelaine	7.00	65.00
M. A. Patten..............	8.00	75.00
Pride of Newcastle.........	12.00	110.00
Rex Begonias	16.00	150.00

New begonia BETTY FAIR, semi-double, dwarf, deep cerise. Fine for bedding and pot plants. Rooted cuttings, $15.00 per 100.
ROMAN J. IRWIN
43 West 18th St. New York

Begonia Chatelaine, 3-in., $6.00 per 100. We need room. KROWKA BROS., 5442 N. Western Ave., Chicago.

CANNAS.

Canna, David Harum, 3-in., strong, surplus, $4.00 per 100. THE McGREGOR BROS COMPANY, Springfield, O.

CARNATIONS.

FIELD-GROWN CARNATION PLANTS.
Large Bushy Stock

	100	1000
White Enchantress	$9.00	$80.00
Pink Enchantress............	9.00	80.00

WIETOR BROS.
30 East Randolph St., Chicago

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CELERY PLANTS.

Celery Plants, Easy Branching. Now grown exclusively by 90 per cent of Kalamazoo growers in place of Golden Self-Blanching. Strong plants ready for the field, $3.00 per 1,000. Cash.
Brill Celery Gardens Kalamazoo, Mich.

CELERY PLANTS, $2.00 per 1,000; 50c per 100. WARREN SHINN, Woodbury, N. J.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS, ROOTED CUTTINGS
Clean, healthy stock free from midge.
Standard Varieties.

Golden Glow, Early Frost, Charles Razer, Seidewitz, Major Bonnaffon, Robert Halliday, Tints of Gold, Oconto, Unaka, Dr. Enguehard and all other standard varieties, $3.50 per 100; $30.00 per 1,000.

Pink Turner, rooted cuttings, $15.00 per 100. Sunglow, fine incurved, early yellow, rooted cuttings, $5.00 per 100.

Pompons—Mrs. F. Wilcox, Baby, Xmas Gold, Lilian Doty, White Doty, Quinola, Overbrook, White Gem. Hardy early flowering; single varieties. Anemones, $3.50 per 100; $30.00 per 1,000.

2½-in. pots, all kinds above varieties, ready now, $6.00 per 100, $50.00 per 1,000.

Ask for full list of Mum cuttings and pot plants.
ROMAN J. IRWIN
43 West 18th St., New York.

POMPONS AND MENZA MUMS.

500 Early Yellow Pompons.
500 Late Bronze Pompons.
200 Small White Pompons.
100 Late White Pompons.
200 Late Yellow Pompons.
200 Semi-Double Pink Pompons.
200 White Doty.
100 Pink Doty.
200 White Menzas.
200 Golden Menzas.
200 Bronze Menzas.
Fine 2¼-in. at $ 3.00 per 100.
Fine 2¼-in. at 25.00 per 1000.
Cash with order.
JOSEPH BANCROFT & SON,
Cedar Falls, Ia.

POMPONS

	100	1,000
Godfrey	$3.00	$25.00
Buckingham	3.00	25.00
Hilda Canning	3.00	25.00
Izola	3.00	25.00

WIETOR BROS.,
Wholesale Florists
30 East Randolph St. Chicago, Ill.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrain Mich.

CLEVELAND CHERRIES

Cherries. Orange Queen and Cleveland, 2¼-in., frame grown, vigorous plants, $7.00 per 100, $65.00 per 1,000. Paper pots, securely cleated. Cash with order. PETER PEARSON, 5732 Gunnison St., Chicago, Ill.

CYCLAMEN.

CYCLAMEN—Grown by specialists from a selected strain. Dark Xmas Red, Bright Red, Rose with Dark Eye, Rose Marienthal (Pink), American Beauty, White with Carmine Eye, Pure White, Salmon (Glory of Wandsbek).

	100	1,000
2¼-inch pots	$12.00	$100.00
2½-inch pots	15.00	
3 -inch pots	18.00	
3 -inch selected...	25.00	
3½-inch pots	35.00	
4 -inch pots	40.00 and $50.00	

Add 5% for packing. If Salmon alene is ordered add 10 per cent to above prices.
ROMAN J. IRWIN.
43 West 18th St. New York.

Cyclamen seed now ready. We offer our own carefully selected strain of cyclamen seed, originally selected from the very best growers of the United States and Europe, and with fifty years' experience, and more than ten years of careful selection of only the very best plants for seed, we feel that no better strain can be had anywhere, at any price.

Price list of seed, also cultural directions for growing cyclamen plants, on application.
J. A. PETERSON & SONS,
Westwood, Cincinnati, O.

A BARGAIN.

On account of moving to new quarters, Cyclamen plants, finest German strain. Healthy plants. 2½-inch, $8.00 per 100; $75.00 per 1,000; extra select, $10.00 per 100; $90.00 per 1,000. 3-inch, $15.00 per 100; $140.00 per 1,000; extra select, $18.00 per 100; $160.00 per 1,000. Mostly red, salmon and pink colors. Packed in paper pots. No packing charge.
JOSEPH TURSKI
Gross Point, Illinois

CYCLAMEN

From German seed, 3-in., ready for 4-in., $20.00 per 100; $180.00 per 1,000. Assorted colors except white. In paper pots. Cash with order.
PETER PEARSON
5736 Gunnison St. Chicago

Cyclamen, Vaughan's. Giant English grown. For varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Clycamen. A-1 stock; ready now. For varieties and prices, see advertisement on front page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

Clycamen. Fine, strong, cool grown plants. 3-in., $18.00 per 100; $170.00 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Clycamen, best strain, assorted colors, 2½-in., ready for 4-in., $11.00 per 100. Cash.
Brill Celery Gardens Kalamazoo, Mich.

Cyclamen, 2½-in., good assortment, leading varieties, $12.00 per 100. MATTHEWSON'S, Sheboygan, Wis.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FERNS.

FERNS—Strong 2¼-in., $6.50 per 100; $55.00 per 1,000. Boston, Roosevelt, Teddy, Jr., Verona, Whitmani, New Macawii, $10.00 per 100, $95.00 per 1,000. Larger sizes, ask for prices.

Table fern seedlings, $3.00 per flat, 5 flats at $2.75 per flat, 10 flats, $2.50 per flat. Best varieties, Pteris Wimsettii, Wilsonii, Cyrtomium, (Holly) Aspidium, Albo Lineata, etc.

ROMAN J. IRWIN
43 West 18th St., New York

BOSTON FERNS
Good, Strong, Bushy Stock

5-inch	$ .50 each
6-inch	.90 each
7-inch	1.25 each
10-inch	2.50 each

Add 5% packing charge.
DAVIS FLORAL CO.
Davenport Iowa

Ferns, Boston, 4-in., 25c; Teddy Jr., 6-in., 40c; 4-in., 25c; Compacta, 6-in., 50c; Scholzeli, 6-in., 60c; Roosevelt, 6-in., 60c. The McGREGOR BROS. CO., Springfield, O.

Boston Ferns. Bench grown, strong healthy plants with dark color, ready for 5-in., $35.00 per 100. KROWKA BROS., 4938 N. Western Ave., Chicago.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

FREESIAS.

California Freesias. For varieties and prices see display advertisement elsewhere in this issue. Purity ½ to ⅝ inch, per 1,000, $12.50. Vaughan's Seed Store, Chicago and New York.

GERANIUMS.

Geraniums. 4-inch Nutt and Ricard. Nutt, $15.00 per 100; Ricard, $16.00 per 100. Especially fine stock in bud or bloom. WALLACE FLORAL CO., 5744 Kercheval Ave., Chicago.

Geraniums. Surplus stock; fine quality. 700 strong 4-in. S. A. Nutt, 10c each; 500 2-in. S. A. Nutt, 3c each. Packing, 5 per cent. Cash or approved credit. GEO. W. JACOBS, Canton, Ill.

Geraniums, Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8, Lancaster, Pa.

HARDWOOD ASHES.

Fertilize with hardwood ashes. They give strength to the stem and color to the flower. Delivered to you for $30 per ton. Terms: Your check upon arrival. GEORGE STEVENS, 364 Mark St., Peterborough, Ontario, Canada.

HYDRANGEAS.

FRENCH HYDRANGEAS—2¼-inch Pots.

	100
Avalanche, white	$ 8.00
Bouquet Rose	8.00
Baby Bimbinetti, rose	8.00
E. G. Hill, pink	10.00
General de Vibraye, rose	8.00
Tillie Mouillere, crimson rose	8.00
Otaksa	8.00
Mme. E. Mouillere, best white	8.00
Mme. Hamar, flesh	10.00
Mousseline, rose	8.00
Radiant, carmine	8.00
Souv. de. Chautard, rose	8.00
Trophee, reddest red	15.00

Larger sizes, ask for prices.

A fine lot of pot-grown, above kinds to grow on for next year. Ask for full list.

ROMAN J. IRWIN
43 West 18th Street, New York.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., $2.75 per 100, $25.00 per 1,000; 3-in., $3.75 per 100, $35.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

Lily of the Valley. London Market Strain. From ice storage. Case of 500 pips, $18.00; case of 1,000 pips, $35.00. Vaughan's Seed Store, Chicago and New York.

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

Lily of the Valley pips. Extra fine strand, exhibitive size, German "Tubeck pips." Write for prices. J. M. THORBURN & CO., 53 Barclay St., New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

PELARGONIUMS.

Pelargonium Easter Greetings. In bud and bloom, extra fine plants, 5-inch, 40c; 4-inch, 25c each. DAVIS FLORAL CO., Davenport, Ia.

POINSETTIAS.

Poinsettias, 2¼-inch, $11.00 per 100; $95.00 per 1,000.

California, also oak leaf type, 2¼-in. pots, $12.50 per 100; $140.00 per 1,000.

ROMAN J. IRWIN
43 West 18th Street, New York

PRIMULAS.

PRIMULA OBCONICA GIGANTEA, 2¼-in., grown from best Ronsdorfer strain, $7.00 per 100; $60.00 per 1,000. Following Colors—red, rose, apple blossom, lavender, salmon, white, oculata and compacta. Primula Chinensis, Malacoides and Townsendii, 2¼-in., same price.

New Primula Malacoides Conspicua. Large flowering, clear rose with large yellow center, 2-in. pots, ready July 15, $8.00 per 100.

ROMAN J. IRWIN
43 West 18th Street, New York

Primula Obconica Giganteum. Our own strain and our reputation for this strain warrants us in saying that it is the best obtainable. The stock is in fine shape, ready to go out now; out of 2¼-in., at $7.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

Primula Obconica Gigantea, Kermesina and Rosea, plenty of red, fine, strong, transplanted plants as good as 2¼-in., $4.00 per 100, postpaid. Cash. Immediate delivery. Brill Celery Gardens Kalamazoo, Mich.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

ROSES.

ROSES FOR GREENHOUSE PLANTING.

	100	1000
Columbia, own root, 2¼-in.	$15.00	$125.00
Columbia, grafted, 4-in.	40.00	.....
Dunlop, grafted, 2½-in.	40.00	.....
Ophelia, grafted, 3½-in.	35.00	.....
Double White Killarney, own root, 4-in.	22.50	200.00
Russell, grafted, 3 and 3½-in	26.00	225.00
Hadley, grafted, 3 and 3½-in.	26.00	225.00
Dunlop, own root, 2½-in.	20.00	.....
Premier, own root, 2½-in.	17.50	.....
Ophelia, own root	15.00	.....

ROMAN J. IRWIN,
43 West 18th St., New York.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Russell Bench Plants	$16.00	$150.00
Milady Bench Plants	15.00	140.00
Killarney Bench Plants	12.00	115.00
Ophelia Bench Plants	12.00	115.00
Sunburst Bench Plants	12.00	115.00
American Beauty	20.00	190.00

M. C. GUNTERBERG,
Wholesale Florist
8 East Randolph St. Chicago, Ill.

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

Roses—Own Root. Ophelia, 3-in., $12.50 per 100; Columbia, 3-in., $18.00 per 100; Dunlop, 3-in., $25.00 per 100. This is all good stock and ready to go out now. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

SALVIAS.

Salvias. Zurich and Bonfire, $15.00 per 100. WALLACE FLORAL CO., 5744 Kercheval Ave., Chicago.

SEEDS.

Asparagus plumosus seed of new crop. Greenhouse grown. True flat sprayed type. Per 1,000, $3.50; 5,000 lots at $3.25; 10,000 for $28.50; 25,000 at special price.

VAUGHAN'S SEED STORE, CHICAGO. and 41-43 Barclay St., N. Y. City.

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King, $15.00 per 1,000. All other colors, $12.00 per 1,000. S. S. SKIDELSKY & CO., 50 Park Place, New York.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds, Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Son, Langport, Eng.

Seeds, sweet peas, Spencers grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Séeds. The largest French cultures of Primulas. Ask for prices 1921 crop. Malacoides, $22.69 per lb. JH. PAQUET, bd., Magnan, Nice (France).

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Cyclamen. For varieties and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seed. Lawn mixtures and field, wholesale. Write for prices. Atlantic Grass Seed Co., 46 W. Broadway, New York.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

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Yellow Sweet Peas. These can be obtained by using McClenahan Yellow Flower dye. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Philips streets, Oklahoma City, Okla.

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Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

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Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

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Florists' red pots. Write us for prices before buying. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

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Vol. LVI. **CHICAGO AND NEW YORK, JULY 9, 1921.** **No. 1727**

THE AMERICAN FLORIST

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The thirty-seventh annual convention will be held at Washington, D. C., August 16-18, 1921.

Fifth National Flower Show.

The Fifth National Flower Show will be held at Cleveland, O., March 25 to April 1, 1922.

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Next annual meeting at Toronto, Ont., October 11-13, 1921. OFFICERS: PHILIP BREITMEYER, Detroit, Mich., President; H. G. DILLEMUTH, Toronto, Ont., Vice-President; ALBERT POCHELON, Detroit, Mich., Secretary; WM. L. ROCK, Kansas City, Mo., Treasurer.

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SUGGESTIONS FOR PLANT GROWERS.

Cyclamens.

The plants of cyclamen should now be growing rapidly, especially those which were grown from seed sown last fall. These plants should now be in four or five-inch pots and the foliage growing full and strong. If the plants are plunged in a frame, they should be lifted out of the soil occasionally to see that the drainage is not stopped up. There is nothing that will ruin a young growing cyclamen more quickly than to have the drainage get closed and have the soil become sodden with water. Angle worms will often cause this and, if they are detected, should be removed. It is very easy to find whether they are in the pots. If the soil on the top of the pot is rolled into small lumps, it is a sure sign that there are worms in the soil. If there are but a few, the plants can be knocked out of the pots and the worms removed; if there are many, a watering of limewater will soon rid the soil of the worms. The plants that are in small pots should be potted up as fast as they require it, that they may be as large as possible for the holiday season, but do not go to the other extreme and pot in too large pots. As soon as the roots get around the side of the pot, shift them into the next size larger. If the plants are in the greenhouse a close watch for thrips must be kept during the summer. If the foliage is twisted when the leaf begins to unfold, it is sure to be caused by insects, and the plants should be sprayed with a nicotine solution. To have good plants for the holidays in full bloom they must be constantly watched and well grown.

Fancy Leaved Caladiums.

It will soon be found difficult to obtain the quantity of flowers necessary to maintain a fine window display, so attractive plants will be required, and the show houses leading from the store or office will need something with bright color to attract attention. The fancy-leaved caladiums are beautiful plants for this purpose, and should now be good plants in four or five-inch pots. Nice plants can be grown in these sizes and they are easily arranged in a bed of green sheet moss and are very attractive. For the young stock now coming on, a very light house is an absolute necessity to obtain the highly colored leaves, and almost a full exposure to the rays of the sun. While the plants delight in a moist atmosphere, this must not be obtained by heavy shading, but by frequent syringing and damping down the walks and under the benches. The temperature should be kept warm and close, never dropping below 60 degrees at night, even if a little fire heat is needed. They will require copious watering to keep the beautiful leaves in good condition, and considerable feeding to bring the high colors and large, full leaves. Should flower buds form they should be immediately removed, for they will check the growth of the leaves.

Asparagus Plumosus and Sprengeri.

It is a good time now to plant, reset or renew the soil of asparagus beds, either plumosus or Sprengeri. If the beds are to be set out with young stock preparation should be started at once. Asparagus plumosus does better in solid beds, well drained, with a good rich compost about two feet deep. The plants should be set 12 to 15 inches apart and the shoots given strings upon which to climb as soon as they begin to grow. But little cutting should be done the first year, as it is necessary that the plants become well established. The old beds should be given a good mulch of half-decayed manure, and if possible, without injury to the roots, remove the top soil. Asparagus Sprengeri can be successfully grown in the bench, but also requires a good, rich soil. The young stock the first year should be planted 10 to 12 inches apart, and will produce many stems that can be cut. The beds that have produced this year will require a renewal of the soil. It is better to replant them than to try to renew the soil in the bench. The plants are great feeders and the

bench is generally full of roots after a year's growth, and it will be found difficult to keep the bench watered during the spring of the second year. If the plants are too close together, they can be given more space in resetting. Good large plants will do better if set about 15 inches apart. If a mulch is attempted, care should be taken to use no fresh manure, but manure that is well rotted. The ammonia that arises from fresh manure will affect the plants, turning the foliage light and in severe cases the foliage will become nearly white, making it worthless.

Mignonette.

To be able to cut fine spikes of mignonette in early winter will require an early start, and although it demands care and attention to germinate small seeds during hot weather, yet it will be necessary to sow seed early in July in order to have a cut in by the holiday season. A north propagating house is one of the best locations for the sowing of seeds in summer. Mignonette does not transplant from the seed flats successfully, so it is better to sow it in 2½-inch pots, five or six seeds to a pot, which can be thinned out to one or two plants as soon as they are large enough to select the strongest. Some growers prefer to sow the seed in hills in the bench, but to grow the large spikes of this flower requires a soil very heavily manured, and the constant watering often sours the soil before the plants have pushed out roots enough to absorb the water. As soon as the plants have attained a height of two or more inches the tip should be pinched or rubbed out, in order that the plant will branch, and again later these branches wil have to be pinched off, until there are six or eight strong shoots. The plants will grow in most any kind of good soil, but to get the best compost should be about one-half partly decayed manure well mixed in the soil, and this will produce splendid spikes of bloom. After the plants begin to form their leaves, a careful watch must be kept for the cabbage worm; these worms are very fond of mignonette, are voracious eaters, and soon denude the plant. They are a little difficult to find, being of the same color as the leaf, but are generally found along the midrib of the leaf or on the stem. Growers who cultivate large quantities of this crop screen their ventilation with mosquito netting to keep out the moth which lays the eggs. The plants should be set about one foot apart in the bench and staked or tied in some suitable manner to keep the stems straight and erect.

Pot Grown Roses.

The hybrid perpetual or rambler roses after blooming, if desired to force another year, in order to bloom them early should be grown in pots during the summer. They can be pruned back after blooming and lifted, or if in pots should be repotted. This will require a good, strong soil, composed of two-thirds loam and one-third manure. When potting be sure to give good drainage and pot firmly, ramming the soil down hard. It is impossible to grow roses successfully in a loose soil. The plants should be plunged to rim of the pot outside where they can be freely watered. Avoid, if possible, placing them against the greenhouse or other building or against a fence, but plant them where they will have a free circulation of air and can be sprayed from either side. If planted against a building or in close quarters, they frequently become infested with red spider during the hot weather and it is nearly impossible to get rid of them.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

ADIANTUM CROWEANUM was the only material employed in a recent very pleasing casket cover.

Next Week in the Flower Shop.

This is the recreation season when every one, particularly in the florist business, feels as if they would like to quit and rest up a bit after the strenuous season. The work must go on, however, as rushes of business that tax the weakened forces to the limit will come at times without warning, and the store must be kept in condition to make the most of the opportunities.

It is well to look over the stock of staples and see if there are the necessary ribbons, letters, palm leaves, wire frames, etc., that are important in connection with the fresh flowers, to get out a good order in double quick time. Nor must the boxes be forgotten as frequently trains have to be made and there is no time to put together or hunt up something large enough to hold the piece and carry it safely to its destination. With everything in readiness, work is a pleasure, but without this assistance and foresight life is just one exasperation after another.

The office force can usefully spend a portion of its spare time in addressing special post cards. These, if purchased in quantity and in various colors, as many as are required of a color for an issue to cover the store's list of customers, will be ready for the printer and instant mailing for use in publicity. Any up-to-date printer can show or will obtain samples of special work along these lines that has splendid advertising value. This is direct service that if issued more or less frequently, if well written with a punch to it, and backed up with the goods, will prove a revelation to those who have not tried it out.

There is necessity for these frequent jogs of the memory. Your customers and others know of your store, that you sell fresh flowers, carry a good stock, that your work is artistic, but somehow they do not come around as often as you expect or would like to see them, and the reason is because you do not suggest flowers often enough, and tell them over and over again of your establishment and its advantages in seasonable plants and flowers, and suggest uses for them as compared with other articles of trade that are being constantly advertised. By this publicity the customers give preference to flowers which would make much more appropriate gifts. Now is the time to give such matters serious thought and arrange for them. The various firms that prepare and sell advertising service, in the form of booklets, folders, etc., to the florist trade now have the matter ready for next season and the florist should do the same.

Roses will now be getting scarcer, the present stock and variety as compared with that available just a few years ago, makes a contrast that then would have been unbelievable, and shows how the business is advancing by leaps and bounds.

FERNS AN ATTRACTIVE FEATURE.

Cibotiums are beautiful at all times but particularly for the summer store and window, their light green lace like fronds present a graceful form and finish that is not possessed by that of any other fern. Long fronded ferns of the Boston type in wicker hanging baskets with tin liners make fine store and window ornaments. When hung in pairs through ceiling pulleys, one balances the other and are easy to care for.

A pretty finish and border to a summer window is a narrow box three inches in width and depth filled with green or golden lycopodium, to be placed on the floor of the window. If well watered this will present a velvety, lacelike line the entire summer.

A handsome show piece of magnolia or prepared oak leaves that can have an occasionable decoration of fresh

FANCY LEAVED CALADIUM.

flowers will make an attractive window display for the day.

Miniature mountains with waterfalls and an old mill and water wheel when built in the proper proportions and given a plant setting, form quite a good summer window. A pond in connection large enough for a flock of young ducks will with their swimming and diving antics form an attraction that on a crowded thoroughfare is certain to be of great interest.

Do not forget that green and variegated privet, hemlock and oak leaf branches are useful in all kinds of spray work, producing god effects and at the same time taking the place of more expensive greens.

Salesmanship.

Every purchaser if well pleased is likely to be a more or less frequent visitor to the shop and develop finally into a regular customer. It is this well pleased condition of mind however, that is necessary to bring about the much to be desired connection. There are many things that are necessary to create and establish this favorable opinion. In the beginning there is to be that satisfying impression created by the first view of the orderly, artistic and well stocked interior. This is followed by the cheerful smile and greeting of the salesman whose entire time is given to showing goods and ascertaining the wants of his customers. Nothing is too much trouble and when the transaction is closed, he departs, satisfied in his mind that he could not have done better anywhere else, and resolving to call soon again.

A splendid beginning, one will say, but there are events that may occur to interfere and check this enthusiasm. The next visit may find the store very busy, he does not see the bright faced salesman who waited on him before, and another with a hurried manner comes to find out what is wanted and he feels at once that he is in a different atmosphere and wonders whether his purchase will be satisfactory. The keystone of success in any retail business is the personality and ability of its salespeople. Obliging clerks who are always striving to please their customers soon build up a personal following and confidence that entrusts all their business to them alone, and who will seldom leave orders with others.

While this ability and energy in handling and increasing the business is most praiseworthy, it should not be allowed to go so far as to interfere with the orderly conduct of the store. All salesmen should have their good qualities or be replaced by others who do, and it should be the duty of the proprietor or some one in charge, to see that customers are not kept waiting. Some purchasers require careful handling, they either think faster, or perhaps, are not as quick to see, as the man who waits on them and resent his evident impatience.

Salespeople should be schooled to be diplomatic and no matter how troublesome a customer may appear, their manner is to be pleasant and obliging to the last. One little hurried word or gesture showing annoyance may and often does lose a sale and at times a customer.

One of the greatest assets in salesmanship is the smile, which makes a cheerful countenance of the most homely face and puts the visitor at ease and ready to state their wants without reserve. A bright cheery good morning and a word on that common topic the weather, will break the ice at once and relieve the sometimes slight embarrasment of the stranger visitor.

ONE OF THE LIGHT COLORED CALADIUMS.

Persons who call for something definite and leave their orders are still good prospects, and it is up to the skillful salesman to add something to the bill. The shop has a store sale of this or that of extra quality, or perhaps a bargain at the price which has only to be called to the attention of the visitor. A prettily filled small vase basket is shown as an article to cheer up the sick room, which brings to mind such a friend who would enjoy it. A nicely planted fern dish is a reminder that the table center at home needs filling and another item is added. A beautifully flowered plant has at times only to be shown to be soon on its way home. Fresh, fragrant violets are irresistable to some as is a spray of cattleyas or a bunch of lily of the valley.

In taking the order for the funeral, where it is evident that several pieces will be wanted, it is important that the first spray or wreath be well priced for if a low figure is named, this is apt to be the standard for the remainder. Five or $10 can often be added to an order by the suggestion that a few orchids or a bunch of lilies of the valley etc, will make it more distinctive. Many salesmen hold their customers too cheap, being afraid to ask a good price for fear they are not able to pay it. This is a great mistake; most flower buyers want the best and are willing to pay, while there are others who judge quality wholly by price and are better satisfied when the larger figures are quoted.

With few exceptions prices should be agreed upon at the time of ordering. "Make me something handsome," is understood, coming from a customer who has repeatedly given such orders without stating the amount, but when the bill to another customer shows a charge for $20 when his idea was to spend $15, then there is trouble and dissatisfaction.

It is always best to get an idea of how much the purchaser wants to pay, and build up from his figures. This is done by quoting a range of prices depending on the importance of the order. Almost invariably the query is what can you make for the price you have mentioned that comes nearest to his idea. It is then comparatively easy by extolling on the beauty of the larger size or the addition of choicer flowers, to increase the amount for a more elaborate display. There is sometimes an embarrassing moment particularly with strangers when the order is completed and the amount declared. It is then best to await their move, when they will either produce the cash or ask for credit which is granted with satisfactory references.

Organizing the Trade.

Address Delivered by Max Kaiser, Merrion Park, Minn., Before the Tri-State Florists' Association, at Fargo, N. D., June 24-25, 1921.

It is of vital importance that almost any trade, business or profession, be organized. Many of these trades and professions have different objects in view, but in the main they aim to improve working conditions, increase business, better credits, educate, etc., The florist trade has all of the above combined. Some 20 or 25 years ago the florist trade was not considered as such, and in many instances it was a back number, a thing to be laughed at. I remember instances where the employers had their own organizations, granting admission to such meetings to no one outside of their own membership, an employe especially never being allowed to attend. Their organization was for the sole purpose of working out their own selfish interests.

Employes finally started to organize for educational purposes and betterment of working conditions and they met with great difficulty in upholding their organizations inasmuch as the employers generally interfered, their idea being to break up the employes' meetings as soon as possible. The employers were desirous of knowing the purpose of the employes' organization, and upon being told wanted to know when the employes could attend, inasmuch as they worked from approximately sunrise to late in the evening and all day Sunday, with the possible exception that every fourth Sunday, the employes being granted a half holiday on these occasions. Employers made it plain to their force that their men worked hard every day and when the day was over should rest, not talk, and even went so far as to say that on the occasion of the half holiday that same should be spent with the employes' families. They made many attempts to break up the meetings.

However, I am glad to say that the time has come when the employers and employes have more friendly relations toward each other. I would like to appeal to each employer to do as much as possible for his help, especially from an educational standpoint, as not only he, but the trade in general will be repaid. I do not know whether or not your organization consists only of employers, but if this is the case, I want to urge you to welcome your employes into the organization. Make it interesting for them socially and educationally, bring exhibits to your meetings and have same thoroughly discussed, stating how they should be grown, and all other points in connection with the exhibit, the good as well as the bad.

Get some of your members to read essays on pot plants and cut flowers in season, and tell each other your experiences so that all may benefit. Don't keep a secret on how to grow a flower or plant. Bring a matter of this nature up before the meeting in order that same may become common knowledge. That is what we hold the meetings for, to learn and to uplift the trade. There is none of us so old or so young in the business that we cannot learn new things.

MAKING MEETINGS INTERESTING.

Gentlemen, it is far from my desire to tell you how to conduct or run your meetings, I merely want to tell you my experiences. You know a meeting is not conducted by running through the regular order of business. It is necessary that questions of interest to all be brought up, things from which we can learn or benefit, and there are three things you should remember: They are your exhibits, the reading of essays and the question box. Do not leave all of these things to be done by your president and secretary. It is absolutely necessary for the members of the organization to assist your officers by bringing in exhibits, regardless of how small as they may be, the smaller displays may be of more interest than the large ones, even a diseased plant may be of interest and someone may know the cause of the trouble and be able to explain how to avoid or overcome it. Further, it is a good idea to have judges appointed in order that exhibits may get the proper reward.

Each member of the organization should consider himself a committee of one to further the interest of the entire organization. From what I have learned, your association is just at its beginning and your last meeting was a very successful one. You cover a very large territory, a territory practically as large as that of the Texas organization. My sincere wish for you is to meet with great success from a commercial, educational and social standpoint. No doubt, you are working under difficulties in getting all of your members to all of your meetings, due to the large territory you cover. However, don't get discouraged if some of your sessions are not as well attended at times as you might wish them to be, and while on the matter of attendance I want to say again, make your meetings interesting so all may benefit and learn and everyone will feel well repaid for the time and money spent and be longing for the time of the next meeting to arrive. If someone who has attended the meetings gets in touch with any of the absentees the importance of the meeting should be explained and the questions discussed made known to the absentee, and an endeavor should be made to have him in attendance at the next meeting. Let every member act on your membership committee.

By the way, let us not forget the greatest of our organizations, our national organization, the Society of American Florists, of which we all can be very proud. We may properly call it our mother organization, being created in 1885 by about 25 men. From the Society of American Florists sprang the Florists' Hail Association, the American Carnation Society, the American Rose Society, the Chrysanthemum Society, the Florists' Telegraph Delivery Association, the Gladiolus Society, the Sweet Pea Society, the Dahlia Society, the Orchid Society, all florists' clubs and state florists' association, the National Flower Growers' Association and many others, all of whom have done wonderful work toward helping and uplifting the trade in general.

It is not necessary to mention the good they have created, each of you are conversant with them. But are all florists members of the Society of American Florists? It really hurts me to be obliged to answer no. There are 15,000 florists in the United States, and but 3,000 of them belong to this society. But why are not even one-quarter of our florists members of the organization? This question is hard to answer, but it is my impression that a large percentage of the non-members have never been asked to join, or they do not realize or understand the importance of the society. It surely cannot be the $5 membership dues or the $55 life membership fee.

I also do not believe that the great majority of the non-members would like to feed on the Society of American

A WELL FLOWERED CYCLAMEN.

Florists' without being a member, or at the very least contributing to the publicity fund, but, nevertheless, they are doing it. They are using our slogan, the best slogan ever adopted, "Say it With Flowers," and if this slogan is not worth 10 times the amount of the society annual dues to each and every one of us, then I say it is no good; but we all know better,—we know what it has done for us and what it will do in the future. There are many firms trying to steal or copy our slogan, for instance, one says, "Say it With Service," and the other advertises, "Say it With Smith's Candy."

The slogan is but one of the very many things the Society of American Florists gave us, and she will give us many more, I am sure, in time to come. She has done more now for the trade than we ever can repay her for, and she can do still more with a larger membership. The time has come to realize that if we want anything done we can do it, and do it best in a body. We all, no doubt, are interested in our own business, and doing our best to better it through growing and planting better stock, in increasing our sales, and in educating the public to buy our stock products. Now, why should we do that individually when we have so much more success by working in conjunction with a wonderful organization such as the Society of American Florists, from which we can not only receive counsel, but an organization that does the actual work for us through national publicity?

Lawn Care.

Cut out all the larger weeds, such as plantain, dock, and dandelion. Keep clipped. Close cutting leaves the soil too much exposed and encourages drying out. For that reason, set the mower rather high so as to leave a protecting stand. Frequent mowing is preferable so that the clippings can be left on the ground to form a mulch without smothering the plants. Do not sprinkle except in case of extreme need, and then do it thoroughly so that the soil is wet through to four inches deep. This line of treatment will usually work wonders in the texture of a lawn and incidentally give large satisfaction to the owner and substantially add to the value of property. A sweet and rich soil is at the bottom of the result.

Since at least 75 per cent of the farm land in the humid regions of the country is more or less deficient in lime, the acidity in areas devoted to lawn may be regarded as equally common. Morever, in and around cities and factories, where much coal is burned, considerable acid is resulting from the sulphur in the smoke is continually being carried into the soil by rain and needs to be neutralized.

Sweet Pea Vines and Flowers.

The accompanying photograph presents an arrangement in which the flowers if used with an artistic vase showing graceful lines would have made quite a beautiful picture. However, where there is an abundance of stock, and the vines can be so ruthlessly cut, many beautiful decorative effects, particularly in house wedding decorations are possible with this material. The vines should be cut very early in the morning of the day they are to be used and soaked several hours, or as long as possible in water, when they will hold up for the average decoration.

SWEET PEA VINES AND SPRAYS.

Nomenclature and Standardization.

Reports on Nomenclature and Standardization Presented by Harlan P. Kelsey at the Annual Convention of the American Association of Nurserymen at Chicago, June 22-24, 1921.

REPORT OF COMMITTEE ON NOMENCLATURE.

Your chairman is secretary of the American joint committee on horticultural nomenclature and a member of the sub-committee doing the actual work of preparing the new official catalogue of standardized plant names. The other members of this sub-committee are United States Botanist, Dr. Frederick V. Corville and Frederick Law Olmsted, while the chairman of the joint committee, J. Hoace McFarland has been in constant consultation with this sub-committee. The sub-committee has finished its labors so far as preparing the initial copy for the forthcoming edition is concerned, and now follows the work of printing and distributing.

This sub-committee has spent literally months in a most difficult, trying and laborious task, that both scientific and common plant names may become standardized in the American horticultural world, toward the desirable end of making buying easier. As the sub-committee got deeper and deeper into this work they began to realize more fully that they were up against a man's size job in every sense of the word, and that only by giving solid time in approximately 10 day units, would it be accomplished. Even then it would not have been possible to get ready for the printer this spring had not Dr. Frederick V. Corville and the United States Department of Agriculture fully backed up the committee's work by providing offices and almost unlimited library and office assistance, and the aid of many experts in the department.

The result is a manuscript for a book of probably 500 pages, which the sub-committee has placed with the McFarland Co. for printing, feeling certain this action would be approved by the American joint committee; for in the preparation of this semi-technical work, the sub-committee found it absolutely necessary to have constant advice and help in the matter of type and makeup from the printer who was to print it. Moreover, it was felt that accuracy, so far as humanly possible, should be a controlling factor, and that a press that had successfully printed Bailey's monumental cyclopedia had pre-eminently the required organization. The amounts subscribed by the constituent organizations of the American joint committee have sufficed to pay the current expenses of this committee and there is still a balance of $377.93 in the treasury of the committee. But instead of a pamphlet we have a large book, which will cost

from $4,000 to $6,000 to publish in numbers which will be at all adequate to insure wide enough distribution to accomplish our prime object, namely, universal adoption.

Therefore, it must be immediately decided whether the organizations comprising the American joint committee will subscribe enough to finance the undertaking, or failing, will progressive nurserymen and other horticulturists underwrite the publication? Surely, this burden should not be placed on the sub-committee, who have freely given months of their time to a most exacting and laborious job, that American horticulture might profit thereby.

SCOPE OF THE OFFICIAL CATALOGUE.

Attached to and made a part of this report are printed proofsheets which show better than I can tell it, just what the new official catalogue will be. You will see that it is a strictly alphabetical list of common and Latin names for practically all trees, shrubs, fruits and perennials in the American trade today, and including many new ones which it is expected will soon be introduced to general cultivation. Special groups supplied by organizations, societies and individuals specially interested in such groups and best fitted to give authentic name lists, appear in alphabetical order, while certain large groups such as fruits, irises, rhododendrons, azaleas and peonies which have extremely large lists of named horticultural varieties will appear suitably arranged in an appendix.

Labor difficulties and high costs of materials have combined to delay typesetting; but with these conditions clearing up, and financing arranged for, the work should reach publication before 1922. It will be not only on absolutely necessary work of reference in every nurseryman's office, but a handbook and guide for every live employe in the field. It is a big beginning toward standardizing horticultural trade practice in America. Even to those who are entirely commercially minded it will be a godsend, for if it is consistently and intelligently used it means that the nurseryman and florist really will know what he is growing, advertising and selling; and still more important his customers and prospective customers will also know; and that means tremendously increased business. Moreover, standardization of scientific and common names means a body-blow to the unscrupulous nurseryman, making deceit much more difficult, and detection and conviction more certain; and that in turn means more and better business for the honest tradesman.

The American joint committee on horticultural nomenclature should be a permanent committee, for many corrections and improvements must be made, and so long as horticulture progresses so will new plants appear and new names be necessary, while hundreds of plants of necessity still must have suitable common names supplied. Registration of new plants and approved names will become a necessity. If we believe in our trade, let us awaken to the fact that if we falter in the standardization of our business that congress and state legislatures will attempt to do it for us—and disastrously to American horticulture.

The sub-committee believes that underwriting this publication is a safe proposition, and that sales that may be reasonably expected should return cost. But if every nurseryman becomes a booster for the official catalogue of standardized plant names, sales should be such that the American joint committee would have a substantial profit to continue the work now so well begun. It is a business proposition and it's up to you.

REPORT OF THE COM. ON STANDARDIZATION.

So far as I am aware, I am the only member of this committee to be appointed. Through some misunderstanding this committee was overlooked, and only a few weeks before the date fixed for this convention the undersigned was asked by President Stark to make some sort of report. It was with great reluctance that I at last consented to do so, but I felt the matter of standardization of nursery trade practice was of transcendent importance to this organization, and that a few recommendations made at this time might serve as a basis or starting point for a live committee the coming year.

The standardization of plant names has at last reached a satisfactory stage of progress, and this is good so far as it goes, but is only one phase of standardizing our business. With the ever increasing tendency of legislative bodies to prescribe business rules of conduct, would it not be the part of wisdom to beat them to it and establish uniform rules and methods for ourselves, at least tending to make legislative action appear more unnecessary. But we need standardization for greater reasons—To make buying and selling easier and minimize business misunderstandings; to enable us to grow stock of standard sizes and grades; to ensure receiving and delivering stock that will be according to written order, thus protecting both buyer and seller; to print readable and understandable catalogues; and in general as an aid to better and more profitable business.

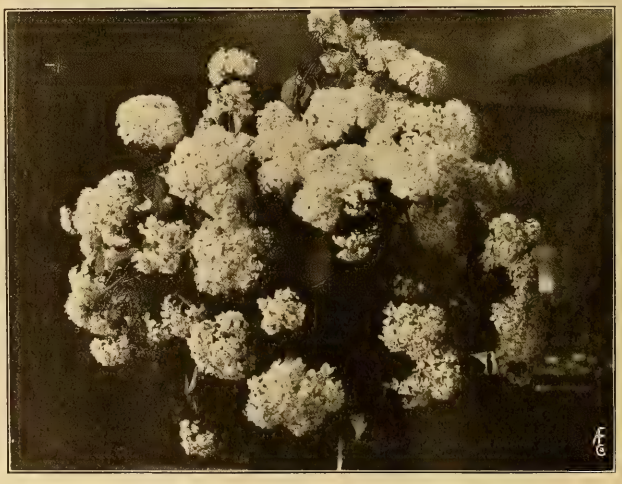
A Los Angeles, Calif., jury has recently awarded a local trucker $4,000 damages against a well known seed house of that state, for delivering $48 worth of celery seed untrue to name, the usual non-warranty clause failing to protect the seedsman for this large amount in excess of the cost of the seeds. Is a non-warranty clause advisable and is it possible to devise one that protects? This is one important question for a standardization committee to consider.

The nurserymen of Illinois are making a worthy attempt to standardize cost and accounting methods. We wish them success but to me there are many other phases of standardization that need attention before comparative costs can be intelligently considered, and chief of these is stock grading. The Chicago Bulb Forcers' Association has adopted a uniform order blank or agreement for use in its dealings with Holland bulb growers. They not only stipulate terms of purchase and payment, but attempt to standardize the quality of bulbs to be supplied, as well as methods of shipment and delivery.

A large southern nursery firm recently protested to Secretary Watson the practice of a certain western nurseryman in quoting "oversize" on fruit trees, such as, peaches, two feet, 10-inch, three feet, 6-inch, four feet, 1 inch, four feet, 8-inch, etc., apples, two feet, 6-inch, etc., and peaches, one foot, 10-inch, etc. Another western concern is grading trees, one to 2½ feet, 2 to 3½ feet, two to four feet, etc. They further say, "As you know, there is no nursery scale which justifies grading in such a manner. Such grading confuses the purchaser of nursery stock. We believe that if each and every catalogue house would use the same grade in selling it would greatly facilitate matters."

Well, why don't we? Probably because we are too much like the devil thought Ben Butler was when he refused him admission to hell, and handing him a shovel full of coals told him to go away and have a little hell of his own. Co-operation even in hell seems to be desirable.

In a recent number of the magazine called Business there is an article entitled "The National Shell Game—Let Us Standardize on a Few Honest Containers." A typical statement reads,



HYDRANGEA ARBORESCENS GRANDIFLORA ALBA.
Cut Sprays.

AMERICAN PEONY SOCIETY'S EXHIBITION AT BOSTON, MASS., JUNE 18-19.
General View in the Main Hall. (See Issue of June 25, Page 1077.)

"There are as many varieties of cabbage crates as there are varieties of cabbage." The horticulturist again gets a black eye and it is little consolation to learn that the merchant gets his black eye to.

Some specific things in nursery trade and horticultural practice that need standardizing are presented herewith:

1. Standard rules and methods for growing and grading nursery stock, including calipre, balling, height of limbs from ground, etc., etc.

2. Meaning of all trade terms and words describing nursery stock, such as clumps, whip, field grown, B. & B., one year buds, etc.

3. Methods of packing and shipping.

4. Color chart.

5. List of general terms and abbreviations used in catalogues, shipping, etc.

6. Sales and collection methods.

Fruit and ornamental trees, shrubs, roses, herbaceous perennials, bulbs, greenhouse plants and florist plants, each need carefully to be considered by those specializing in them, and so a committee should represent the leading horticultural lines and certainly different sections of the country. It may or may not be possible to agree on a fruit tree standard for the east and west owing to climate or soil conditions, but if not it will at least be feasible to agree on different standards to be adopted and published in parallel.

Considerable material has been compiled by the writer on this subject and this is available for use by next year's committee. I recommend that a committee on standardization and abbreviations of not less than three or more than five be appointed for the coming year and that an amount of not less than $1,000 be made available for the use of such committee for expenses. That such committee be instructed to prepare and print a preliminary report, to be sent in proof form to each member of the American Association of Nurserymen, not later than February 1, 1922, with a request for suggestions. That thereafter a revised report be prepared and printed to be submitted at the next annual convention for discussion, revision, and adoption.

Hydrangea Arborescens Grandiflora Alba

For the grower-retailer there is no more profitable or useful outdoor shrub for cutting than this early flowering hydrangea, which is just as profuse in bloom as is the well known Fall variety, paniculata. The blooms are of the purest white varying in size and length of stem according to the strength of the shoots, some of which attain a length of four feet and are well clothed with foliage.

This is a beautiful plant in border shrubbery and when grouped several together on the lawn, makes a round bush that when in flower is a veritable globe of white. It is perfectly hardy but at times has to be protected from late spring frosts which injure the flower buds already formed by that time. Its greatest value is that it flowers during June and July when all the other shrubbery is past, furnishing a mass of white that is very useful in floral arrangement.

Shade Trees.

The shade tree has come into its own. The beauty and usefulness of large well kept shade trees make them valuable, not only to the owner of the land on which they grow, but to the community as a whole. Large trees cannot be economically transferred from place to place. They must be grown. For this reason every effort should be made to carefully preserve the product of so many year's growth according to P. L. Buttrick, of the Michigan Agricultural College experiment station, E. Lansing.

The number of things which can injure a shade tree are infinite. It may be attacked by insects which strip off its leaves or work under its bark and eventually girdle it. A fungus growth may attack its bark or rot away its wood. It may be poisoned by illuminating gas from leaky mains, or by chemical fumes in the air. Shade trees are generally even more subject to mechanical injuries than to poisons and parasitic enemies. These vary from slight injuries to the bark or the breaking of small branches, to the wrenching away of large limbs and consequent loss of form to the tree, or to severe injuries to the trunk resulting perhaps in the death of one side of the tree. By taking prompt measures to repair such injuries and form the beauty of the shade tree may in most cases be saved. Even where as a result of long neglect decay has obtained a firm hold in the trunk or where there are many dead branches, suitable repair work may in a large measure restore the health and beauty of the tree. Mechanical injuries to those portions of a tree which are above the surface of the ground come under four main headings: Broken branches, split crotches, injuries to the bark, and injuries to the wood of the trunk.

PRUNING.

Pruning may in the case of slight injuries consist simply in removing the broken branch. In heavier injuires it may be necessary to prune the tree in such a way as to develop a new crown of symmetrical form. Pruning operations are the same whether done to remove injured or broken limbs or to redevelop the form of the tree. The important thing is to remove the limbs by cutting flush with the trunk or larger branch. This cannot be done except for very small branches on the first cut, since there is always danger of the weight of the branch causing it to split out a portion of the trunk or parent branch when the cut is half made. The branch should be cut off a foot or so from the trunk, making an under-cut if the branch is a large one, and the stub trimmed off properly, taking care to prevent injury to the bark about the edges of the final cut. When large branches are to be removed, it is frequently necessary to cut them in sections in order to get them to the ground without injuring the remaining branches. For very large branches the use of a rope to prevent the rapid fall of the various sections is essential.

One of the greatest dangers to a shade tree comes from the entrance of decay after it has been pruned. The wood being no longer protected by a layer of bark, rot quickly enters causing a hole which seldom heals over. This damage can be prevented by covering the scar with a thick coat of tar or asphaltum paint, which should be renewed every few years until the scar has completely healed over. Broken

or injured branches should be removed back to the trunk or to the nearest large branch. In laying out the work, the tree should be studied carefully so as to make the cut in such a way as not to destroy the form of the tree any more than is necessary.

A form of injury which requires especially careful treatment is caused by the splitting of a branch in such a way that it is partly torn from its socket and thus splits open part of the trunk or parent branch, leaving the broken branch hanging head down but still attached to the tree. To cut such a branch off flush is not sufficient. This will leave a more or less wide and deep crevice into which water can penetrate and start decay. The proper treatment is to locate the lowest portion of the split, take a sharp chisel and cut through from the surface to the crack and thus remove the split portion. The surface of the split should then be carefully smoothed over with a chisel or gouge and the cut should be sloped downward and outward so that no cavity will be left in which water may rest.

Even though it may not be necessary to prune a tree because of any positive injury due to broken branches, pruning will often forestall breakage and injury. Common examples are small trees upon which the lower branches have grown at the expense of those higher up, resulting in short stemmed, badly formed trees almost certain to be twisted or broken because of their low branching habit. In pruning, the side branches should be removed up to a main crotch or to a height of from 10 to 15 feet above the ground. In the case of very tall trees the removal should be progressive from year to year until the right relation of crown to stem is attained.

BRACING.

A frequent injury to shade trees particularly to large ones with wide spreading branches is caused by the splitting open of the crotches or the partial splitting off of large branches by high winds or the weight of snow and ice. Even though such a split may at first be slight and cause no apparently serious damage it is a menace to the tree and to the people in its vicinity, and should be repaired at once. The old way to repair such a split was to pass loops of wire about each fork, a short distance above the split and then insert a lever, tighten the wire and draw the split together. The disadvantage of this method was that the wire was apt to cut through the bar when the latter was tightened and thus injure the tree. Even if this was prevented by putting padding about the wire, eventually the growth of the tree causes the wire to cut into the bark.

The modern practice is to remove a small section of bark at a point near the upper portion of the split and at right angles to it and then to bore a hole through to the outside of the opposite branch, remove a similar bark section, insert a long bolt screw on a nut and tighten it, thus drawing the edges of the split together. If the work is done soon enough and carefully enough the bark will grow together. In the case of large forks or branches more than one bolt may be necessary, and strength may be gained by placing a bolt through each fork slightly above the split. Care should be taken not to make the holes in the bark larger than necessary. They need be no bigger than is required to seat the head of the bolt and the nut. The bark should be cut away with a sharp chisel in the form of an ellipse with its greatest length running up and down the tree, since that form of opening heals the quickest. The holes in the bark should be painted over thickly to prevent decay.

In order to forstall the splitting of crotches or branches in large trees with a wide-spreading branching system, the method is simply to run bolts with eye heads through the branches as described above and connect the eyes with chains. The bolts may be at the same height so that the chain is horizontal or one bolt may be high above the other so as to support a more or less horizontal branch. The object of using a chain is to give play to the branches when the wind blows. Heavy lag screws with eyes on the ends may be substituted for bolts for lighter limbs.

REPAIRING INJURIES TO TREE TRUNKS.

Shade trees, because of the fact that they grow in situations where there is much passing of people, teams and automobiles are subject to injury by the bruising or scraping away of the bark. Such injuries are seldom sufficient to kill the tree at once; but as soon as the bark dies over a portion of the trunk it causes an unsightly scar and makes an opening for the entrance of injurious insects and decay. This is the reason so many old trees are hollow at the base and easy victims for a strong wind.

If prompt care of bark injuries is taken when they first occur the after effects can be avoided. The first step is to remove the dead bark as soon as it has dried out sufficiently to be loose. It should be trimmed off with a sharp knife or chisel back to the living bark and the opening shaped up to the form of an ellipse with its longest axis running up and down the tree. If the wood has been broken or splintered it should be smoothed off. The entire wood surface should be coated with a heavy coat of tar or asphaltum paint. The bark on each side of the break will then grow over the exposed section. If the dead bark remains on and the wood is not treated decay starts and a cavity forms before the new bark can close over the injury.

CAVITY WORK.

Tree cavity work of any magnitude should generally be done by a professional tree expert who understands his business, and has the proper equipment. The principles, however, are quite simple and an owner who understands them should be able to handle small jobs himself. There are two ways of treating cavities; the open treatment and the closed treatment.

The open treatment consists in treating the exposed wood surface so as to prevent further decay and then either covering the exterior of the cavity with a metal sheet over which the new growth can close, or leaving it exposed, allowing the new growth to line the cavity.

The closed treatment consists in treating the wood to prevent decay and then filling the cavity with cement, asphaltum or other material over which the new growth can unite. In either system, if the cavity is large resulting in the weakening of the tree, the use of bolts or other devices for strengthening it may be necessary. In general the open cavity treatment is employed for small cavities near the base of the tree, for cavities high up in the trunk, and for all sorts of cavi-

MILTONIAS EXHIBITED AT BOSTON, MASS., JUNE 18-19.
From J. T. Butterworth, Framingham, Mass. (See Issue of June 25, Page 1077.)

ties in trees whose value or probable life is not sufficient to justify the added expense of treating by the closed system. Whether the cavity is covered by a metal plate or left open depends largely on its depth. Shallow cavities are generally left uncovered. The closed cavity treatment is used generally for large cavities near the base of the tree and lower part of the trunk, and for small deep cavities higher up in the tree.

The initial steps in both systems are the same, to remove all the decayed wood, whether punky or not in the cavity back into the sound wood. This is done with a chisel, a gouge or an adz. The sound wood lining the cavity is then treated to prevent decay, sometimes by painting it over with a heavy coat of tar or asphaltum paint, sometimes by the use of creosote, sometimes by charring it with a blow torch. If the open cavity system is used it is sufficient to leave the cavity thus, in case it does not need bolting or reenforcing. It may, however, be covered with a sheet of zinc or galvanized iron painted in a neutral color.

In the closed cavity treatment either of two materials may be employed, cement or asphalt. Both have their advantages and disadvantages. Cement is easier to apply but cracks and crumbles and has no antiseptic powers to prevent further decay. To be successfully used for large cavities it must be fractionated, that is, the layers must be set at different times and separated by expansion joints. When asphalt is used, a metal covering must be applied to the outside of the cavity. The asphalt is heated and poured in at the top. Although the work is more difficult and often the immediate result less attractive, the asphalt treatment seems to be more and more coming into favor.

National Flower Growers' Association.

ATTENTION! ST. LOUIS DISTRICT.

Flower Growers of Missouri and Illinois—The meeting of the St. Louis, Mo., district branch of the National Flower Growers' Association will be held in the city hall, Centralia, Ill., Tuesday, July 19, 1921. All flower growers in this district are expected to attend. In connection with this meeting will be a flower show and trades display to be held in the new automobile show rooms and all are requested to exhibit something to assure a success. The show will be open to the public. There will be no charge for any space.

The executive board will meet promptly at 9 a. m., the district session following at 10 o'clock.

J. W. Ross and A. Webster, of Centralia, who compose the entertainment committee, have all arrangements completed and exhibits sent in their care will be staged. Mayor Lender will welcome the visitors and the Commercial Club has arranged an interesting automobile trip after lunch.

All members should interest their neighbors to attend this session with them. It is expected that this will be the best attended meeting the district has ever held. The programme and entertainment features will be worth any grower's time to spend a day at Centralia, July 19.

WALTER A. AMLING, Pres.

A Visit to Emile Lemoine,

NANCY, FRANCE, JUNE 1, 1919.

Nancy is situated east of Paris, about seven hours by train. During the war, it was often shelled and bombed by the Germans, whose lines were only about 10 or 15 miles distant. On the way to M. Lemoine's, I saw the remnants of several destroyed houses. M. Lemoine welcomed me most cordially, though he said he was quite ashamed to show me his place so overgrown with weeds. To one who had traveled from Paris through many destroyed towns, and who knew how often the city of Nancy had been raided, these apologies were certainly not needed, for one can only have admiration for those who stayed so bravely at their work with the German menace so close. Indeed, I saw the spot in M. Lemoine's garden where a bomb had landed—a hundred yards more, and it might have destroyed his house and killed him. A hundred yards in another direction, and it would have wiped out the entire stock of the new yellow tree peonies, which I am about to describe. And yet, this wonderful Frenchman, calmly apologizes about weeds.

The peony lutea varieties bloom after the common tree peonies, and before the herbaceous peonies, so that besides being unique in color, they bridge a gap between these two. Lutea, the type, was unfortunately, not in bloom, but I understand it is of botanical and breeding value only, and is not a very desirable garden plant.

Peony lutea L'Esperance is a Lemoine hybrid (Lutea x moutan, probably the variety, Reine Elizabeth). The flower is single, of the clearest, most perfect yellow, entirely free from the greenish or purplish tints I rather feared I would find. Pistil and stamens are reddish, but this color adds to, rather than detracts from the appearance of the flower. The whole is like a large, yellow water lily or a yellow "Marie Jacquin." It is indescribably lovely, and must take its place among M. Lemoine's greatest achievements. I imagined it contained endless possibilities for the breeder, but was sorry to learn that it had proven sterile.

Peony lutea La Lorraine is a double flower, also a very good yellow, though perhaps not as perfect in color as L'Esperance. It also seems to be a free bloomer with good sized flowers, some of which unfortunately are not always held erect, but this is a fault of many tree peonies. Also I saw them on a scorching hot day, after a long drought, and through lack of labor, they had not had much care.

The third variety, Souv. de Maxime Cornu, is not a Lemoine seedling, but the work of the late M. Henry, of the Paris Museum. It is a double flower of yellow, overlaid and mottled towards the center with red. Many people will like it. I must confess that to me it is curious rather than beautiful. It suggests, however, that continued crosses of lutea and moutan may give us many beautiful and interesting things. As a garden plant, it is not good, as the flowers are lost in the foliage when the plant is seen from any distance. It is a great pity that these three varieties have proved to be sterile.

It should be noted that the three varieties were at their height on June 1, after all other tree peonies were practically over, and before any herbaceous peonies, except perhaps a few officinalis, had commenced. Furthermore, M. Lemoine tells me that they are free from the desire to start their early growth during the first warm spell of winter, and that, therefore, later cold snaps do not injure them, as the moutan varieties are nearly always injured, in the variable French winters.

M. Lemoine says he is often troubled with nematodes, but that they are rarely serious. He claims not to know the peony disease which has been troubling us in America. I did not see many peony plants, and imagine he goes in for quality, rather than quantity.

Of interest to peony lovers, is the new herbaceous species, P. Delavayi, from China. It has small, single, reddish chocolate flowers, which are not decorative, but may be of value for breeding.

In an adjoining garden across the road, two new lilac species were very interesting. They are Syringa Wilsoni and S. Sweginzowi superba. The flowers of both are pale pink, borne in very loose open clusters, the individual flower being very small compared to our standard lilac varieties; but the cluster is of good size, and its openness makes it exceedingly graceful. The flowers, in a general way, are alike, Wilsoni having the shorter, stockier clusters. M. Lemoine has crossed the two, and has a dozen or so intermediate forms in his seedling bed. Another lilac, S. reflexa, is interesting because its flowers, instead of standing upright, tend to droop over. I did not see as many deutzias as I had expected, most of the plants being in bad condition, due to lack of labor the past years. Of those in bloom, D. discolor excellens was the best, and one of the finest deutzias I have ever seen. There were also a few weigelas which astonished me by their beauty, for this is not a flower that I have ever cared for.

There are about six greenhouses full of small plants in great variety, among them many seedling geraniums in endless colors, from white through the delicate shades of pink, to scarlet, crimson and the deepest purple-crimson; and even an approach to a salmon yellow. I have never seen such a collection of geraniums. In pelargoniums, again in all shades from white to a deep blackish maroon were included, and M. Lemoine especially deplored the fact that these were not properly appreciated in America. There were also houses of young fuchsias, begonias, orchids, cacti, ferns and other tender plants, and also most interesting propagating houses containing large quantities of rare tiny shrubs and herbaceous plants, the collection being as large, if not larger, than that in the propagating houses of the Arnold Arboretum; with the difference, of course, that horticultural, rather than botanical plants, were emphasized. Many of the more difficult things were grown under bell jars.

The enormous number of species and varieties of plants cultivated by M. Lemoine in a small space (probably not more than eight or 10 acres) passes all belief; and that he should have been able to keep this collection alive during four and a half years of war, and while actually under fire from the Germans, is little short of marvelous. —J. C. Wister in the American Peony Society's Bulletin.

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From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

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We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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AN important article on the treatment of injured shade trees, by P. L. Buttrick, of the Michigan Agricultural College Experiment Station, East Lansing, will be found elsewhere in this issue.

EMILE LEMOINE, the well known French horticulturist, was recently honored by his government in receiving the decoration of Commander du Merite Agricole.

IMMORTELLES.—French growers report the immortelle crop will be short. Some importers have cut the sizes of bunches to the injury of this trade in much the same way that sharps in the sphagnum moss business injured that industry.

Address Wanted.

We have inquiry for the address of Adolph Bohr, reported located in Cleveland, O.

Ad Valorem Politics.

It is greatly feared by many importers that political influence, which strives for the appointment of more inspectors and valuators, will succeed in placing ad valorem duties on some items of seed and bulb stocks as well as on some nursery stocks.

This would insure the making of political appointees in the countries of origin to secure market valuation at the various ports of shipment. For instance: ad valorem duty on lily bulbs, if imposed in southern France, Japan and Bermuda, would require a government official in each of those countries to report on valuations. The same, if applied to nursery items, manetti stocks, fruit tree stocks, etc., and many other kinds of farm and garden seeds, would require similar federal officials under pay.

Fordney Tariff Bill (H R 7456).

INTRODUCED JUNE 29.

The items here given are those most important to the horticultural trades:

Par. 151. Tulip, narcissus, and hyacinth bulbs and lily of the valley pips, $4 per thousand; lily of the valley clumps, $10 per thousand; crocus bulbs, $1 per thousand; lily bulbs, $4 per thousand; all other bulbs, roots, root stocks, corms, tubers and herbaceous perennials, which are imported for horticultural purposes, 20 per centum ad valorem: cut flowers, fresh or preserved, 25 per centum ad valorem.

Par. 752. Seedlings and cuttings of Manetti, multiflora, brier, rugosa, and other roses, $2 per thousand plants; cuttings, seedlings and grafted plants of other deciduous or evergreen ornamental trees, shrubs, or vines, including greenhouse plants, 20 per centum ad valorem.

Par. 753. Seedlings, layers, or cuttings of plants for apple, cherry, pear, plum, quince, and other fruit stocks, $2 per thousand plants; grafted or budded fruit trees, cuttings and seedlings of grapes, currants, gooseberries and other fruit vines or bushes, 20 per centum ad valorem.

Par. 760. Sunflower seed, 2 cts. per pound; apricot and peach kernels, 3 cts. per pound.

Par. 761. Grass seeds: alfalfa 2, alsike 3, crimson clover 1, red clover 3, white clover 3, other clovers 2 cts; millet, timothy 2, hairy vetch 2, spring vetch 1, all other grass seeds not specially provided for, 2 cts. per pound.

Par. 762. Other garden and field seeds: Sugar beet 1, other beet 4, cabbage 12, canary 1, carrot 4, cauliflower 25, celery 2, kale 6, kohlrabi 8, mangelwurzel 4, onion 20, parsley 2, parsnip 4, pepper 15, radish 4, spinach 1, tree 8, turnip 4, rutabaga 4, flower 4 cts per pound; all other garden and field seeds not specially provided for, 20 per centum ad valorem. Provided, that the provisions for seeds in this tittle shall include such seeds whether used for planting or for other purposes.

Par. 763. Beans, dried, 1¼ cts. per pound.

Par. 764. Sugar beets, 80 cts. per ton; other beets, 17 per centum ad valorem.

Par. 765. Cowpeas ½, lentils 2, lupins ½ ct. per pound.

Par. 766. Mushrooms, fresh or dried or otherwise prepared or preserved, 33⅓ per centum ad valorem; truffles, fresh or dried or otherwise prepared or preserved, 25 per centum ad valorem.

Par. 767. Peas, green or dried, 75 cts. per one hundred pounds.

Par. 768. Onions, 75 cts per one hundred pounds, garlic 2 cts. per pound.

Par. 769. White or Irish potatoes, 42 cts. per one hundred pounds. Mustard 1 ct. per pound.

Bagatelle Rose Awards.

In the Bagatelle rose trials at Paris, France, this season, according to the Horticultural Advertiser, nearly a hundred novelties were awarded marks according to their merits, five of them being given medals or certificates as follows:

Howard & Smith (Howard).—A rich tawny apricot color, quite a novel and distinct shade. The flower has not much form, opening flat, but the tree is a good grower of nice habit and very free, and promises to make an excellent garden rose. Gold medal.

Souvenir de Georges Pernet (Pernet Ducher).—A striking color in the Pernettiana class, a brilliant rosy-cerise with yellow base to the petal. Good upright habit. Little or no scent. Gold medal.

Etoile de Feu (Pernet Ducher).—Another Pernettiana of almost indescribable color, a mingling of salmon and apricot tints, shading to flesh color. First class certificate.

Aspirant Marcel Rouyer (Pernet Ducher).—Very nicely formed pointed bud, rich apricot shading to cream at edge of petals. Good habit and strong healthy growth. To our mind one of the most promising novelties in the trials. Second class certificate.

Hugette Vincent Chambard (Chambard).—A very bright Rose du Barri pink, flushed with glowing red. Tight, well formed bud, rather under medium size. No scent. Second class certificate.

S. A. F. Membership Drive.

PASSED HALF WAY AND STILL GOING!

Are you all busy? Oh no, there are a few fellows who have a boiler to fix; some a little painting to do and others ready for their vacation.

Well fishing for members for the Society of American Florists is great sport. Just try it. All the bait you need is the "Say It With Flowers" slogan. If you can't take a long vacation, just take a short one to a near-by town and fish on your neighbor's premises. If they don't bite there, try the next town and if you only get a nibble at either place, go back soon again and you may run into a whole school and nab a half dozen or more of real live ones. You might catch a shellfish who will really "shell out." Write for application blanks. They make fine "fishing tackle."

JOS. H. HILL,
A. L. MILLER,
J. F. AMMANN,
S. S. PENNOCK,
PAUL R. KLINGSPORN,
Membership Committee.

The Coming Season.

The great demand for plants and cut flowers the past season and the many periods of insufficient supply, has demonstrated without doubt that there is a sure market that will tax the present facilities of the trade to supply. Every grower should plan to use his houses to the fullest extent the coming season, and his utmost skill in producing quality in all grades of stock.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

Chicago, July 13, 8 p. m.—Gardeners' and Florists' Union No. 10,615 at 180 W. Washington street. Bernard Wahlsted, secretary, 851 Trumbull avenue, Chicago.

Columbus, O., July 11, 8 p. m.—Columbus Florists' Association at the Neil house. E. A. Munk, secretary, 19 S. High street, Columbus.

Davenport, Ia., July 14, 8 p. m.—Tri-City Florists' Club at homes of members. Wm. Knees, Jr., secretary, Moline, Ill.

Des Moines, Ia., July 12, 8 p. m.—Des Moines Floral Arts Club. L. E. Fogiesong, secretary, Des Moines.

Hartford, Conn., July 12, 8 p. m.—Hartford Florists' Club. Geo. Marchant, secretary, 13 Huntington street, Hartford.

Knoxville, Tenn., July 12, 7:30 p. m.—Knoxville Florists' Society at stores of various members. Robt. E. Mapes secretary, box 116, Knoxville.

Lake Geneva, Wis., July 16, 8 p. m.—Lake Geneva Gardeners' and Foremen's Association at Horticultural hall. Geo. Bainbridge, secretary, Lake Geneva.

Lenox, Mass., July 13, 7:30 p. m.—Lenox Horticultural Society at Town hall. Hy. Heeremans, secretary, Lenox.

Louisville, Ky., July 13, 8 p. m.—The Kentucky Society of Florists at Y. M. H. A. hall. Jos. Abele, secretary, Louisville.

New London, Conn., July 14, 8 p. m.—New London Horticultural Society at Municipal building. Stanley Jordan, secretary, Harkner's estate, Waterford, Conn.

New Orleans, La., July 10, 4 p. m.—Gardeners' Mutual Protective Association at 5001 Rampart street. John Parr, secretary, 4539 N. Rampart street, New Orleans.

Newport, R. I., July 14, 8 p. m.—Newport Horticultural Society at Music hall, Thames street. Fred. P. Webber, secretary, Nelville, R. I.

New York, July 13, 8:30 p. m.—Greek-American Florists' Association at 119 E. 23rd street. Spiros Sakas, secretary, 260 Third avenue, New York.

Poughkeepsie, N. Y., July 13, 2 p. m.—Dutchess County Horticultural Society at Falkill building. T. H. De Groff, secretary, Hyde Park, N. Y.

Seattle, Wash., July 13, 8 p. m.—Seattle Florists' Club at Henry building. Thos. Wylie, secretary, Holly street, Seattle.

Seattle, Wash., July 10, 8 p. m.—Florists' and Gardeners' Union, No. 16,667 at I. O. C. T. hall. E. Popp, secretary, Fort Steilacoom, Wash.

St. Louis, Mo., July 14, 2 p. m.—St. Louis Florists' Club. J. J. Beneke, secretary, 3648 Humphrey street, St. Louis.

St. Louis, Mo., July 11, 8 p. m.—Retail Florists' Association of St. Louis. Oscar Ruff, secretary, 3119 S. Grand avenue, St. Louis.

Toronto, Ont., July 11, 8 p. m.—Toronto Retail Florists' Club at Dunlop's hall. H. W. James, secretary, 10 Adelaide street, W., Toronto.

Wants, For Sale, Etc.

Small Type, 15 Cents Per Line, Each Insertion. Display, $1.75 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs. See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted — Grower roses, chrysanthemums, carnations and pot plants; middle age; single. Address
Key 570, care American Florist.

Situation Wanted—By refined young woman with five years' experience in retail florists business; bouquets and designing; capable of handling most refined trade. Best references as to capabilities and personality. Prefer modern store. Address
Key 568, care American Florist.

Help Wanted — Florist for city greenhouse. Apply to **Superintendent of park, City Hall, Topeka, Kan.**

Help Wanted—Experienced saleslady for retail store in Chicago. Permanent position at a good salary. Address,
Key 567, Care American Florist.

For Sale—Well established market garden and floral business. 29 hot beds, well, windmill and tank, 11-room house, also barn; four city lots. A snap at $3,600; $1,500 cash. Address
JOHN C. KRUEGER
Medford, Box 72, Wis.

For Sale—Flower store; established 25 years; to be sold because of illness. Call **G. Carajanes, 2594 Eighth Avenue,** New York.

For Sale—The best greenhouse proposition in the northwest; must sell at once; greenhouse 24x60 feet; established trade; no greenhouse within 100 miles. Write for particulars to
A. E. Webster, Bemidji, Minn.

Help Wanted

SALESLADY and DESIGNER
Apply
MANGEL, Florist
17 East Monroe Street, CHICAGO

Grower Wanted!

Chance of a life-time for expert rose grower to get in on a big proposition. Don't miss this opportunity—investigate.
Key 571, care American Florist.

Wanted to Lease

One, two or three greenhouses, on Long Island, within ten miles of New York city, for reliable party. Address
Key 569, care American Florist.

For Sale

GOOD SECOND-HAND PIPE

All sizes, for water and steam purposes. Also pipe for culverts, grape arbors, fence and corner posts. Cheaper than wood and lasts longer. Send us your inquiries and let us quote our prices.
MAX ZEIGLER & BROS., Muncie, Ind.

FOR SALE

Two greenhouses, 22x60 each, one house 24x16 and one 18x24, full of plants, complete; 9-room modern residence and garage; 2½ acres land, all improved; best of soil, in town of 3,000, four miles to city market of 18,000, and can sell all can raise; reason for selling, have other business; will sell for $5,000; we did $27,000 during May; everything in working order.
L. R. ORDWAY,
11 Elm St., Canisteo, N. Y.

For Sale

First class flower store on north side. Chicago's big hospital trade. Long lease and low rent. $4,000 cash required.
FLORIST
2110 North Halsted Street, CHICAGO

FOR SALE

Glass, 16 x 18	per box, $4.50
Glass, 14 x 16	per box, 4.00
Glass, 16 x 8	per box, 2.00
Red cedar bars	1½c per running foot
Red cedar ridge pine purlin	3c per foot
Red cedar ventilators, 34 x 48 in. with glass	$1.50
Red cedar panel doors with frame	2.50
Purlin posts, 1 in. pipe, 8 ft. long, each	.20
Cement posts, 17 in. high, tapered, 10 in. base	.10
No. 9 wire stakes, 6 ft. long	per 100, 1.00

GEO. REINBERG
30 East Randolph St., CHICAGO

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $4.50; per 1000, $6.50. Samples on request. Electro of leaf, postpaid, $3.00. Cash with order.

American Florist Co.
440 S. Dearborn Street
CHICAGO

HOME-GROWN STOCK

Greatly Increased Demand

If you have any to offer, or are likely to have any soon,
advertise in these columns now.

AMERICAN FLORIST CO.
440 So. Dearborn Street, ... CHICAGO

ROSES

BUY DIRECT of the Grower

Our Roses Have a National Reputation for Quality

You always get fresh flowers and a more even run of stock.

CURRENT PRICE LIST

Subject to Market Changes

RUSSELL	Per 100
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00

COLUMBIA	Per 100
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00

PREMIER	Per 100
Fancy Long	$16.00
Medium	8.00 to 12.00
Short	4.00 to 6.00

HOOSIER BEAUTY	Per 100
Long	$12.00
Medium	6.00 to 8.00
Short	3.00 to 4.00

OPHELIA	Per 100
Long	$10.00
Medium	6.00 to 8.00
Short	3.00 to 4.00

SUNBURST	Per 100
Long	$12.00
Medium	8.00 to 10.00
Short	3.00 to 6.00

WHITE KILLARNEY	Per 100
Long	$ 8.00 to $10.00
Medium	6.00
Short	3.00 to 4.00

ASSORTED ROSES

SPECIAL OFFERING

Good fresh Roses, our selection, in lots of 200 or more, as follows:

	Per 100
Good medium lengths	$6.00
Good short lengths	4.00
Good, very short lengths	2.50

New Fancy Ferns, per 1,000	$2.50
Adiantum, per 100	1.50 to 2.00
Sprengeri, per 100	3.00
Galax, green, per 1,000	2.00
Galax, bronze, per 1,000	2.00
Asparagus Sprays, per bunch	.35 to .40

Of miscellaneous flowers now coming into market, we will procure for our customers the best at lowest market prices. A trial order solicited.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONES: CENTRAL 1457

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

NOTICE:—We close at 5 o'clock week days.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Closed all day Sundays

Chicago.

STOCK IS PLENTIFUL.

There is plenty of stock to go around but the quality in some instances could be a great deal better. Peonies are about done and the supply of salable carnations is exceptionally small. Gladioli are quite a factor in the market and are in strong demand at good summer prices. American Beauty roses are to be had at a few of the stores. Roses in general are in large supply, especially Columbia, Milady, Hearst, Ophelia, Sunburst, Butterfly, Double White Killarney and Crusader. Mrs. Chas. Russell are having a good call and so are Premier. Lily of the valley is in good supply and a few orchids are to be had. Lilies are seen at a few of the houses. Water lilies are included in the offerings. Sweet peas are obtainable. Daisies, calendulas, larkspur, candytuft, Russian statice, gypsophila, cornflowers, feverfew, snapdragons, gaillardia, coreopsis, callas and a large supply of other indoor and outdoor stock is included in the shipments. Greens are plentiful with cut ferns arriving in much heavier supply. Business has been fair the past week considering the conditions and no complaint is heard from any of the dealers. Some of the stores closed all day the Fourth, while others remained open until noon. Vacations are in order and quite a number have signified their intention of spending their few weeks at the Washington convention of the Society of American Florists.

NOTES.

Vaughan's Seed Store reports its representatives on the road booking good business.

Henry Kruchten of the John Kruchten Co. is enjoying a two weeks' vacation.

The TREND of the TIMES,

Is for elimination of reduplicated effort; a manifold billing machine replaces four clerks; and for all simplification of operations; the punch press does it all in one motion.

Alert florists recognize this principle of economy; they BUY standard stock which comes ready made, with no waste of effort; let a professional economizer effect their economy; and use their own glass for what cannot well be transported or raised in standard units.

FOUNDED BY FLINT KENNICOTT 1st

KENNICOTT BROS. CO.
174 N. Wabash Ave., Chicago

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 601 and 2846 **CHICAGO**

LARGE SUPPLY OF ROSES

Russell, Columbia, Premier, Sunburst, Ophelia, Etc.

Buy Direct From the Grower — **CURRENT PRICE LIST** — **Subject to change without notice**

	Per 100
MRS. CHAS. RUSSELL	
Specials	$20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00
COLUMBIA	
Specials	$ 20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00
PREMIER	
Specials	$ 20.00
Select	$15.00 to 18.00
Medium	10.00 to 12.00
Short	5.00 to 8.00
SUNBURST, OPHELIA	Per 100
Specials	$15.00
Select	12.00
Medium	$ 8.00 to 10.00
Short	4.00 to 6.00

		Per 100
Killarney, White Killarney	Specials..	$15.00
	Select....	12.00
	Medium.. 8.00 to	10.00
	Short.... 4.00 to	6.00
ROSES, OUR SELECTION		$5.00
CARNATIONS		
Good and Fancy	$ 3.00 to	$ 4.00
Adiantum		2.00
Asparagus, per bunch	50c to 75c	
Ferns, per 1,000	$4.00	
Galax, bronze and green; 1,000	2.00	
Leucothoe Sprays		1.00

EXTRA SPECIAL STOCK BILLED ACCORDINGLY

CUT FLOWERS

Complete line of stocks suitable for use during the warm summer months. Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Nic. Dahm, of Niles Centre, has the sympathy of the trade in the loss of his wife, whose death occurred last week. The funeral was held at 9 o'clock, Tuesday, July 5, and was largely attended.

Poehlmann Bros. Co. is cutting a splendid supply of Mrs. Chas. Russell roses, which are having a good call. Choice gladioli are seen at this house and the first cut of asters is expected next week. Manuel Doetsch of the cut flower department left July 2 to enjoy a two weeks' vacation.

Peter Schousboe, 5450 North Robey street, is learning how to drive his new Ford during his spare time. A new office and salesroom has been built next to the range he rented from the Peter Reinberg estate.

J. F. Ammann of Edwardsville and Hilmer V. Swenson are back from a tour of the west, where they spoke before many trade societies on the subject of publicity.

William Wienhoeber and Joe Schouten, of the Ernst Wienhoeber Co., and Fred Nelson, of the George Wittbold Co., are making an auto trip to Colorado.

The Peter Reinberg business is being conducted along the old lines and will be continued notwithstanding all reports to the contrary.

Wietor Bros. are booking a large number of orders for field-grown carnation plants and new ones are arriving in every mail.

Miss Whittingham, Mrs. Lynch and Chas Wehrner, of the Frauenfelder force, are on the vacation list this week.

Miss Charlotte Paradise of A. L. Vaughan & Co. spent the Fourth at Bicknell, Ind., returning home by auto.

C. L. Washburn and wife, who left July 6 for Los Angeles, Calif., expect to return about August 1.

A. Henderson and H. N. Bruns spent the Fourth with their families at Lakeside, Mich.

HIGH GRADE CUT FLOWERS

Premier, Russell, Columbia, Ophelia and Sunburst Roses, Carnations, Callas, Etc.

WIETOR BROS.

30 East Randolph Street, L. D. Phone: Randolph 2081 **CHICAGO**

The new telephone directory is carrying advertising limited to about one inch across the bottom of each page. There is a classified index to advertisers with the following appearing under the heading of Florists: Clody's Flower Shop, Fleischman Floral Co., Wm. J. La Grotta, Lewis & Rocca, Mangel, E. R. Peacock Co., George Wienhoeber, George Wittbold Co. and Henry Wittbold & Son. The classified telephone directory always carried display advertising.

The big mass meeting billed for Thursday evening, July 7, at 8 p. m., at the Hotel Randolph, in regard to the Pageant of Progress, was called by the Chicago Wholesale Cut Flower Association, Chicago Florists' Club, Commercial Flower Growers and Allied Florists' Association.

Kennicott Bros. Co.'s daily shipments include a good supply of American Beauty roses, which used to be a big factor in this market but now is only obtainable at one or two houses.

George Gobel of A. T. Pyfer & Co., will spend his vacation at Omaha, Neb., this year, leaving in about another week. Mrs. Gobel will accompany him.

Vincent Neil, of the American Bulb Co., and wife expect to start this week for Cleveland, O., where they will spend their vacation.

Miss Jessie Cralski, Joe Carlin and Joe Kral of the George Wienhoeber force are on their vacations.

W. J. Smyth and family are spending their vacation as usual at their country home at Antioch.

Max Awizzus of the Zech & Mann force is enjoying a well-earned vacation.

Mrs. Strail of A. Lange's force is spending her vacation at Twin Lakes, Mich.

Ernest Rober left this week for Los Angeles, Calif., to visit his family.

Al. Lehman of the E. C. Amling Co., is away on his vacation.

Visitors: Charles Grakelow and S. S. Skidelsky, Philadelphia, Pa.

Nashville, Tenn.

SUMMER DULLNESS HAS BEGUN.

Summer dullness has now set in and there will be several weeks of slack trade. The floral stores closed on July 4, after a brief morning session to obtain what funeral work came in at that time. During the past week this and wedding work has constituted the greater part of the activities. For th most part, however, they are simple affairs and a few flowers suffice. Roses, however, despite the heat, continue good, but carnations are a thing of the past. Gladioli have a good call for social functions. Rubrum lilies are in good demand.

Prepared Cycas Leaves

(BEST ON THE MARKET)

We will send you 100 assorted sizes of our best quality Cycas Leaves up to 36 in. long for the special price of **$6.00.**

One Floral Art Album given free with any order of $25.00 or more —Get our complete list of other items it's free.

Geo. H. Angermueller Co.

Wholesale Florists **1324 Pine Street, ST. LOUIS, MO.**

Meyer's Silkaline, or Smilax Threads

Be sure the name Meyer is on the end of each spool, as we find there are a lot of fake brands being put on the market to imitate our green florists' thread. Weigh up our threads and then weigh up the other parties' that you are buying from, and you will notice that our threads run full two ounces of thread to the spool.

Mention the American Florist when writing

NOTES.

Mrs. Thomas McIntyre died June 25 at a local hospital. She leaves her husband, Thos. McIntyre, who is a member of the McIntyre Floral Co., four grown children and several grandchildren. She was a most estimable woman.

Geny Bros. have enjoyed a good business in wedding and funeral orders.

Fresh Cut Flowers

Place your orders with us and get the best at all times. We ship stock that will reach you in good condition.

Beauties, Roses, Gladioli, Larkspur, Stocks, Delphiniums, Daisies, Carnations, Feverfew, Gypsophila, Cornflowers, Gaillardia, Candytuft, Etc. Complete Line of Greens.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

PAUL R. KLINGSPORN, Manager.

The Chicago Flower Growers Association
WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue — L. D. Phone, Central 282 — CHICAGO

Choice Gladioli in Quantity

All the leading varieties of Roses, Carnations, Orchids, Valley, Daisies, Gypsophila and everything else in seasonable Cut Flowers and Greens.

☛ Remember we always have the largest and most complete supply in the Chicago Market—Bar none.

An excellent trade has been enjoyed by the Joy Floral Co. They still have good roses, carnations and lilies.

The McIntyre Floral Co. is having a good sale of orchids and lily of the valley. M. C. D.

SEATTLE, WASH.—A flower show will be held in the Pergola, Volunteer Park, July 15-17, F. A. Castle, Manager.

GOLDEN YELLOW SWEET PEAS

McCLENAHAN'S YELLOW FLOWER DYE

Will quickly dye white or light colored Sweet Peas to golden yellow, burnt orange, etc. May also be used successfully on **Roses, Carnations, Gladioli, Larkspur, Shasta Daisies,** and most any other white or pink flower. Used for the past two years with perfect success by both retailer and buying public. Send for sufficient to make one quart. **Price, $1.00, prepaid.**

McCLENAHAN GREENHOUSES, 40th and Phillips Sts., Oklahoma City, Okla.

Mention the American Florist when writing

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones Central 3283 Central 3284

Our Offerings Include:

LILIES

Absolutely the finest supply of Cut Lilies in this market.

ROSES

COLUMBIA

RUSSELL

White Killarney

Butterfly

Milady Sunburst

Killarney Brilliant

Ward Ophelia

Premier

MISCELLANEOUS

Valley Cattleyas

CARNATIONS

Calendulas Cornflowers

Gladioli

GREENS

Plumosus Sprengeri

Bronze and Green Galax

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood

St. Louis.

EXCESSIVE SUPPLY ON MARKET.

There is an overabundance of stock on the market and prices are very low. The excessively hot weather experienced in this city and vicinity has brought on many flowers with a rush, but the stock in general does not keep well and it is hoped by all tradesmen that the conditions will be much cooler next week. Generally speaking business is slow and unless the warm weather lets up it will continue so. Roses are the standard cut flower and there is a good demand for varieties such as Mrs. Chas. Russell, Premier, Columbia, Ward, Milady, Butterfly, Ophelia, and some of the Killarneys. White roses have a poor call and none are being used except for funerals or weddings. The stock on hand is of fair quality and prices are unusually low. Carnations in many cases are being dumped by the growers, with little demand. Excellent gladioli are glutting the market, the leading varieties being Loveliness, Hadley and America. Lilium Harrisii is very scarce and is handled by but few establishments. The demand however is good and the quality of the best. Lily of the valley is not plentiful, and it is in great demand for bridal bouquets. Shasta daisies are arriving in quantity, and are in fairly good demand for a table decoration. A few spring flowers have come in and the call for them is brisk. Delphiniums in shades of pink, blue and white are offered by many florists and bring a good price. Some very fine gaillardias are arriving and they clean up daily. Calendulas are not seen in any large quantities, although the quality of the stock is excellent. Fair snapdragons are seen and sell well. Orchids are very scarce and are in good call. Only a few cypripediums are seen, which sell poorly. Fine phlox is in excellent demand, shades of pink, lavender and white being featured. Bedding plants, such as geraniums, ageratums, coleus, etc., bring poor prices. Cibotium and Bird's nest ferns, crotons and aspidistras, show no fluctuation in price and are in fair demand. Asparagus plumosus are plentiful and sell readily. Southern smilax is another good seller. Ferns have taken another big slump in price and wholesale at $2.50 per 100. A few excellent begonias are offered and candytuft brings a small price.

NOTES.

Street merchants have been doing a good business in poor grade roses, a few carnations, calendulas and snapdragons, and a limited supply of poor gladioli.

W. A. Rowe, Kirkwood, has been shipping quantities of roses, carnations and snapdragons to this market.

An attractive window display of ferns and crotons is seen at the F. H. Weber establishment.

Numerous wedding decorations were completed last week by Grimm & Gorly.

The St. Louis Wholesale Cut Flower Co. is cleaning up daily on lily of the valley and orchids.

Roses and snapdragons have sold well with the Windler Wholesale Floral Co.

C. A. Kuehn reports a fair business in cut flowers in his section of the city.

Good success with his roses is reported by W. J. Pilcher, Kirkwood.

The Bourdet Floral Co. sold quantities of cut flowers last week.

A fine lot of foliage plants is being offered by Fred C. Weber.

Funeral work is heavy with Mullanphy Florists, Inc.

Geo. Waldbart is handling some excellent pot plants.

Excellent phlox is being handled by H. G. Berning.

Visitor: Julius Dilhoff, of Wertheimer Bros., New York. R. D. M.

Toledo, O.

BUSINESS IS FAIR.

The weather continues hot with enough rain to make things grow. The garden variety of flowers are very plentiful and their quality is excellent. Some nice gladioli are coming into the market and are enjoying a good demand. Business during the past week has been not at all discouraging and wedding orders have been fairly numerous. Funeral work has been fairly active. There have been 20 violent deaths so far this month and considerable flowers were sold as a result. The Moose convention held here this week brought thousands of visitors and the city was gaily decorated in their honor. Many of the florists' windows had special decorations, which were very attractive.

NOTES.

A post convention meeting of the local branch of the Ohio Growers' Association was held Monday evening at Schramm Bros., Wm. Krueger presiding. Those who attended the convention at Columbus reported what they had learned there. There was great enthusiasm at the meeting and it was decided to launch an active membership campaign for this section.

Schramm Bros. have been very busy during the past week with wedding orders, of which they have had two or more for every day. Al Lehmann, manager of the greenhouses, has returned from a ten days' fishing trip at Houghton Lake. Frank Schramm will leave soon for a motor trip to the northland, taking his wife and son along.

For Moose convention week, the Central Flower Shoppe had a very neat window display, which attracted a lot of favorable comment. It consisted of an outdoor scene with a miniature lake in the center, toward which led roads on which could be seen autos and other vehicles. Garden flowers in neat arrangements completed the display.

Go After Summer Business

Why stop business during the summer months when we can furnish you with good Summer Roses and other seasonable stock?

Russell, Columbia, Premier, Milady, Hearst, Ophelia, Sunburst, Butterfly, Double White Killarney, Crusader.

Now that Sweet Peas are about done for the season use **Nesbit Roses** they more than serve their purpose. If you are in want of a good White Rose for summer use our Double White Killarney the only good white rose obtainable in this market.

GLADIOLI White, Yellow, Light Pink, Deep Pink, Red **A1 Quality**

Exceptionally good for so late in the season.

Carnations, Valley, Larkspur, Daisies, Gypsophila, Gladioli, Lilies, Delphiniums and all other seasonable Cut Flowers. Ferns, Adiantum, Mexican Ivy, Plumosus, Sprengeri.

If you want good stock and good treatment, buy of

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits

WE ARE CLOSED ALL DAY SUNDAY.

There is an air of expectancy and quiet rejoicing about the Helmer Flower Shop these days and the cause, the announced engagement of Josephine Helmer, whose artistic designing has made this business flourish. She will continue in that work after her wedding, the date of which has not yet been set.

Thos. Magee of the Scottwood greenhouse says that while wedding business was not as numerous this June, he had some very nice orders for decorations. He is looking forward with pleasure to the Grand circuit races, as he is a great lover of horses and racing.

Earl Metz of Metz & Bateman says business at their store is seasonably dull with now and then spurts of funeral work and calls for wedding bouquets, of which this firm has had its share.

A. E. Warning, Broadway florist, states that he is very well satisfied with the past six months' business, which was substantially greater than for the same period last year.

A. C. K.

San Francisco.

EXCELLENT JUNE TRADE ENJOYED.

Despite the fact that we are well into the summer months it is surprising the way trade has kept up. Of late there has been an unusually heavy demand for funeral work. Stores that have out-of-town connections have been shipping large funeral orders. Weddings are still calling for a large amount of decorative stock and there is a heavy supply of all seasonable flowers to draw upon. Gladioli of excellent quality are over-abundant at the present time. Up to this writing prices have been well maintained, but it is expected that there will be a noticable drop this week in order to move the rapid accumulation of stock. The small flowered gladioli are almost out of the market. There is a great oversupply of short roses of every variety. Long stemmed stock is in adequate supply for all needs. Prices are quite low for all goods. One of the best roses now being handled here is Ulrich Brunner. The stock is fine and clean and of good size, and is all outdoor grown. Some good Kaiserin is also coming in and where white roses are needed sells readily. Cecil Brunner is very plentiful and cheap. Orchids are gradually shortening up and the daily offerings clean up readily at $2 each. Lily of the valley is in strong demand at $8 per 100. Gardenias are to be had in limited lots only with prices remaining normal. The usual June oversupply of carnations is now at hand. So great is the amount coming in that the trade is unable to absorb the larger part of the cut. They are found on every street corner and are offered at two dozen for 25 cents. This condition is usually of short duration,

Tonner

CUT FLOWERS
Supplies
30 E. Randolph St.
Telephone Central 6284
Chicago

The E. F. Winterson Co.

Long Distance Telephone, Central 6004

166 N. Wabash Avenue, Chicago, Ill.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street L. D. Phone, Randolph 6578. CHICAGO, ILL.

The Ove Gnatt Co., Inc.

Preservers of Natural Foliages **LA PORTE, IND.**

Manufacturers and Importers of Baskets, Florists' Supplies and Decorative Novelties.

however, and as the carnation growers have been getting high prices for their stock all season, very little complaint is heard. Sweet peas continue to show improvement, chiefly as regards form and color. They are in good demand, especially the light shades and prices are being maintained at former levels. There has been an increased supply of Giganteum lilies arriving; prices continue steady at $4 per dozen. Red and pink dahlias are very plentiful. Pompons, which are very much in favor in this market, are slowly increasing in supply. Basket work and table decorations are the two principal outlets. All the stores are making wonderful displays of buddleias and report an excellent call. It is obtainable in long stems with spikes of blooms averaging one foot long. The various shades of lavender make it most desirable for decorative work. Perennials continue to arrive in large quantities and are very cheap. With the exception of Primula obconica there are no flowering plants to be had. A few hydrangeas are being handled. Nephrolepis is the best seller among foliage plants. There is also quite a call for aspidistras. Asparagus and fern growers are in with large stocks but report no trouble in moving their cut. The shipping trade for this class of stock continues good.

NOTES.

The floor plan of the civic auditorium for the fall show is being made at the offices of the MacRorie-McLaren Co. The various committees which have charge report rapid progress being made. John McLaren, superintendent of Golden Gate park, has assured the committee that that park will stage a large exhibit of rare flowering and foliage plants. The prize committee, consisting of Eric James, Elmhurst; William Kettlewell, Burlingame, and B. M. Joseph of this city, are arranging the prize list which will consist of generous cash awards, silver cups and diplomas.

The annual midsummer flower show of the Flower Lovers' Club, San Jose, was held at the Chamber of Commerce in that city June 25. Great throngs of visitors attended the show which consisted of all seasonable flowers. Sweet peas in great variety were largely seen and given much prominence in the exhibition. This club has enjoyed a great increase in membership during the past few months.

Angelo J. Rossi, of Pelicano, Rossi & Co., is greatly pleased over the June business. He says it has far exceeded other years in volume. Many of the firm's force are now away on vacations. Mayor Rolph has appointed Mr. Rossi one of the reception committee for the supreme conclave of the Knights of Columbus which meets here in July.

From the chrysanthemum growing section near Menlo Park and Redwood City come the report that the crop is looking unusually well. The acreage is about the same as last year. There have been greatly reduced plantings of asters by the Chinese growers owing to the disastrous results of over production during the past two years.

The Allied Florists' Association has held several meetings to effect organization and put into operation the percentage plan of securing a permanent advertising fund. It is the intention of the association to secure the services of an advertising expert to act as manager and such a man is now being considered.

One of the busiest days experienced for a long time was the occasion of the opening of the new Bank of Italy on Powell street. An enormous quantity of stock was used for the various pieces sent on the opening day. Every store in the city shared in the business which amounted to a large sum in the aggregate.

J. A. Axell is disposing of large quantities of gladioli at his wholesale store on Bush street. He is also receiving a large supply of roses of every variety. Mr. Axell is one of the wholesalers' representatives on the executive committee of the Allied Florists' Association.

Domoto Bros'. greenhouses are still producing an excellent grade of Giganteum lilies. Roses of all varieties continue in steady supply. Thos. Domoto is giving all the eastern varieties a thorough trial this season and expects to find some valuable additions for their rose list.

There will be a meeting next week of the incorporators of the new wholesale co-operative flower market to make final arrangements and sign papers of incorporation. It is expected that the president and board of directors will also be chosen at that time.

Manuel Rolleri, manager of the Western Evergreen nursery on Goetingen street, will have a large stock of fancy ferns for the fall trade, and is going to devote several more houses to Mrs. Chas. Russell roses this year.

Dyed Green Sheet Moss

Fancy and Dagger Fern

Telegraphic Orders Promptly Filled.

Duncan Jackson, Kinston, Ala.

Mention the American Florist when writing

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .

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1127 Arch St., Philadelphia, Pa.

Mention the American Florist when writing

SAM SELIGMAN

FLORISTS' SPECIALTIES

116 W. 28th St., New York

IMPORTER—MANUFACTURER

Artificial Flowers for Summer Sales.

Mention the American Florist when writing

Haywood & Peterson, Burlingame, have been sending a fine lot of roses all season. Their fine range is in splendid condition. Much credit is due to Wm. McM. Brown for the fine appearance of this establishment.

Albert O. Stein, president of the Retail Florists' Association, is spending a month or more at the Catalina Islands. At his Sutter street store his staff is kept busy with weddings and decorative work.

John Kruchten Co.

(Not Incorporated)

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

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IN CHICAGO

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L. D. Phones CENTRAL 1977 and 1978

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Raedlein Basket Co.

713 Milwaukee Avenue

CHICAGO, - - ILLINOIS

Write for Catalog and Prices.

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

The E. W. McLellan Co. is well supplied with roses from the Burlingame greenhouses. Large cuts of plumosus arrive daily for which there is always a steady demand.

Michael D. Thomas, of the Thomas Floral Co., has been selected as one of the finance committee which has in charge the erection of the new Greek cathedral here.

Joseph Scatena, buyer for the Art Floral Co., is visiting in the mountains of the northern part of the state. Jos. Matraia is in charge during his absence.

Chas. Matraia is about to begin the erection of a large apartment house near the Bellevue hotel on Geary street.

Miss Howard, decorator for B. M. Joseph on Grant avenue, has returned from a rest spent in Yosemite valley.

Luther Burbank and wife of Santa Rosa are in the northern part of the state for a short vacation.

Ferrari Bros. have completed large plantings of Butterfly and Premier roses.

JAMES T. LYNCH.

Wire Hanging Baskets

The well made kind. Painted, bound with galvanized wire 6 at dozen rate, 50 at hundred rate.

10 inch.....$2.25 per doz.; $16.00 per 100 14-inch.....$3.25 per doz.; $25.00 per 100
12-inch..... 2.50 per doz.; 20.00 per 100 16-inch..... 4.25 per doz.; 35.00 per 100

GREEN SHEET MOSS Long Green Sheets for Hanging Baskets Per bag....$2.00 10 bags...$17.50

Michigan Cut Flower Exchange, 1452 Randolph St. DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST

		Dozen
Roses,	Beauty	$ 3.00 to $ 6.00
		Per 100
"	Mrs. Chas. Russell	4.00 to 35.00
"	Butterfly	4.00 to 30.00
"	Columbia	4.00 to 30.00
"	Dunlop	4.00 to 30.00
"	Premier	4.00 to 30.00
"	Hoosier Beauty	4.00 to 30.00
"	Killarney Brilliant	4.00 to 30.00
"	White Killarney	4.00 to 30.00
"	Mrs. Geo. Shawyer	4.00 to 30.00
"	Milady	4.00 to 30.00
"	Mrs. Aaron Ward	4.00 to 20.00
"	Sunburst	4.00 to 20.00
"	Ophelia	4.00 to 20.00
"	Dble. W. Killarney	4.00 to 20.00
"	Cecile Brunner	4.00
"	Our Selection	5.00
Calendulas		2.00 to 4.00
Peonies		6.00 to 15.00
Snapdragon, per bunch		.75 to 1.00
Daisies		2.00 to 3.00
Sweet Peas		.75 to 1.50
Cattleyas, per doz		36.00
Gladioli		6.00 to 10.00
Valley		8.00
Carnations		2.00 to 4.00
Lilies, per 100		15.00 to 20.00
Adiantum		1.50 to 2.00
Ferns	per 1,000	4.00
Galax	per 1,000	2.00
Leucothoe		1.00
Sprengeri, Plumosus Sprays		35c to 50c per bunch
Mexican Ivy		1.00
Boxwood, 35c per lb., case		9.00
Huckleberry		7.50

ZECH & MANN

WHOLESALE FLORISTS

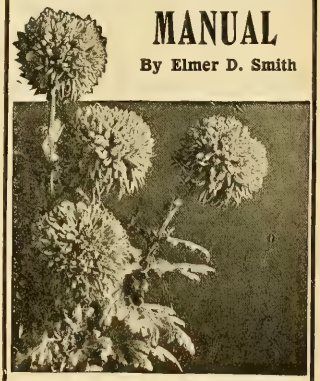
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



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Price 60 Cents. Cash with Order

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440 S. Dearborn St., Chicago

A. L. Randall Co.,

Wabash Ave., and Lake St. CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

WHOLESALE FLORISTS

Extra fancy Ophelia, Sunburst, Columbia, Russell, Milady, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Ave. CHICAGO

Easter Lilies

There are none better coming to the Philadelphia Market than we offer you. They are well grown stock, stems 24 in. long and over. You can have them either in bud or partly open but all of them are in the right condition for shipping.

We have a fresh supply every morning and we are in a position to make immediate shipment of most any reasonable quantity.

It is one of the Best flowers during the hot months of the year.

The Leo Niessen Co.

1201 Race Street

PHILADELPHIA, - PA.

Branches: Baltimore, Washington.

EDWARD REID

CHOICE ROSES, All Grades.
CARNATIONS, EASTER LILIES and All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Philadelphia.

RECORD JUNE DEMAND.

June has passed out good and strong, that is, for June, and carries as well the record for weddings, there having been more of these social events the past month than ever experienced before. All classes of retailers have enjoyed an unusual demand, many of them stating they have broken all records for the month. The stock of flowers has been ample both in quantity and variety, particularly in roses, with which this market has never been so well supplied before. The extreme hot weather of the past 10 days is beginning to show its effects, however, and this with the lessening summer demand will induce growers to give their houses a much needed rest. A number of carnations are still offered but are poor and hardly worth considering. Outside stock of all kinds has been very good considering the dry weather, some no doubt came from growers wise enough to take advantage of irrigation. The first outdoor asters are in, very fair flowers. A week or 10 days will see the market filled with fine stock of the early varieties. Choice gladioli are a factor and will be a great help for the next two months, provided the farmers don't swamp the market. Easter lilies are quite equal to the demand. Cattleyas and lily of the valley have been selling up close at good prices and there is still a fair showing of outdoor sweet peas.

THE OUTSIDE DEMAND.

In discussing the market situation one of the large dealers stated that the out-of-town demand was a great factor in the cut flower industry of this city and vicinity. There are hundreds of cities, towns and communities, continuing as far as a 1,000 mile radius, that are more or less dependent on this center for their plants and cut flowers, and whose support has encouraged the expansion of the business to its present great magnitude. While the fame of our growers and their choice stock has contributed to this demand, the most potent energy has been the efficiency of the high class commission houses, who in their intensive up-to-date business methods in securing and handling the orders, have built up this large and continually increasing business to its present proportions. Retailers here do not realize their great advantage in having the choice of a market of which fully 60 per cent of the stock handled is grown to supply an outside demand.

HAIL.

The northeastern section of the city was visited by a heavy electrical and hail storm on June 20. The storm broke at 5 p. m., with a deluge of rain and hail which hit some of the craft seriously while others in the path of the storm escaped almost entirely. John Kuhn, Olney, was the worst sufferer, his loss being some $3,000, part of which is covered by insurance in the Hail Association, which he has been carrying for over 20 years, and which he often thought was foolish, but now comes in all right. Harry Betz, Wyoming avenue, lost in glass and a hammered down bed of 1,800 Easter lilies about $800; G. A. Theile, John Milner, Wm. Koehler, Theodore Nichols, Ernest Ebinger, and others in this district lost from two to six and eight boxes of glass. The damage was mostly to single thick glass, the double being able to stand the strain.

NOTES.

The Colonial Flower Shop, which was opened a few months ago in the 13th street subway station, has been doing a fine business. This shop is managed with thoroughly up-to-date business methods, carrying at all times a large and varied stock, which is always arranged with taste. The plain pricing of each article has been a great feature in moving stock quickly. A new ice box at a cost of $650, just installed, is a useful and handsome addition.

Jos. G. Neidinger had the misfortune to lose his fine personal limousine last week by fire. Something that had gotten wrong with the electrical equipment set fire to the car in the garage at night, and it was soon a total wreck.

William Tofferd, who opened a new flower shop at Broad and Porter

Wholesale Flower Markets

BOSTON, JULY 6.	Per 100
Roses, American Beauty	6.00@ 50.00
" Russell	4.00@ 12.00
" Dunlop	4.00@ 12.00
" Pilgrim	4.00@ 12.00
" Crusader	6.00@ 16.00
" White Killarney	8.00@ 16.00
" Ward	4.00@ 12.00
" Maryland	2.00@ 8.00
" Hoosier Beauty	6.00@ 16.00
" Columbia	4.00@ 12.00
" Hadley	6.00@ 16.00
" Ophelia	4.00@ 12.00
" Premier	4.00@ 12.00
Adiantum	2.00
Asparagus bchs., per bch.	.50@ 1.00
Asparagus Strings, doz.	12.00
B. Buttons	1.00@ 2.00
Carnations	2.00@ 3.00
Carnation, Laddie	4.00@ 6.00
Cattleyas, per doz.	12.00@ 18.00
Delphinium	1.50@ 2.00
Lily of the Valley	8.00@ 10.00
Longiflorum Lilies	25.00@ 30.00
Smilax, per doz.	6.00
Snapdragons, doz.	.75@ 1.00
Sweet Peas	2.00@ 3.00
Marguerites	1.50@ 2.50
Myosotis, per bunch	.50
Gladioli	1.00@ 2.00
Swansonia, per bch.	.50@ 1.00
Sweet Sultan	4.00
Gypsophila, bech.	.50@ .75
Bouvardia, bch.	1.50@ 2.00
Corpeopsis	1.00@ 2.00

BUFFALO, JULY 6.	Per 100
Roses, American Beauty—	
" Special	30.00@ 40.00
" Special	25.00@ 30.00
" Extra	15.00@ 20.00
" 1st	3.00@ 10.00
" 2nd	3.00@ 10.00
" White Killarney	3.00@ 10.00
" Dbl. Wht. Killarney	3.00@ 10.00
" Richmond	3.00@ 10.00
" Maryland	3.00@ 10.00
" Sunburst	3.00@ 10.00
" Columbia	3.00@ 20.00
" Ophelia	5.00@ 15.00
" Russell	6.00@ 15.00
" Pier	5.00@ 20.00
" Cecile Brunner	2.00@ 3.00
Calendulas	2.00@ 3.00
Calla Lilies	8.00@ 20.00
Carnations	1.00@ 2.00
Easter Lilies	12.00@ 20.00
Mignonette	2.00@ 3.00
Rubrum Lilies	6.00@ 8.00
Snapdragons	2.00@ 4.00
Sweet Peas	.40@ 1.00
Gladioli	4.00@ 6.00

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Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Berger Bros.

The Choice of the Market in
EASTER LILIES,
ROSES and All Popular Flowers.
Exceptional Service.
1609 Sansom St., PHILADELPHIA, PA.

CINCINNATI, JULY 6.	Per 100
Roses, Premier	4.00@ 15.00
" Russell	4.00@ 15.00
" Columbia	4.00@ 15.00
" Butterfly	4.00@ 15.00
" White Killarney	4.00@ 15.00
" Pink Killarney	4.00@ 15.00
" Sunburst	4.00@ 15.00
" Mrs. Aaron Ward	4.00@ 15.00
" Ophelia	4.00@ 15.00
" Baby Doll	3.00@ 4.00
Carnations	2.00@ 4.00
Carnation Laddie	6.00@ 8.00
Easter Lilies	15.00@ 20.00
Ferns, per 1,000	4.00
Forget-Me-Not, bunch	.25
Galax, per 1,000	1.50
Plumosus (south) per bch.	.25
Smilax, per string	.15@ .25
Snapdragons	6.00@ 8.00
Gladioli	10.00@ 12.50
Cornflowers	3.50
Fond Lilies,	4.00
Gaillardias	1.00@ 1.50
Valley	6.00
Rubrum	8.00@ 15.00
Shasta Daisies	1.00
Gladioli	3.00@ 10.00

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

C. C. POLLWORTH CO.
CUT FLOWERS
PLANTS, BULBS
FLORISTS' SUPPLIES
MILWAUKEE, - WIS.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
Growers of Quality Flowers.
116-118 Seventh Street,
PITTSBURGH, - PA.

GUST. RUSCH & CO.
WHOLESALE FLORISTS
Jobbers in Florists' Supplies
Headquarters of the Cudahy Roses
Phone Main 1245. P. O. Box 506
444-446 Milwaukee Street
MILWAUKEE, WIS.

streets on May 1, reports that he is much encouraged and confident of building up a good trade at this location.

William Dych, Second and Columbia avenues, has completed the greenhouse in the rear of his store, which makes a fine show conservatory and gives him much needed room.

H. Bayersdorfer & Co. are getting together a record exhibit for the coming trade display at Washington, D. C. Just a bit better than they have ever done before.

Asters, gladioli and centaureas were features of the outdoor stock of the Leo Niessen Co. High grade roses and cattlevas were also quantity items.

Eugene Shellem, at 17th and Moore streets, reports business very encouraging, the past June being the best in his experience.

Easter lilies, gladioli, roses and asters are being featured by Berger Bros. Business is reported good for the season. K.

Pittsburgh.

GLADIOLI AND LILIES STIFFEN MARKET.

This city has just passed through two of the hottest weeks on record, accompanied by two of the worst storms in years, which played havoc with things in general. Business has been none too brisk and stock is of poor quality. Gladioli and lilies have been the backbone of the market, due to their exceptional keeping qualities. Roses are arriving in poor condition, most of them open stock, and at times it has been hard to get enough tight ones to fill orders with. Carnations are still moving but slowly and most of them show the effects of the heat. Delphinium is still popular and large quantities of it are moved daily.

NOTES.

E. J. McCallum, president of The McCallum Co., and family motored to Deer Park, Md., where they spent July 4. Henry Blend and Geo. C. McCallum of this company have just returned from an extended trip through the east. They report business in a healthy condition, especially in the smaller towns, and everyone preparing for the coming season in a big way.

Wm. Wampler of The Pittsburgh Cut Flower Co. is on a two weeks' vacation.

Ollie Beet, buyer for The A. W. Smith Flower Stores Co., is taking a month's vacation. E. C. T.

Wholesale Flower Markets

PITTSBURGH, JULY 6.	Per 100
Roses, Beauty, spl., per doz.	6.00
" " fcy., per doz.	5.00
" " ex., per doz.	4.00
" " No. 1, per doz.	1.50
" Killarney	6.00@ 15.00
" Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Mrs. Aaron Ward	6.00@ 15.00
" Russell	6.00@ 20.00
" Columbia	6.00@ 20.00
" Ophelia	6.00@ 15.00
" Hilda	6.00@ 15.00
" Premier	6.00@ 20.00
" Madame Butterfly	6.00@ 15.00
Carnations	2.00@ 3.00
" Laddie	10.00
Cattleyas	1.50@ 6.00
Easter Lilies	20.00
Ferns, per 1,000	3.00
Galax, per 1,000	2.00
Plumosus, per bunch	.50
Sprengeri, per bunch	.50
Sweet Peas	1.00@ 1.50
Smilax, per doz. strings	3.00
Valley	6.00@ 8.00
Snapdragons, per doz.	.75@ 2.00
Delphinium	6.00
Cornflowers	2.00
Coreopsis	2.00
Gaillardia	3.00
Gladioli	6.00@ 12.00

PHILADELPHIA, JULY 6.	Per 100
Roses, Beauty, special	30.00@ 50.00
" " fancy	10.00@ 20.00
" Mrs. Chas Russell	6.00@ 25.00
" Killarney	2.00@ 6.00
" Hadley	10.00@ 40.00
" Sunburst	4.00@ 10.00
" Wards	3.00@ 6.00
" Ophelia	2.00@ 10.00
" Columbia	3.00@ 20.00
" Premier	6.00@ 20.00
Adiantum	1.50@ 2.00
Asparagus, bunches	.50
Asparagus, strings	.75@ 1.00
Calendulas	1.50@ 3.00
Carnations	2.00@ 6.00
Cattleyas	1.00@ 1.50
Easter Lilies	15.00@ 20.00
Lily of the Valley	6.00@ 8.00
Smilax	.35
Snapdragons, per doz.	.75@ 1.50
Sweet Peas	.25@ 1.50
Larkspur, per doz.	1.00@ 1.50
Gladioli	8.00@ 12.00

THE McCALLUM CO.
Manufacturers—Importers
FLORISTS' SUPPLIES
Headquarters: PITTSBURGH, PA.

Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

ST. LOUIS, JULY 6.	Per 100
Roses, Premier	3.00@ 10.00
" White Killarney	3.00@ 8.00
" Columbia	3.00@ 8.00
" Ophelia	2.00@ 6.00
" Killarney	2.00@ 4.00
" Russell	3.00@ 12.50
" Ward	2.00@ 4.00
" Sunburst	4.00@ 10.00
Calendulas	1.00@ 2.00
Carnations, Laddies	4.00
Carnations, fancy	1.00@ 2.00
Ferns, per 1,000	3.00
Valley	6.00
Smilax, per string	.20
Leucothoe	2.00
Galax, green, per 1,000	1.75
" bronze, per 1,000	1.75
Callas	12.50
Snapdragons, per doz.	1.00@ 2.00
Lilies	12.50@ 15.00
Gladioli	2.00@ 8.00
Larkspur	.50@ 1.00
Delphinium	.50@ 1.00
Phlox	.50@ .75

MILWAUKEE, JULY 6.	Per 100
Roses, Kill'n'y, W. Kill'n'y	4.00@ 12.00
" Premier	6.00@ 20.00
" Ophelia	4.00@ 15.00
" Columbia	6.00@ 20.00
" Ward	4.00@ 12.00
" Hoosier Beauty	4.00@ 15.00
Carnations	1.50@ 3.00
Fancy Ferns, per 1,000	3.00
Asparagus, per bunch	.50@ .75
Daisies	1.00@ 1.50
Snapdragons	3.00@ 4.00
Gladioli, per dozen	.75@ 1.00
Gaillardia	.50@ 1.00
Larkspur, per bch	.25@ .75
Orchids, per doz.	24.00@ 30.00
Lilies, per doz.	1.50@ 2.00

New York.

HEAVY RAINS TO IMPROVE STOCK.

In times of drought it is advisable to discuss the weather even if it is generally considered a stale subject. It is satisfactory to report that the drought has been broken. There were occasional showers on early days of the past week and a steady downpour throughout June 30. Heat and humidity had the effect of reducing the sales of cut flowers and there was no stability in prices, but for that matter, unless when there is an occasional scarcity, prices are always fluctuating in this market. As the June weddings have now passed into history it is safe to assume that the lean season is at hand. Prices of American Beauty roses and orchids remain at moderate figures as there is no heavy demand for either. Lily of the valley is in lighter supply and prices are somewhat higher. Although quite a stock of carnations continues to arrive the bulk of it is necessarily of indifferent quality and the various outdoor offerings seem to have the preference for bunches. The carnations, of course, continue to be used in funeral work. With heavy and continued rain there now seems to be some prospect for the aster crop, which had about been given up, but in any event it will be late. The few asters that have come in are of little account.

July 4.—The weather is very hot, and excepting a chance buyer who may have funeral work on hand, there is no business.

GOVERNMENT ECONOMY.

"Tomorrow," wrote a Washington, D. C., correspondent on June 30, "July 1, the beginning of a new fiscal year for the government, will usher in the era of economy and efficiency in Washington." Let us all hope that this may prove true. We may be pardoned for turning aside for a few moments from strictly horticultural matters to refer to the unprecedented event that happened in Washington on June 29. In the presence of the President and his cabinet and 600 government bureau chiefs, Charles G. Dawes—the newspaper boys have nicknamed him "Hell an' Maria"—director of the budget, made a forcible address on government economy. This event is noteworthy, and the only surprising feature is that it was as late as the sixth month of 1921 that such a reform was inaugurated. A great English statesman once said that parliament had done many just things, but few things because they were just; the inference being that parliament was forced to do them. We believe that at least on the part of President Harding, this reform is voluntary. No reasonable man would wish to see the necessary government business crippled. But in late years some of the chiefs of bureaus seem to have become possessed with the idea that they were the government. It is time that their minds were disabused of such notions. As Congressman Campbell remarked in a speech which was published in THE AMERICAN FLORIST of June 18, page 1069: "Government reports on every subject from adenoids to rat traps fill the files of offices that cover acres of floor space in Washington."

NOTES.

An immense number of people left the city on July 2 for the Fourth of July holiday. Crowds filled the concourses and waiting rooms of the Grand Central and Pennsylvania stations and extra trains were run. The outlook for business for next week is not encouraging.

Philip F. Kessler, Jr., son of Philip F. Kessler, the well-known wholesaler, who recently graduated from high school, has gone to Syracuse university to take the summer course, which began July 5. The young man, who is only 17 years old, intends to pursue a four years' course.

Herman Kutin, 35 years in business as a retailer at 896 Sixth avenue near 50th street, is not in good health and has been succeeded by Charles H. Kaiser, who has been connected with the store for 25 years. He is well and favorably known in all branches of the trade.

The Aphrodite Florist, Broadway and 103rd street, has converted the large space connected with his show window into an aviary and the sidewalk crowds take great interest in his canaries, paroquets and other birds.

When the National City Bank recently opened its branch in the converted Manhattan Hotel building on 42nd street, there were so many floral tributes that the uninitiated thought it was a new flower shop.

Frank H. Traendly and family have gone to their summer home on the farm at Rowayton, Conn. In the meantime the ever active and diligent Chas. Schenk will carry on the wholesale business.

Sam Seligman, who is now conducting his business alone, keeps busy manufacturing and shipping florists' novelties.

After a siege of six weeks with scarlet fever, Wm. Scharf of A. M. Westwood's staff, is again at the store.

A new retail store was opened recently at 627 Vanderbilt avenue, Brooklyn, by Walter P. Petry.

Good reports from his gladioli farm at Hawthorn, N. Y., are being received by C. W. Scott.

Mrs. Paul Meconi sailed for Europe last week to be absent until September.

Visitors: Thomas Roland, Nahant, Mass.; Henry Penn, and Major O'Keefe, Boston, Mass.; George Asmus, Chicago.

A. F. F.

Columbus, O.

STOCK OF GOOD QUALITY ARRIVING.

The last week in June was rather quiet in the florist business. The extreme warm weather has been affecting the trade to a certain extent and in addition it is now the usual dull period. But down-town florists who have been comparing their business with that of last year find that the volume of trade in orders is ahead of that of 1920, while the volume calculated in dollars and cents is not far behind. With lower prices prevailing most of the trade has been doing almost as big a business as last year when prices were much higher. Weddings were fairly numerous during June but the number of large ones was not many. There were quite a few smaller ones however, and this furnished a market for a considerable amount of flowers. Funeral work has been rather quiet. There is a fairly good demand for loose flowers. Pot plants are quiet as is the shrubbery business. Gladioli are now the best feature of the local trade. These flowers are coming in good quality and find a ready sale. Roses and carnations are also selling fairly well. There are also frequent calls for garden flowers, which are plentiful. Easter lilies have arrived in the market during the past week. Rubrum lilies are also one of the best features. Taking it all in all the prospects for the summer months are fairly good although the vacation period is now in full swing and this always produces a let-up in the demand for flowers.

NOTES.

The extreme hot weather which has been prevailing has had a marked effect on the growers. They have been able to supply the market as far as roses and carnations go and the quality of their product has been especially high class. But some other flowers which are usually found in profusion at this time are not as plentiful as in previous seasons.

Little extra demand for flowers was anticipated as a result of the July 4 celebration. Some call was reported from certain quarters, but since everyone who could left the city, this extra demand was curtailed to a large degree.

Stephans & Son, florists at Greenlawn cemetery, have placed in service a large truck to make deliveries and to transport flowers and shrubbery.

J. W. L.

HARRY CHARLES
Wholesale Florist
VIOLETS
104 West 28th St., NEW YORK CITY
Phone Chelsea 8071. Consignments Solicited.

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55 and 57 West 26th St. N.Y.

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Everything in Cut Flowers
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Gold Letters and Scripts
Best and cheapest on the market.
Write for samples and prices.
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Telephones: 3864 and 3158 Watkins
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CARNATIONS LILIES VIOLETS
For prompt and satisfactory results consign your cut to
SULLIVAN BROS. & CO.
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NOVELTIES ROSES ALL SEASONABLE FLOWERS

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31 and 43 W. 18th St., NEW YORK
Carnations and Sweet Peas of Fine Quality.
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WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
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Roses, Beauty	$6.00@	$50.00
" Columbia	2.00@	10.00
" Pilgrim	2.00@	8.00
" Hadley	4.00@	20.00
" Duniop	3.00@	12.00
" Dbl. Wht. Killarney	2.00@	10.00
" White Killarney	2.00@	8.00
" Aaron Ward	2.00@	8.00
" Ophelia	2.00@	10.00
" Mrs. Chas. Russell.	3.00@	15.00
" Premier	3.00@	15.00
" Scott Key	10.00@	50.00
" Sunburst	2.00@	8.00
Adiantum Croweanum and Hybrid	.75@	1.00
Asp. Plumosus, per bunch	.25@	1.00
Carnations	2.00@	3.00
Bouvardia	4.00@	6.00
Cattleyas	25.00@	100.00
Lilies, white	6.00@	12.00
Lily of the Valley	4.00@	8.00
Gaillardia	.50@	.75
Smilax, doz. strings	2.00@	3.00
Snapdragons, per dozen	.35@	1.00
Daisies, yellow	.50@	2.00
Larkspurs, per dozen	.75@	1.00
Gladiolus, per doz.	.50@	.75
Coreopsis	.75@	1.00
Sweet Peas	.50@	1.00

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Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
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Between 26th and 27th Sts.
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HERMAN WEISS
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'Mums, Snapdragons, Roses, Carnations, Bouvardias, Pompons and Orchids.
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Everything in Cut Flowers
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Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
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Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
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WHOLESALE FLORIST
24-30 STONE STREET
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Traveling Wholesale Florist
INC.
31 and 43 W. 18th St., NEW YORK
Telephone 9760 Chelsea
SPECIALTIES—Cut Orchids, Asparagus Plumosus Sprays and Mistletoe and Berries. Our Orchids are grown by Carillo & Co., of Mamaroneck, N. Y.

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Alpha Floral Company

Northwest Corner Wabash Ave. and Adams St.

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Johnson & Chronis FLORISTS

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Prompt Deliveries to All Points in Southern Florida

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FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

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Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York. Members of Florists' Telegraph Delivery.

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You can "Say It With Flowers" to anyone in the British Isles through Bees' Flower Service.

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Bees Ltd

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Steamers arriving at or leaving any port can be served at a few hours' notice.

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Centrally located. Each order receives my personal attention. Best facilities for shipping

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Send us your retail orders
We have the Best Facilities in the City
No branch stores. Established 1857.
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FROM NEW YORK EXCEPT AS NOTED.

July 11.

Otta Jarl, Stray Line (Norway).
Belvedere, Societa Triestina di Navigazione (Malta-Greece).
FROM BOSTON, Lexington, Furness Lines (Glasgow).

July 12.

Albania, Cunard-Anchor Line (Liverpool).
Duca D'Aosta, Italian Lines (Naples).

July 13.

FROM BALTIMORE, Schiedyk, Holland-America Line (Rotterdam).

July 14.

La Savoie, French Line (Havre).
Manchuria, I. M. M. Lines (Hamburg).
Mauretania, Cunard-Anchor Line (Liverpool).
Augustza Foherczegno, Societa Triestina di Navigazione (Venice-Fiume).
FROM MONTREAL, Manchester Port, Furness Lines (Manchester).
FROM BALTIMORE, Romore Head, I. M. M. Lines (Ireland).

July 15.

Storaker, U. S. Baltic Line (Finland).
Frederik VIII, Scandinavian-American Line (Norway-Sweden).
FROM MONTREAL, Vindelia, Cunard-Anchor Line (London).

July 16.

Noordam, Holland-America Line (Rotterdam).
Caledonia, I. M. M. Lines (Liverpool-Manchester).
Menominee, I. M. M. Lines (London).
Lapland, I. M. M. Lnes (Antwerp).
Carmania, Cunard-Anchor Line (Liverpool.)
Columbia, Cunard-Anchor Line (Liverpool).
San Lorenzo, Porto Rico Line (San Juan-Mayaguez).
Silene, Three Star Line (Marseilles-Genoa).
Oropesa, Royal Mail Steam Packet Line (Southampton-Hamburg).
Eastern Sea, Black Diamond Lines (Rotterdam).
FROM NORFOLK, Thistlemore, Furness Lines (Liverpool).
FROM BOSTON, Osawatomie, I. M. M. Lines (Hamburg).
FROM MONTREAL, Megantic, I. M. M. Lines (Liverpool).
FROM NEWPORT NEWS, Schiedyk, Holland-America Line (Rotterdam).

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The Apollo Flower Shop
4 East 11th Street
We Carry the Largest Stock of Cut Flowers in the City. We Please the People.
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Flowers delivered in City and State on Short Notice.
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250,000 Square Feet of Modern Glass.
First-class stock and service. Usual discount.
We reach the whole of Utah and to Central part of Nevada and Idaho
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Chicago—A. Lange, 77-79 E. Madison St.
Chicago—Schiller, The Florist, W. Madison.
Chicago—G. Wittbold Co., Buckingham Pl.
Chicago—Mangel, 17 E. Monroe St.
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Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Fl. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Detroit, Mich.—Central Floral Co., B'way.
Detroit, Mich.—John Breitmeyer's Sons.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hartford, Conn.—Welch's Flower Shop.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—W. J. Barnes.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—Apollo Flower Shop, The.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Knoxville, Tenn.—Baum's Home of Flowers.
La Crosse, Wis.—Salzer Floral Gardens.
Lincoln, Neb.—Frey & Frey.
Liverpool, Eng.—Bee's, Ltd.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
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Memphis, Tenn.—Memphis Floral Co.
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New York—Olympia Florist.
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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Personal attention given to orders For Knoxville and East Tennessee.
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St. Louis, Mo.—F. H. Weber.
St. Louis, Mo.—Grimm & Gorly.
St. Paul, Minn.—Holm & Olson.
Tacoma, Wash.—California Florists.
Terre Haute, Ind.—J. G. Heinl & Sons.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackistone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Wichita, Kan.—W. H. Culp & Co.
Worcester, Mass.—Littlefield, Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

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BUNYARD, NEW YORK, 413 Madison Ave.

Bellevue Avenue, NEWPORT, R. Summer Season.

Hession

Madison Ave. and 76 St.
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Quality Flowers

BEST IN THE MARKET AT REASONABLE PRICES

Plant Specialists

Phones: Rhinelander 107—420—775

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Congress Flower Shop

CONGRESS HOTEL
520 South Michigan Ave.

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Telephone Audubon 6618
Established 1906

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(PETER LAMBOS & CO.)
3799 Broadway, S. W. Cor. 158th St.
FRESH CUT FLOWERS DAILY.
Orders from Other Cities filled with promptness

MEMPHIS, TENN.

Memphis Floral Company

MAIN AND UNION
WIRE US

Oklahoma City

OKLAHOMA

FURROW & CO.

205 W. Main St.

Members of Florists' Telegraph Delivery.

Randolph & McClements

Floral Experts

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J. W. RODGERS

Elks' Building, Dayton, O.
4 South Jefferson Street,
Telegraph orders for Dayton will receive our immediate and careful attention.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

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Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.
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New York's Favorite Flower Shop

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Member F. T. D. Ass'n.

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A. W. Smith Co.

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Largest Floral Establishment in America
Established 1874 Incorporated 1909

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Salt Lake City, Utah

Evans Floral Co.

261 South State Street
Cut Flowers and Funeral Designs a Specialty.
Orders by Mail or Telegraph Promptly Attended to.

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Shipments for Kansas and Oklahoma.

W. H. CULP & COMPANY

Quality Flowers Personal Service — Members F. T. D.

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Members of Florists' Telegraph Delivery.

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341 Madison Ave.
Opp. Hotel Biltmore
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The Leading Florist for nearly Half a Century

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Albany, N. Y.

Danker

FLORIST

The Best Service

MEMBER

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Samuel Murray

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Kansas City, Mo.

W. J. Barnes FLORIST, KC, Mo.

Kansas and Western Missouri.
Up-to-date Service.
F. T. D. Est. 1890

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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

DETROIT'S
Leading Florists
JOHN BREITMEYER'S SONS
1314 Broadway
PHILIP BREITMEYER, - President

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

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Worcester, Mass.
Randall's Flower Shop
Members of Florists' Telegraph Delivery

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Orders in or around **Washington, D.C.**
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

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Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones 270-271 Main.

Mention the American Florist when writing

Michigan Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.

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WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS F.T.D.

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Send Telegraph, Telephone or Mail Orders for florist's service in this vicinity to
The Dominion Floral Co.
484 St. Catherines St., West,
Montreal, Que., Canada
Every order receives prompt and careful attention.

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Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

Mention the American Florist when writing

A. J. Mettler
Telephones: Lenox 2352 Lenox 7019
1062 Madison Ave., Near 80th St.
NEW YORK
Orders from other cities promptly filled.

Mention the American Florist when writing

Toronto, Can.
Canada's Best Known and Most Reliable Florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.
Members of Florists' Telegraph Delivery

Mention the American Florist when writing

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured

Nashville, Chattanooga and Atlanta — THREE STORES
MEMBER Florists' Telegraph Delivery
Joy's

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New York
Matthew A. Battista FLORIST
44 Carmine Street
Phone 1274 Spring
Out of Town and Steamer Orders Promptly Filled

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS. EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

New York's
SHOP OF QUALITY
Irene Hayes, Inc.
F. T. D.
799 Park Avenue
Telephone Rhinelander 3087

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CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing

New York
A. ECKRICH
(Successor to Charles E. Grunewald)
FLORIST
924 Madison Ave., bet. 73rd & 74th Sts.
Phone: 9864 Rhinelander. Orders from Other Cities Promptly Filled

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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Hartford. Conn.

WELCH'S Flower Shop

Also Store at New Britain, Conn.
Established 1885.
Members of Florists' Telegraph Delivery.

Colorado Springs, Col.

Wholesale and Retail

Pikes Peak Floral Co.

Orders Carefully Executed
Members of Florists' Telegraph Delivery.

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Denver, Colo.

The Park Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Galesburg, Ill. and Central Ill.

Pillsbury's Flwoer Stores

Your orders will receive careful attention.
Members of Florists' Telegraph Delivery.

Kansas City, Mo.

A. Newell FLORIST

Established over 30 years.
Southwest corner of 11th and McGee Sts.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.

AUGUST R. BAUMER

MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

CHICAGO OPPOSITE FIELD'S — DETROIT

Central Floral Co. 132 N. State, CHICAGO 1331 Broadway, DETROIT

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.

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ROANOKE, VA.

FALLON, Florist.

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Seattle-Rosaia Bros.

Finest floral studio in Northwest.
Member F.T.D.

EDWARD SCEERY

Passaic, N. J. F. T. D. Paterson, N. J.

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

FOR WISCONSIN DELIVERY

—OF—

"Home Grown Flowers"

Get in touch with

MATTHEWSON'S, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

CHARLES L. SCHMIDT

26 No. Second St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.

167 Market St., at Broad St.

EVERYTHING IN FLOWERS

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

Brooklyn, N. Y.

HUGO H. JAHN

—FLORIST—

710 Nostrand Ave., cor. Prospect Place

Phone: 1952 Lafayette.

Flowers Delivered Anywhere. Personal Attention.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

L. L. Olds, Madison, Wis., President; Alex. Forbes, Newark, N. J., First Vice-President; Louis B. Reuter, New Orleans, La., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, Ohio, Secretary-Treasurer; Curtis Nye Smith, 73 Tremont Street, Boston, Mass., Counsel.

The fortieth annual meeting will be held June, 1922.

Wholesale Grass Seed Dealers' Ass'n.

Wm. G. Scarlett, Baltimore, Md., President; J. Chas. McCullough, Cincinnati, O., Vice-President; Clarence R. Jones, 110 South Street, Baltimore, Md., Secretary-Treasurer; Curtis Nye Smith, Boston, Mass, Counsel.

The next annual meeting will be held June, 1922.

CATALOGUE paper price is low and declining.

NEW burlap bags can be bought at about one-third of 1920 prices.

A. HOGEWONING, of New York, was in Sgravensge, Holland, June 18.

NEW YORK.—The A. T. Boddington Co. will hold its annual meeting July 11.

PROSPECTS for red top grass seed improved 100 per cent during the last 10 days of June.

FAIRFIELD, IA.—The Bruns Seed Co., of Davenport, Ia., opened a new store in this city on July 1.

MARBLEHEAD, MASS.—James J. H. Gregory & Co. say its seed crops were greatly retarded by the dry weather of June.

JACKSONVILLE, FLA.—Petition for final discharge in the E. A. Martin bankruptcy case will be heard August 9.

FORMOSUM lily bulb prices, according to report, will be about the same as last year and the percentage of large bulbs smaller.

CHAIN department stores are showing steady gains. Why should not retail counter demand for seed and plants hold up?

PRICE of bags at Chicago, July 6, American, 16 oz., $29.50 per bale, in bale lots or over; Railroads, 16 oz., $27.00; Crown, 12 oz., $21.00.

GUADALUPE, CALIF.—L. D. Waller, of the L. D. Waller Seed Co., has returned and says he enjoyed every minute of the St. Louis convention trip.

THE Nippon Yusen Kaisha, Japan steamer company's report to March 31, shows a profit of 5,541,878 yen and declared a dividend of 25 per cent.

NEWARK, N. J.—An involuntary petition in bankruptcy was filed against the S. A. Rogers Co., 453 Broad street, July 1. Liabilities $25,000, assets $10,000.

THE Jerome B. Rice Seed Co., Cambridge, N. Y., advises that central Michigan crops of radish and beans are in a bad way because of extreme heat and drought.

ATLANTA, GA.—H. G. Hastings advises the fire of June 25, in an adjoining building, damaged his firm's premises only very slightly. Warehouse No. 1 being only slightly injured, with seeds on the first floor sustaining light water damage, the total damage not material and no interference with operation.

BOARD OF TRADE—Prices for grass seed on the Chicago Board of Trade, July 6, were as follows: Timothy, $4.25 to $5.75 per 100 pounds, Red Clover, $10.00 to $16.00.

VISITED CHICAGO: J. M. Bridgeford, of Watkins & Simpson, London, Eng.; S. S. Skidelsky, New York, enroute to California; N. J. Groot, of Sluiss & Groot, Enkuizen, Holland.

DUTCH gowers report single and double tulips ripened early because of drought. Hyacinths on poor land also suffered and did not fill well, narcissus followed the hyacinths. Darwins stand the drought better.

PEA crops in the Wisconsin district have been seriously injured by heat and drought. Careful observers estimate the pack in that state will not exceed 50 per cent of that of a year ago.

LAFAYETTE, IND.—The director of the state agricultural station at Purdue has invited seedsmen to meet with them July 12, to consider proposed rules and regulations of the seed commissioner, as required by the seed law.

RED RIVER VALLEY seed potato growers report a long dry spell with the thermometer running from 90 to 104 degrees daily and without rain, leaves pretty badly burned. However, a good rain fell the night of July 2.

A DESPATCH from Detroit says Henry Ford plans to buy the government's $100,000,000 nitrate plant at Muscle Shoals, Ala., to provide cheap nitrates for farm fertilizer and to increase the farmers' demand for tractors and automobiles.

IN order to reduce operating expenses during the summer dullness without cutting salaries, Montgomery Ward & Co. have inaugurated a five-day week for all employes and officers, and has ordered five days' pay for the five-day week.

MUSCATINE, IA.—The J. E. Hoopes Co. says starting its seed crops specialties was rendered difficult with late freezes and drought in May, but that June has tried to make up with showery, warm weather, which has made all crops grow so fast the large force of employes had to hustle to keep ahead of the weeds. On account of trade uncertainties, the firm has not planted as large an acreage as usual, but if the remainder of the season is good, a fair crop of seeds may be expected anyway.

Ad Valorem Politics.

It is greatly feared by many importers that political influence, which strives for the appointment of more inspectors and valuators, will succeed in placing ad valorem duties on some items of seed and bulb stocks as well as on some nursery stocks.

This would insure the making of political appointees in the countries of origin to secure market valuation at the various ports of shipment. For instance: ad valorem duty on lily bulbs, if imposed in southern France, Japan and Bermuda, would require a government official in each of those countries to report on valuations. The same, if applied to nursery items, manetti stocks, fruit tree stocks, etc., and many other kinds of farm and garden seeds, would require similar federal officials under pay.

Pea Seed Acreage.

About three weeks ago the pea seed vigilance committee of the Wisconsin Canners' Association sent out a questionaire to all leading pea seed growers, asking them as to their acreage in seed sales, etc. During the week of June 25 the committee reported that but 40 per cent of the Wisconsin canners have made any provision for their pea seed requirements in 1922, that the seedsmen's acreage is very short, and expressing doubt that the canners who have not contracted will be able to cover.

Since the issue of this circular there has been active inquiry for canners' peas, not only from Wisconsin, but from other pea-canning states.

Tariff Notes.

Four dollars to be added to cost of every thousand Paper White narcissus bulbs.

Cheap narcissus will be taxed more than double their value.

Caviar (Charles Dickinson), 28 per cent ad valorem.

Sea moss on free list, also ice and palm leaf fans.

Peach and apricot pits, 3 cents per pound.

Cut flowers from Canada, 25 per cent.

Mushroom spawn, 20 per cent.

Poker chips, 40 per cent.

Hops, 24 cents per pound.

Immortelles, 25 per cent.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

The Best Color Chart.
PRICE, $1.00 POSTPAID
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company, Inc.
Growers for the Wholesale Trade only.
ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY AND MIXED SWEET PEAS.
SAN JOSE, CALIFORNIA

Garden Seed Beans

Growing Lima and pole varieties is my specialty.

My growing contract offer for fall delivery will be mailed upon request.

Henry Berrien Fish
Carpinteria, Calif.

Government Seeds.

Addressing the District of Columbia Bankers' Association, President Harding said, "The government should cease to be a competitor of business which ought to be in the hands of private enterprises."—Forbes Magazine.

Perhaps President Harding can find a way to stop the extravagance and gross injustice to seedsmen of the government's free distribution of common garden seeds as bribes to voters.

French Bulb Prices in England.

At a meeting of the British trade, held June 20 under the auspices of the Chamber of Horticulture, the following were fixed as maximum prices for French bulbs this season:

Roman hyacinth—		
12-13	6	pounds per 1000
11-12	5	pounds per 1000
12-14	8	pounds per 1000
14 and over	10	pounds per 1000
Narcissus, Paper White Grandiflora—		
13-14	50	shillings per 1000
14 and over	60	shillings per 1000
Freesia—		
5 and over	40	shillings per 1000
5½ and over	50	shillings per 1000

California Seed Crops.

R. C. McGill of San Francisco, Calif., writes: "The acreage of vegetable seeds is as near to nothing as it is possible to make it and any thoughtful seedsman will not hesitate to make his 1922 growing arrangement as soon as possible, as a genuine shortage of seed will develop a year hence if there is an insufficient acreage planted next winter, which will surely result if orders do not come in as they should. I believe the amount of surplus seed on hand has been greatly exaggerated and that all markets will advance materially with the first active demand for goods."

Nebraska and Colorado Seed Crops.

The J. C. Robinson Co., Waterloo, Neb., in its crop report for July, 1921, gives the following information regarding the condition of seed crops in the above states:

Sweet, Flint and Dent Corn—The acreage of corn crops for seed we believe to be the most conservative in a number of years. While values for commercial corn are below the cost of production, and the prices asked for seed corn are at the pre-war level, yet the tendency to wait until the new crop is made is more marked than usual. Crop conditions are excellent in every respect, plenty of moisture and good stands were obtained everywhere.

Cucumber—Acreage in the Arkansas Valley somewhat reduced over normal and conditions are fair. Some loss

JEROME B. RICE SEED CO.

WHOLESALE SEED GROWERS
America's Largest Producers of Seed Peas
Also a Complete Line of
VEGETABLE SEEDS
Growing Stations Throughout America. Office: **Cambridge, New York**

Mention the American Florist when writing

KELWAY'S
Pedigree Strains of
Florists' Flower Seeds
Write for prices to
KELWAY & SON
Wholesale Seed Growers,
LANGPORT, ENGLAND.
300 Medals for Flowers, Etc.
Hundreds of First-Class Certificates.

Mention the American Florist when writing

Lily of the Valley Pips
EXTRA FINE STRAIN EXHIBITION
Size GERMAN "LUBECK" PIPS
Just Arrived.
Price in cases, 1000, 500 or 250 each, on application.
J. M. THORBURN & CO.
53 Barclay St., NEW YORK CITY

Mention the American Florist when writing

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

Mention the American Florist when writing

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

Mention the American Florist when writing

Western Seed & Irrigation Co.
WHOLESALE SEED GROWERS
SPECIALTIES:
Cucumber, Muskmelon and Watermelon, Pumpkin, Summer and Winter Squash, Sweet, Flint and Dent Seed Corn.
Write for Special Contract and Spot Prices.
Office and Warehouse, FREMONT, NEB. Growing Station, ROCKY FORD, COLO.

Mention the American Florist when writing

L. D. Waller Seed Co.
GROWERS OF CHOICE
Sweet Pea, Nasturtium and Flower Seeds
GUADALUPE, CALIFORNIA

Mention the American Florist when writing

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

Mention the American Florist when writing

LAWN SEED MIXTURES
FIELD SEEDS
Atlantic Grass Seed Co.
WHOLESALE
46 W. Broadway, NEW YORK CITY

Mention the American Florist when writing

Yokohama Nursery Co.
LTD.
Woolworth Building
NEW YORK CITY
Importers
Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

Mention the American Florist when writing

from hail, but more from floods; how much damage will result difficult to foresee. One of the main ditches has been repaired, and others promised to be rebuilt in from 30 to 60 days. All headgates, deflectors and storage reservoirs were destroyed, and until these are repaired the crop is in danger. All crops on low lands were destroyed and impossible to replant with any assurance of making seed. We believe a great many hundreds of acres of seed crops are gone and with a chance that the balance will suffer until the ditches are all repaired, which is necessarily slow.

Muskmelon—Conditions with muskmelon for seed are identical with that of cucumber. The acreage was under normal.

Watermelon—Acreage in the south about normal, conditions good. In other sections, acreage fair and condition good. The northern growing districts for watermelon produce an excellent quality of seed, and we believe the northern grown seed will produce melons earlier than seed grown farther south.

Pumpkin and squash—Condition excellent and acreage under ordinary. Some losses from excessive rains and insects, but, on the whole, the crop in the middle-west growing sections is very good. However, very little acreage planted was on speculation, growers confining themselves to actual orders in hand. Without doubt, owing to losses and small acreage, many shortages will be apparent this fall. The far-west squash and pumpkin seed crops are in good shape but acreage is small.

Seed Beans—Acreage is small, but condition is good. Some loss from excessive rains.

Orchard Grass Seed.

The total domestic production of orchard grass seed this year will be 35 per cent less than in 1920, according to data collected by the United States bureau of markets during the week ending June 18. The smaller production is largely the result of a reduced yield per acre, especially in the Kentucky, Ohio, and Indiana district. Harvesting is well under way in most sections and threshing should be in progress by July 1.

No imported orchard grass seed has been permitted entry into the United States since June 15, 1920, and the stocks of old seed are thought to be less than at this time last year. Seedsmen, however, are not inclined to be alarmed at the prospective low new-crop production and do not expect to see a runaway market. A few of them report recent offerings of imported seed by European firms at $15 to $20 per 100 pounds. No offers or contracts have been made by seedsmen for the new crop domestic seed.

Retail Carryover Small.

The "hand-to-mouth" method of buying by retail dealers is enabling them to clean up their stocks by the close of the season, although the demand from farmers continues to be below normal. Reports submitted by retail dealers to the United States bureau of markets under date of May 20, indicate that this condition is general. While many dealers expect a good demand for late-sown forage crop seeds, most of them are not looking for any last-minute rush, as the spirit of ultra-conservatism appears to have a firm hold on the buying farmer.

Prices generally are somewhat lower than a month ago, having followed the trend of wholesale prices in many cases. In strictly consuming sections, prices of late-sown forage crops have advanced, while in producing sections of a few of these seeds the prices quoted to farmers are somewhat lower.

MICHELL'S FLOWER SEEDS

PANSY SEED

MICHELL'S GIANT EXHIBITION, MIXED. A Giant Strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half trade pkt., 30c; 50c per trade pkt.; ⅛ oz., $1.25; $2.00 per ¼ oz.; oz., $7.00; $26.00 per ¼ lb.

GIANT TRIMARDEAU, MIXED. Large flowering and choice colors. Tr. pkt., 30c; $2.25 per oz.; ¼ lb., $8.00.

FINEST ENGLISH MIXED. Large flowering. Tr. pkt., 25c; $1.50 per oz.; ¼ lb., $5.00.

Also **GIANT PRIZE** and **REGULAR SORTS** in separate colors.

DAISY, DOUBLE ENGLISH

	Tr. pkt.	Oz.
Monstrosa Pink ...¼ oz., $1.50	$0.50	....
Monstrosa White..¼ oz., 1.50	.50	....
Monstrosa Mixed..¼ oz., 1.25	.50	....
Longfellow, Pink	.40	$2.50
Snowball, White	.40	2.50
Mixed	.30	1.50

MYOSOTIS

	Tr. pkt.	Oz.
Alpestris Victoria	.25	1.50
Eliza Fanrobert	.25	1.00

CYCLAMEN SEED

Michell's Giant Show	100 seeds	1000 seeds
Bright Red	$2.00	$15.00
Dark Blood Red	2.00	15.00
Glory of Wandsbek, salmon red	2.25	17.50
Perle of Zehlendorf, salmon pink	2.25	17.50
Pure White	2.00	15.00
Rose of Marienthal, bright pink	2.00	15.00
White with Carmine Eye	2.00	15.00
Mixed Colors	1.50	12.50

Also all other **Seasonable Seeds, Bulbs** and **Supplies.**

Send for our **New Wholesale Price List** if you did not receive a copy.

MICHELL'S SEED HOUSE, 518-516 Market Street, **Philadelphia, Pa.**

Hogewoning & Sons, Inc.

Wholesale Bulb Growers and Importers

299 Broadway, New York

Richard Diener Company, Inc.

Originators and Growers of the Largest and Finest

Gladiolus and Petunias

Catalog on Request

Kentfield, Marin Co., Calif.

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

McHutchison

& CO. OFFERS

Immediate Shipment

VALLEY PIPS, Dutch or German type, in case lots of 2500 pips.
LILIUM MAGNIFICUM, 9-11, from N. Y.
KENTIA, Belmoreana and Forsteriana, bushel lots.
BAMBOO CANES, natural and dyed green, all sizes, bale lots only.
RAFFIA, natural and colored, 25 lbs. up.
FREESIA PURITY, all sizes.
FERNS IN FLATS, July-August shipment.

FALL SHIPMENT.

DUTCH BULBS, MANETTI STOCKS, CHINESE SACRED LILIES, VALLEY PIPS, JAP. LILY BULBS, DRACAENA CANES, FRENCH BULBS, CALLA BULBS, BEGONIAS and GLOXINIAS, Etc.

Write for prices, stating your requirements.

McHUTCHISON & CO.,
95 Chambers St., NEW YORK

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

VAUGHAN'S CYCLAMEN

Prices on Cyclamen seeds are net—no discount.

The seed is saved only from perfect plants. Shape and size of flowers, foliage and stems and general habit are points on which our seed plants are selected. There is no better Cyclamen seed in the market.

GIANT ENGLISH GROWN

Prices (except where noted)—100 seeds, **$1.40;** 1000 seeds, **$12.00** net.

Mrs. Buckston. Bright salmon, frilled petals, 100 seeds, **$1.80;** 1000 seeds, **$16.00.**

Pink Pearl. Lovely pale salmon pink. 100 seeds, **$1.80;** 1000 seeds, **$16.00.**

Cherry Ripe. Nearly scarlet. 100 seeds, **$1.80;** 1000 seeds, **$16.00.**

Saint George. Foliage is beautifully margined with bright silver, not unlike the Begonia Rex, and the flowers are a rich salmon color. 100 seeds, **$1.60;** 1000 seeds, **$14.00.**

Crimson Saint George. Foliage is beautifully margined and ornamented with bright silver. Flower vivid crimson, produced in abundance well above the foliage. 100 seeds, **$1.80;** 1000 seeds, **$16.00.**

Mrs. L. M. Graves. The flowers are freely produced and are carried well above the foliage. The color is an intense and brilliant salmon scarlet. A healthy vigorous grower and comes true from seed. 100 seeds, **$1.80;** 1000 seeds, **$16.00.**

Brilliant Giganteum. Very robust grower. Fiery crimson flowers. 100 seeds, **$1.60;** 1000 seeds, **$14.00.**

Queen Mary. Salmon with claret base.

Rosy Morn. Delicate rose color. Claret base.

Grandiflorum Album. The largest giant white.

Excelsior. White with red base. Extra large flowers.

Duke of Fife. Dark rose.

Princess of Wales. Deep pink.

Princess May. Pale pink.

Salmon King—100 seeds, **$1.60;** 1000 seeds, **$14.00.**

English Varieties, Mixed—From separate sorts.

	100 Seeds	1000 Seeds
Fairy Queen. Large frilled white with crimson eye	**$2.00**	**$18.00**
Giant Salmon. Semi-double salmon. Very large and free-flowering	**2.00**	**18.00**
Giant Rose. Bright rosy pink with red eye. Very free-flowering, one of the best pinks	**2.00**	**18.00**
Rosea Superba. Deep shell pink	**1.65**	**14.00**
Glory of Wandsbek. Salmon	**1.65**	**14.00**

	100 Seeds	1000 Seeds
Wine Red. Very large and fine		
Christmas Cheer. Blood-red		
Magnifica. Dark rose pink		
Daybreak. Delicate pink		
Pure White. Very large		
White with Pink Eye. Very large and fine	**$1.50**	**$12.00**
Victoria. White tipped with pink, fringed edge		
Lavender. Dark and light shades, very beautiful		

VAUGHAN'S PANSIES

VAUGHAN'S INTERNATIONAL PANSIES

Vaughan's International Pansy Mixture was first offered by us in 1889. We import from all the best European sources. Each year has added to the quality of its flowers and variety of the colors. We buy every year novelties of known merit to improve the mixture; it is always complete, always the latest and always the best mixture. We add to all Pansy Mixtures which we now buy more than 50 per cent of the choicest named kinds obtainable, each in correct proportion. This is one of the **Specialties** that has established the reputation of Vaughan's Flower Seeds, and one which we maintain most carefully. Trade pkt., **50c;** ⅛ oz., **$1.50;** ½ oz., **$5.00;** oz., **$10.00.**

Chicago Parks Bedding Mixture

This is a mixture made by ourselves from 20 different and distinct varieties of this type. While the flowers of this strain do not grow as large as those of the Giant Pansies, they excel them by a much greater number of flowers to a plant. Trade pkt., **25c;** ¼ oz., **60c;** oz., **$1.80.**

Vaughan's P. P. (Popular Price) Mixture of Pansies

This mixture like all "Vaughan" mixtures, is made up by ourselves from separate colors and strains of the Giant and Chicago Parks Bedding types, and will furnish a large variety of colors with a good proportion of giant flowers. Trade pkt., **25c;** ⅛ oz., **50c.;** oz., **$3.00.**

Vaughan's Giant Pansy Mixture

Embraces, besides all the separate shades and colors, five special strains not listed elsewhere, and which can only be had in this and our International Mixture. This mixture includes the richest reds, coppers and bronzes, together with the most delicate rose and pink shadings, all the distinct colors of Trimardeau and the splendid Cassier strain. Trade pkt., **50c;** ⅛ oz., **75c;** oz., **$5.00;** ¼ lb., **$18.00.**

Vaughan's Cut Flower Mixture

This mixture is put up by ourselves and contains mostly light colored sorts. We have sold this mixture for several seasons to some of our Chicago cut flower growers, who have realized big returns from the sale of flowers. Pansies are as easily grown as violets, require less care and bring better results. Trade pkt., **25c;** ⅛ oz., **60c;** oz., **$4.00.**

New Early-Flowering Giant Pansies

The new strain produces its giant flowers about four weeks earlier than other known types. In March, when the old type pansies hardly show any buds the plants of the new strain bore from 3 to 5 of their giant flowers.

Early-Flowering Giant White, with eye, Yellow, with eye, Light Blue, Dark Blue, Jupiter Purple, Mars, Cornflower Blue, North Pole Pure White, Wodan Black, and Mixed (eight colors). Trade pkt., (500 seeds) **25c;** ⅛ oz., **50c;** oz. **$3.00.**

Write for List of Named Sorts With Prices.

IF YOU DID NOT GET OUR MIDSUMMER LIST, ASK FOR A COPY.

CHICAGO **VAUGHAN'S SEED STORE,** **NEW YORK**

California Peas and Beans.

Peas—The California Packing Corp. announces opening prices 1921 Del Monte tiny petit pois $3.45; petit pois $3.05; special extras $2.45; extra sugar $1.90; Mission Brand standard sifted $1.55; Eagle brand $1.40; pack extremely short and delivery of not over 35 per cent is anticipated. Oakdale and Empire districts have smaller plantings than in years and these suffer from aphis.

Beans—Heavy planting to Blackeye in Stanislaus Co. Colored varieties planted about San Francisco bay, as price is about two cents per pound higher than for whites. Small whites and limas in South California get belated rain, after some injury from dry weather earlier in spring. Canners announce opening prices Lake Co. string beans f. o. b. Ukiah to wholesalers, $2 on 2s, $8.50 on 10s.

Dutch and French Bulbs

C. J. Speelman & Sons, Sassenheim, Holland | Lagarde & Speelman, Ollioules, Var. France

NEW YORK OFFICE

470 GREENWICH ST.

Pacific Coast Representative, Mr. W. B. Clarke, Box 543, San Jose, Calif.

Tariff Gossip.

Mark Sullivan, in a Washington special to the Evening Post, says the tariff bill may lag for months, and signs are seen by some that it will not be passed by the present session of congress. It may well be September before the debate on the bill gets under way in the senate. Under all the circumstances it would be bold to predict that the debate can be finished and the bill passed before the first of December. Republican leaders, who believe that the revision of taxes is the more immediate necessity, are showing increased energy.

The permanent tariff bill will be reported to the house immediately after the recess of congress over the Fourth of July and passed within 10 days or two weeks, Representative Mondell of Wyoming, Republican house leader, said.

Annoyed at the tariff delay, President Harding conferred with Chairman Fordney recently, and the latter promised the bill to be ready July 5.

It is reported that the new tariff will follow closely the rates in the Payne-Aldrich act of 1909.

Plant Quarantine No. 37.

FROM BAD TO WORSE.

Recent advices from France indicate that the old ruling by the federal horticultural board regarding packing of lily bulbs in soil has been interpreted in southern France by local pathological inspectors to mean that Lilium candidum bulbs as well as Narcissus Paper White Grandiflora must all be packed in sterilized earth.

Of course, the French exporting dealers cannot and will not do this, for the very good reason that both these items, if so packed, would sprout and be ruined for merchandising?

Is the board aiming to make foreign importations still more difficult?

Canary Seed.

A report from Australia dated May 6 places the production of canary seed in that country this year at 2,000 tons, 1,000 tons of which is available for export to other countries.

The Queensland government has agreed to finance the growers in the formation of a pool to market their canary seed. Under the pooling system the farmers are expecting to receive $75.28 per ton, $29.48 per ton of which may be advanced to each grower upon delivery of seed to the central pool. The United States currency values stated above are based on the rate of exchange on June 27.

Grasshoppers in Colorado.

Colorado Springs, June 25.—An army of grasshoppers, estimated by County Farm Agent J. C. Hale to be 15 miles wide and 20 miles long, is advancing on El Paso county, Colorado, from the southwest, at the rate of a mile a day. In their advance the grasshoppers are destroying virtually all vegetation in their path, according to the county agent. Mr. Hale, accompanied by E. T. Haas, an entomologist of the United States Department of Agriculture, will start out today to meet the grasshopper army with two tons of poison to be distributed among the farmers for killing the insects.

CALIFORNIA FREESIAS NOW READY

PURITY 1000

⅜—½.....$ 7.50
½—⅝..... 12.50
⅝—¾..... 16.50

FISCHERII

Improved Purity. Best of the White Freesias.

Per 100.....$ 6.00
Per 1000..... 50.00

NEW NAMED COLORED

General Pershing

Extra robust grower, 3 feet in height, with 4 to 5 long side laterals, large open flowers of lavender pink, yellow lip and somewhat of a bronze cast.

Per 100, $ 3.50
Per 1000, 30.00

VIOLA

Like a large wood violet, the lower petals of a deeper violet blue, a beautiful distinct and valuable hybrid.

Per 100, $ 3.50
Per 1000, 30.00

Now is the Time to Order SPHAGNUM MOSS.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

VALLEY PIPS

Bruns' Celebrated Chicago Market Brand

$35.00.....per 1000 | $10.00.....per 250
20.00.....per 100 | 5.00.....per 100

Florists' Money Maker Brand

$30.00.....per 1000 | $8.00.....per 250
16.00.....per 250 | 4.00.....per 100

I carry over 2,500,000 of the Finest Valley Pips in storage, and facilities enable me to make shipments the same day or not later than the day following receipt of order.

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at your disposal. Contract growers for the jobbing trade of a full line. Mail us your list for both SPOT and FUTURE requirements.

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PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

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Get the benefit of our 72 years' experience.
All Seasonable Varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

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Standard Bulb Company

BENTON HARBOR, MICH.

Ask prices.

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ROCKY FORD, COLORADO
Contract Growers of Cucumbers, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corn.

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Flower, Vegetable and Farm
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231-235 W. Madison St., Chicago

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

GET QUOTATIONS FROM
LANDRETH
Seeds Which Succeed
Bloomsdale Farm **BRISTOL, PA.**

Catalogues Received.

Vaughan's Seed Store, Chicago and New York, midsummer seeds, bulbs and plants; Peter Henderson & Co., New York, midsummer seeds, bulbs and plants; Henry F. Michell Co., Philadelphia, Pa., seed, plants and bulbs; The Dean Iris Gardens, Moneta, Calif., irises; Weeber & Don, 114 Chambers street, New York, seeds and plants.

The Old Farm Nurseries, H. Den Ouden & Son, Props., Baskoop, Holland, nursery stock, and T. Sakata & Co., Kangawa, Yokohama, Japan, tree seeds.

Seed Imports.

The arrivals of imported seed during the week ending June 25 were as follows: At New York—2,200 pounds of red clover and 170,500 pounds of crimson clover from Germany, 22,400 pounds of rye grass from Great Britain, and 3,000 pounds of vetch from Russia; at Baltimore—11,000 pounds of white clover, 33,000 pounds of vetch, and 209,000 pounds of clover from England.

Seed Crop Notes From Sweden.

A report from Sweden states that farmers are expected to leave only a minimum acreage of clovers and grasses to be harvested for seed, and the trade is looking forward to higher prices next season. The prospective production of turnip and rutabaga (Swede turnip) seed has been adversely affected by the hot weather and insect injury.

Direct European Distribution Favored.

A buyer for a well-known western seed house dealing with foreign concerns, writes:

"I am trying to avoid purchasing from European seed houses who are selling through American seed agents in this country, and I have reason to believe many other American seedsmen feel the same way."

Burpee's Sweet Peas

MRS. WARREN G. HARDING is one of the most admired Early—or Winter-flowering Sweet Peas we have ever originated. It is a great and decided advance in its color class—a deep, pure shade of silver blue. The plants are immense in size with broad and much frilled standard and wings. It is a vigorous grower and blooms profusely, with usually four flowers on a long stem. It was awarded Certificate of Merit at the International Flower Show in New York, March 14, 1921. We originally exhibited this variety under the name of Silver Blue. By special permission from the "The First Lady of the Land," however, we have now named this outstanding novelty MRS. WARREN G. HARDING. Our stock is very limited so we would suggest that you order as early as possible. **Oz. $12.00, ¼ lb. $45.00, postpaid.**

IN addition to MRS. WARREN G. HARDING we have other outstanding Burpee Novelties in the Early—or Winter-flowering type. Burpee's **Special Sweet Pea Folder for Florists** gives full descriptions and prices of all these wonderful novelties, and a complete descriptive list of other worth-while Early-flowering Sweet Peas. Every Florist and Grower should have it. **Write for a free copy today.**

W. Atlee Burpee Co.
Seed Growers Philadelphia

The Nursery Trade

American Association of Nurserymen.

M. R. Cashman, Owatonna, Minn., President; Paul C. Lindley, Pomona, N. C., Vice-President; John Watson 400 Nassau Street, Princeton, N. J., Secretary; J. W. Hill, Des Moines, Iowa, Treasurer.

The forty-seventh annual convention will be held at Detroit, Mich., June, 1922.

DAVIS, CALIF. — Development has commenced on the $20,000 state nursery comprising a tract of 30 acres near this city. Propagation of shade trees for highways and public parks will be the specialty.

OMAHA, NEB.—B. H. Dunham, referee in the Page Tree Service bankruptcy, states there will be no dividends for creditors. Employes' wages being preferred claims, exhausted the assets, and yet were not paid in full.

HARLAN P. KELSEY'S important reports on nomenclature and standardization, presented before the annual convention of the American Association of Nurseymen at Chicago last month, will be found on page 1177 of this issue.

American Association of Nurserymen.

President-Elect Cashman has favored us with the following important items from the report of the proceedings in executive sessions at the Chicago convention June 22-24:

AMENDMENTS TO THE CONSTITUTION.

Article 3 was amended to read as follows: The officers of the association shall consist of the president, vice president, secretary and treasurer, and the executive committee. The president, vice president and treasurer shall be elected by ballot at the annual meeting of the association and hold office for one year or until their successors are chosen. The executive committee shall consist of the president and vice president ex-officio, and five others, nurserymen, active members, who shall be elected by ballot: two to be elected for one year, three to be elected for two years and annually thereafter alternately, two for two years and three for two years. There shall also be a vice-president from each state to be chosen by their respective state delegations at the annual convention, who shall hold office until their successors are duly elected. The secretary shall be chosen by the executive committee and shall hold office subject to approval of said executive committee.

Article 7, states that the annual membership fees for active members shall be $10 plus additional dues based on annual gross volume of business without deductions of any character, as follows:

$ 10,000	to	$ 25,000	$ 10
25,000	to	50,000	20
50,000	to	75,000	30
75,000	to	100,000	40
100,000	to	150,000	60
150,000	to	200,000	85
200,000	to	250,000	110
250,000	to	300,000	135
300,000	and up		150

The membership fees and dues are to be paid prior to the 1921 convention and annually thereafter until the constitution shall be amended. The annual membership fee for associate members or non-voting members shall be $10. The annual membership fee and dues based on the above schedule are due prior to the date of annual meeting and become delinquent after July 15 of each year. Any member making a false report of the amount due the association as provided above, shall forfeit his membership.

EXECUTIVE COM. RECOMMENDATIONS.

The following recommendations of the executive committee were adopted at the Chicago convention, June 23, 1921.

1. Vigilance Committee—Your executive committee recommends the continuance of a vigilance committee and urges that the association continue to back this committee to the limit of its power in order to carry out our determination to free the association from undesirable members.

2. Setting Our House in Order—It is further recommended that each year the secretary be instructed to mail to each member a complete list of the association membership so that each member may report to the executive committee through the secretary any member guilty of unscrupulous or fraudulent dealings.

3. Owing to the wide difference of opinion arising from the use of the present trade mark, we, the executive committee, hereby recommend that its use be discontinued and that no further printing of the trade mark be done by our members.

EXECUTIVE COMMITTEE.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.
342 pages, illustrated. Price, $2.25.

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440 S. Dearborn St., CHICAGO

VIBURNUM PLICATUM

Also Berberris Thunbergii, Hydrangea Paniculata, Weigelia, Spireas, Etc.

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO — Robert Pyle, Pres.
WEST GROVE PENN'A. — Ant. Wintzer, Vice-Pres.

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Importers and Growers of
Seeds, Bulbs, Plants, Trees, Vines, Shrubs and All Hardy Perennials.
All Kinds of Decorative Plants.
Our Specialty—Everblooming Hardy Roses, Boxwood and Rhododendrons.
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PAINESVILLE NURSERIES
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HILL'S EVERGREENS

Best for over half a century. Firs, Spruce, Pines, Junipers, Arbor Vitaes, Yews, in small and large sizes. Send for price list.

The D. Hill Nursery Co., Inc.
Evergreen Specialists—
Largest Growers in America.
Box 404, - - DUNDEE, ILLINOIS

IBOLIUM PRIVET
THE NEW HARDY HEDGE
BOX-BARBERRY
Now Well Known.
Quantity Trade Prices for Fall, 1921.
2-Year Old IBOLIUM PRIVET
INTRODUCERS
THE ELM CITY NURSERY COMPANY
Woodmont Nurseries, Inc.
NEW HAVEN, CONN.

NOW READY
Our new Catalog of
PEONIES
—AND—
IRIS
May we have the pleasure of sending you a copy?
Peterson Nursery
30 North La Salle Street, CHICAGO, ILL.

Montgomery's Priscilla

That's the name of the new pink rose! The name will be Priscilla probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following growers:

E. G. Hill Co., Richmond, Ind.
Dailledouze Bros., Brooklyn, N. Y.
Albert F. Amling Co., Maywood, Ill.
Duckham-Pierson Co., Madison, N. J.
Rowayton Greenhouses, Rowayton, Conn.
Miller Floral Co., Farmington, Utah
Wellworth Farm Greenhouses, Downers Grove, Ill.
Poehlmann Bros. Co., Morton Grove, Ill.
A. S. Burns, Jr., Spring Valley, N. Y.
Robt. Simpson, Clifton, N. J.
Chas. H. Totty Co., Madison, N. J.
Noe-Ruzicka Co., Madison, N. J.
Wm. H. Elliott Co., Madbury, N. H.
Anthony Ruzicka, Madison, N. J.
W. J. Pilcher, Kirkwood, Mo.
Jos. Heacock Co., Roelofs, Pa.
Ferrari Bros., San Francisco, Calif.
Wendland & Keimel Co., Elmhurst, Ill.
Joy Floral Co., Nashville, Tenn.
Roberts Rose Co., Denver, Colo.
Geo. C. Weiland, Evanston, Ill.
Lakeview Rose Gardens, Jamestown, N. Y.
Exeter Rose Conservatories, Exeter, N. H.
Bassett & Washburn, Hinsdale, Ill.
H. O. May, Summit, N. J.
Peirce Bros., Waltham, Mass.
F. R. Pierson, Tarrytown, N. Y.
L. B. Coddington, Murray Hill, N. J.
Jos. H. Hill Co., Richmond, Ind.
Stephen Mortensen, Southampton, Pa.
Briar Cliff Gardens, Scarborough, N. Y.
John H. Dunlop & Son, Richmond Hill, Ont., Can.
Budlong Rose Co., Auburn, R. I.
J. J. Fallon Co., Lynchburg, Va.
Gullett & Sons, Lincoln, Ill.
Rolf Zetlitz Co., Lima, O.
Van Aken Bros. & Sons, Coldwater, Mich.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc., Cromwell, Conn.

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BOG GARDENS

We have the orchids—the ferns—the mosses—the shrubs—the vines—the trees—the berry bush—the plants—and all the wild flowers to make it right and make it new.

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1103 Court St., LAPEER, MICH.

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SEEDLINGS
$10.00 per 1000
1000
2¼ inch..$40.00
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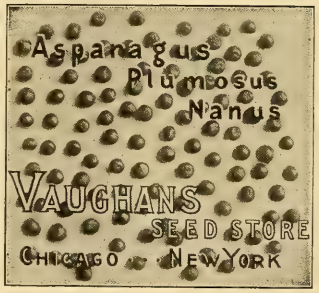

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Greenhouse Grown
1000 seeds, $3.50
5000 seeds at $3.25....per 1000
10,000 seeds for..... $27.50
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CHICAGO

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Chrysanthemum Specialists

Catalogue Free.

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Multiflora Japonica Rose Seedlings

Best American Rose Stock for Budding and Grafting.
New England grown, well rooted.

No. 1. 4-6 mm.....$15.00 per 1000
No. 2. 2-4 mm..... 10.00 per 1000
Ready for delivery after November 1st.

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REX BEGONIAS

3-inch, $2.00 per dozen.

GERANIUMS (Our Specialty)
Nutt. Buchner, Ricard, Poitevine, Viaud
Good short jointed plants from 2-inch pots, at $3.50 per 100; $35.00 per 1000.
We ship safe anywhere.

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Chrysanthemum Novelties My Specialty.

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2-yr. Bench Roses

	Per 100	Per 1000
Sunburst	$ 8.00	$75.00
YOUNG STOCK		
Columbia, 2-inch	9.00	80.00
Sunburst, 2-inch	9.00	80.00
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Good stock.

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30 E. Randolph St., CHICAGO, ILL.

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Market Gardeners

Vegetable Growers' Association of America.

Louis F. Miller, Toledo,O., President; H. A. Dooley, Cleveland, O., Vice-President; S. W. Severance, Louisville Ky., Secretary; H. J. Cheney, Grand Rapids, Mich., Treasurer. The next annual meeting will be held at Albany, N. Y., November 1-5, 1921.

THE Minnesota potato crop is suffering from lack of rain.

SHIPMENTS of domestic Bermuda onions will be more than 5,000 cars this season.

CAULIFLOWER ears were almost as numerous as straw hats at the Jersey City prize fight last week.

MICHIGAN strawberries in 16-quart crates moved slowly during the week ending June 25, selling around $3.

TOMATO shipments were much lighter during the week ending June 25, with an increase of 50 cents to $1.50 per six-basket carrier in the east and a reduction of 10 to 15 cents per four-basket carrier in the west.

NEW potatoes declined 25 to 50 cents per barrel in eastern markets on June 25, but an increase of from $1.50 to $1.75 per 100 pounds was noted on Arkansas and Oklahoma Bliss Triumphs in western centers, the closing price being $3.75. A total of 3,942 cars were rolled during the week.

Prices of Indoor Fruits and Vegetables.

Chicago, July 5.—Cucumbers, 2-dozen box, $1 to $2.50; leaf lettuce, per box, 25 to 30 cents.

New York, July 1.—Cauliflower, per dozen, $1.50 to $4; cucumbers, 40 cents to $1.25 per dozen; mushrooms, per basket, $1 to $3.25; radishes, 100 bunches, $1 to $3; tomatoes per pound, 10 to 23 cents.

Imports of Onion Into Norway.

Vice Counsul Harry E. Carlson, Christiania, reports that onions are not grown in Norway to any appreciable extent. The country must depend on imports for its supply of this commodity. Recent imports of onions have been as follows: 1920, 2,458,720 kilos; January, 1921, 110,764 kilos, and February, 1921, 194,366 kilos.

Vegetable Growers' Ass'n of America.

The next annual meeting of the Vegetable Growers' Association of America will be held in the New York State Armory, Washington avenue and Lark street, Albany, N. Y., November 1-5. The local association, made up of vegetable growers in the vicinities of Albany, Troy and Schenectady, is working out plans for the meeting.

Broom Corn.

Broom corn is marketed today by practically the same methods in use 70 years ago, according to statements made by specialists of the bureau of markets, United States Department of Agriculture. It is a small crop compared with many other farm products and owing to its limited use has failed to command the attention of the marketing agencies which have played such an important part in developing the highly efficient systems for the distribution of the more important products. Broom corn fiber has very little use except for the purpose of making brooms, but the demand for brooms has remained quite uniform over an extended period, and about 50,000 tons of the raw product are marketed each year. Approximately 300,000 acres of land are required for the production of this amount. Special studies of the present metohds of marketing broom corn are being made by the bureau of markets.

Strength Standards for Container.

That authority for prescribing strength specifications for containers for fruits and vegetables should be vested in the United States Department of Agriculture is the text of a recommendation passed at the semi-annual meeting of the National Basket and Fruit Package Manufacturers' Association, at Cleveland, O., April 13. The association also indorsed the package bill introduced in the last session of congress which provided standards for round stave baskets, splint baskets, and hampers. This bill was never reached for final disposition and it is expected that it will be reintroduced into congress at any early date.

At present the department of agriculture is charged with the administration of the standard container act. This law provides standards for berry boxes, grape baskets, and small till baskets used for fruits and vegetables, but does not include the establishment of strength specifications. There has been a widespread demand for investigation and recommendations regarding strength specifications for containers, and should congress charge the department with prescribing strength specifications for the containers provided for in the bill it will be necessary to make extensive tests to develop data on which to base the regulations.

Boston, Mass.

GREAT DIFFICULTY IN MOVING STOCK.

The market this week has been as quiet as it is apt to be any time this summer. The result has been a very bad glut. Large quantities of roses and carnations were disposed of to the street merchants, but even that did not relieve the situation entirely. Several thousand flowers were thrown in the rubbish heap. The price has held up on white flowers to the level of the past two or three weeks, also on red roses. Good sweet peas are scarce and what few are arriving bring good prices. White gladioli and Easter lilies are also scarce, the latter selling at 25 and 30 cents. Lily of the valley and orchids are moving quite steadily at the same prices as a week ago. Some very fine specimens of gigas and hybrids are coming in at present.

N. F. MCCARTHY & CO.

The adjourned creditors' meeting in the matter of N. F. McCarthy & Co. was held June 23, and the creditors' committee appointed at the previous meeting made a detailed report. The report in substance stated that Mr. McCarthy was absolutely solvent if the business was continued and properly administered. They recommended that Mr. McCarthy execute a blanket mortgage covering all his real and personal property to a board of five trustees to be chosen from the creditors; the mortgage was to be drawn for an amount equal to the total unsecured liability, and that notes be issued against the mortgage to each of the unsecured creditors for the amount of their claim, each note bearing interest at the rate of six per cent; the mortgage to be written for a term of five years with the provision for pro rata reduction annually of each note whenever funds are available; after the execution of the mortgage, Mr. McCarthy to execute an agreement transferring the management and control of his business affairs to the board of trustees, their judgment to be final in all matters.

The committee further reported and recommended as follows: That the three dwelling houses, barn and other farm buildings be rented, that the imported nursery stock, valued at over $40,000, be converted into cash as rapidly as possible without sacrifice and not replaced; that the greenhouses, embracing 64,000 square feet of space, are in fair condition except for paint, that more efficient methods and management be introduced, both at the greenhouses and at the store at Boston.

The meeting, which was largely attended, voted unanimously to accept the recommendation of the committee and to adopt their plan as outlined above, which assures the creditors 100 cents on the dollar with interest on their money, and also protects Mr. McCarthy and saves his investment and his business.

NOTES.

Wm. Gilson, salesman for Thos. Roland at the Co-operative Market, will be gone for the month of July to the Canadian provinces. Joseph O'Donnell will have charge while he is away.

Sam Trockman of the H. M. Robinson Co. was married on June 29. He is spending two weeks at Atlantic City, N. J.

Stephen Green of the Florist Exchange started July 1 on a two weeks' fishing trip.

Visitor: A. J. Loder, Bangor, Me.

E. F. S.

Oklahoma City, Okla.

Weather conditions at this writing are severe but gladioli, dahlias and Shasta daisies seem to survive readily. Business is holding its own, for summer funerals are heavier.

NOTES.

The Stiles Co. have their summer window artistically arranged with a mountain scene, and an old mill with a pond. Mr. Blocker, of this concern, is on his vacation.

The Foster Floral Co. is still showing some very choice gladioli. Glen Feld of this firm has just returned from a brief visit at Hutchinson, Kans.

Visitors: Ross Holland, Okmulgee; Morris Levine, New York; Miss Butts of El Reno.

PAUL RICHMOND.

Robert Craig Co.
HIGH CLASS PALMS
and Novelties in Decorative Plants
NORWOOD, Delaware County, PA.

CYCLAMEN
We must have room and offer for one week,
2,500 2¼-in. Cyclamen, at $10.00 per 100; $90.00 per 1000.
3,000 3-in. Cyclamen, at $20 and $25 per 100.
1,000 4-in. Cyclamen, at $40.00 per 100.
Ask for our prices of Easter Greeting Pelargoniums and Ferns.
GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Ready Reference Section

15 CENTS, NET, PER LINE

ASPARAGUS.

Asparagus plumosus and Sprengeri seedlings, $1.25 per 100; $12.00 per 1,000; 2¼-in. pots, $6.00 per 100; $50.00 per 1,000; 3-in. pots, $10.00 per 100.
ROMAN J. IRWIN.
43 West 18th St. New York.

ASPLENIUM.

Asplenium Nidus Avis (Bird's Nest Fern). Good strong healthy stock, 3-in. pots at 35c each. Packing material charged for at cost. WM. K. HARRIS, 55th and Springfield Ave., W. Philadelphia, Pa.

ASTERS.

Asters, Vick's Royal and Vick's Branching, separate colors, strong plants, ready for the field, $6.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Asters Queen of the Market. Nice stocky plants, separate colors, $10.00 per 1,000. WALLACE FLORAL CO., 5744 Kercheval Ave., Chicago.

BEGONIAS.

BEGONIAS—2¼-IN. POTS READY NOW

	100	1,000
Melior	$40.00	.....
Cincinnati	40.00	.....
Lorraine	27.50	$250.00
Mrs. J. A. Peterson	40.00	.....
Chatelaine	7.00	65.00
M. A. Patten	8.00	75.00
Pride of Newcastle	12.00	110.00
Rex Begonias	16.00	150.00

New begonia BETTY FAIR, semi-double, dwarf, deep cerise. Fine for bedding and pot plants. Rooted cuttings, $15.00 per 100.
ROMAN J. IRWIN
43 West 18th St. New York

Begonia Chatelaine, 3-in., $6.00 per 100. We need room. KROWKA BROS., 5442 N. Western Ave., Chicago.

CANNAS.

Canna, David Harum, 3-in., strong, surplus, $4.00 per 100. THE McGREGOR BROS COMPANY, Springfield, O.

CARNATIONS.

FIELD-GROWN CARNATION PLANTS.
Large Bushy Stock

	100	1000
White Enchantress	$9.00	$80.00
Pink Enchantress	9.00	80.00

WIETOR BROS.
30 East Randolph St., Chicago

Carnations. Write for price list of latest varieties. F. Dorner & Sons Co., Lafayette, Ind.

CELERY PLANTS.

Celery Plants, Easy Branching. Now grown exclusively by 90 per cent of Kalamazoo growers in place of Golden Self-Blanching. Strong plants ready for the field, $3.00 per 1,000. Cash.
Brill Celery Gardens Kalamazoo, Mich.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS, ROOTED CUTTINGS
Clean, healthy stock free from midge.
Standard Varieties.
Golden Glow, Early Frost, Charles Razer, Seidewitz, Major Bonnaffon, Robert Halliday, Tints of Gold, Oconto, Unaka, Dr. Enguehard and all other standard varieties. $3.50 per 100; $30.00 per 1,000.
Pink Turner, rooted cuttings, $15.00 per 100. Sunglow, fine incurved, early yellow, rooted cuttings, $5.00 per 100.
Pompons—Mrs. F. Wilcox, Baby, Xmas Gold, Lilian Doty, White Doty, Quinola, Overbrook, White Gem. Hardy early flowering; single varieties. Anemones, $3.50 per 100; $30.00 per 1,000.
2½-in. pots, all kinds above varieties, ready now, $6.00 per 100, $50.00 per 1,000.
Ask for full list of Mum cuttings and pot plants.
ROMAN J. IRWIN
43 West 18th St., New York.

POMPONS AND MENZA MUMS.
500 Early Yellow Pompons.
500 Late Bronze Pompons.
200 Small White Pompons.
100 Late White Pompons.
200 Late Yellow Pompons.
200 Semi-Double Pink Pompons.
200 White Doty.
100 Pink Doty.
200 White Menzas.
200 Golden Menzas.
200 Bronze Menzas.
Fine 2¼-in. at $ 3.00 per 100.
Fine 2¼-in. at 25.00 per 1000.
Cash with order.
JOSEPH BANCROFT & SON.
Cedar Falls, Ia.

POMPONS

	100	1,000
Godfrey	$3.00	$25.00
Buckingham	3.00	25.00
Hilda Canning	3.00	25.00
Izola	3.00	25.00

WIETOR BROS.,
Wholesale Florists
30 East Randolph St. Chicago, Ill.

Chrysanthemum novelties for 1921. Preliminary list free. Elmer D. Smith & Co., Adrain Mich.

CLEVELAND CHERRIES

Cherries. Orange Queen and Cleveland, 2¼-in., frame grown, vigorous plants, $7.00 per 100, $65.00 per 1,000. Paper pots, securely cleated. Cash with order. PETER PEARSON, 5732 Gunnison St., Chicago, Ill.

CYCLAMEN.

CYCLAMEN—Grown by specialists from a selected strain. Dark Xmas Red, Bright Red, Rose with Dark Eye, Rose Marienthal (Pink), American Beauty, White with Carmine Eye, Pure White, Salmon (Glory of Wandsbek).

	100	1,000
2¼-inch pots	$12.00	$100.00
2½-inch pots	15.00	
3 -inch pots	18.00	
3 -inch selected	25.00	
3½-inch pots	35.00	
4 -inch pots	40.00 and $50.00	

Add 5% for packing. If Salmon alone is ordered add 10 per cent to above prices.
ROMAN J. IRWIN.
43 West 18th St. New York.

Clycamen. A-1 stock; ready now. For varieties and prices, see advertisement on front page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

CYCLAMEN

Cyclamen seed now ready. We offer our own carefully selected strain of cyclamen seed, originally selected from the very best growers of the United States and Europe, and with fifty years' experience, and more than ten years of careful selection of only the very best plants for seed, we feel that no better strain can be had anywhere, at any price.
Price list of seed, also cultural directions for growing cyclamen plants, on application.
J. A. PETERSON & SONS,
Westwood, Cincinnati, O.

A BARGAIN.
On account of moving to new quarters, Cyclamen plants, finest German strain. Healthy plants. 2½-inch, $8.00 per 100; $75.00 per 1,000; extra select, $10.00 per 100; $90.00 per 1,000. 3-inch, $15.00 per 100; $140.00 per 1,000; extra select, $18.00 per 100; $160.00 per 1,000. Mostly red, salmon and pink colors. Packed in paper pots. No packing charge.
JOSEPH TURSKI
Gross Point, Illinois

CYCLAMEN
From German seed, 3-in., ready for 4-in., $20.00 per 100; $180.00 per 1,000. Assorted colors except white. In paper pots. Cash with order.
PETER PEARSON
5736 Gunnison St. Chicago

Cyclamen, Vaughan's. Giant English grown. For varieties and prices, see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cyclamen for one week only. 2¼-in., $10.00 per 100; $90.00 per 1,000. 3-in., $20.00 and $25.00; 4-in., $40.00 per 100. Geo. A. Kuhl, Pekin, Ill.

Clycamen. Fine, strong, cool grown plants. 3-in., $18.00 per 100; $170.00 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Clycamen, best strain, assorted colors, 2½-in., ready for 4-in., $11.00 per 100. Cash. Brill Celery Gardens Kalamazoo, Mich.

Cyclamen, 2½-in., good assortment, leading varieties, $12.00 per 100. MATTHEWSON'S, Sheboygan, Wis.

FERNS.

FERNS—Strong 2¼-in., $6.50 per 100; $55.00 per 1,000. Boston, Roosevelt, Teddy, Jr., Verona, Whitmani, New Macawii, $10.00 per 100, $95.00 per 1,000. Larger sizes, ask for prices.
Table fern seedlings, $3.00 per flat, 5 flats at $2.75 per flat, 10 flats, $2.50 per flat. Best varieties, Pteris Wimsettii, Wilsonii, Cyrtomium, (Holly) Aspidium, Albo Lineata, etc.
ROMAN J. IRWIN
43 West 18th St., New York

BOSTON FERNS
Good, Strong, Bushy Stock

5-inch	$ .50 each
6-inch	.90 each
7-inch	1.25 each
10-inch	2.50 each

DAVIS FLORAL CO.
Davenport Iowa

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FERNS.

Ferns, Boston, 4-in., 25c; Teddy Jr., 6-in., 40c; 4-in., 25c; Compacta, 6-in., 50c; Scholzeli, 6-in., 60c; Roosevelt, 6-in., 60c. The McGREGOR BROS. CO., Springfield, O.

Boston Ferns. Bench grown, strong healthy plants with dark color, ready for 5-in., $35.00 per 100. KROWKA BROS., 4938 N. Western Ave., Chicago.

Table ferns, standard varieties, 2¼-in., $5.00 per 100.
HENRY SMITH, Grand Rapids, Mich.

Hardy Ferns, Ill. descriptive list mailed. L. MOSBAEK, Ferndale, Askov, Minn.

FREESIAS.

California Freesias. For varieties and prices see display advertisement elsewhere in this issue. Purity ½ to ⅝ inch, per 1,000, $12.50. Vaughan's Seed Store, Chicago and New York.

GERANIUMS.

Geraniums. 4-inch Nutt and Ricard. Nutt, $15.00 per 100; Ricard, $16.00 per 100. Especially fine stock in bud or bloom. WALLACE FLORAL CO., 5744 Kercheval Ave., Chicago.

Geraniums, Nutt, Buchner, Ricard, Poitevine and Viaud. Good short jointed plants. 2-in., $3.50 per 100; $35 per 1,000. Elmer Rawlings, Allegany, N. Y.

Geraniums, rooted cuttings only, send for prices. ALBERT M. HERR, R. F. D. 8. Lancaster, Pa.

HARDWOOD ASHES.

Fertilize with hardwood ashes. They give strength to the stem and color to the flower. Delivered to you for $30 per ton. Terms: Your check upon arrival. GEORGE STEVENS. 364 Mark St., Peterborough, Ontario, Canada.

HYDRANGEAS.

FRENCH HYDRANGEAS—2¼-inch Pots.

	100
Avalanche, white	$ 8.00
Bouquet Rose	8.00
Baby Bimbinetti, rose	8.00
E. G. Hill, pink	10.00
General de Vibraye, rose	8.00
Tillie Mouillere, crimson rose	8.00
Otaksa	8.00
Mme. E. Mouillere, best white	8.00
Mme. Hamar, flesh	10.00
Mousseline, rose	8.00
Radiant, carmine	8.00
Souv. de. Chautard, rose	8.00
Trophee, reddest red	15.00

Larger sizes, ask for prices.
A fine lot of pot-grown, above kinds to grow on for next year. Ask for full list.
ROMAN J. IRWIN
43 West 18th Street, New York.

IVIES.

Hardy English Ivy. Exceptionally good stock. 2-in., $2.75 per 100, $25.00 per 1,000; 3-in., $3.75 per 100, $35.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

LILY OF THE VALLEY.

Lily of the Valley. New stock ready from cold storage. Bruns' Celebrated Market Brand and Florists' Money Maker Brand. For prices see display advertisement elsewhere in this issue. H. N. Bruns, 3032-42 W. Madison St., Chicago.

Lily of the Valley. London Market Strain. From ice storage. Case of 500 pips, $18.00; case of 1,000 pips, $35.00. Vaughan's Seed Store, Chicago and New York.

Lily of the Valley pips. Extra fine strand, exhibitive size, German "Tubeck pips." Write for prices. J. M. THORBURN & CO., 53 Barclay St., New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

PELARGONIUMS.

Pelargonium Easter Greetings. In bud and bloom, extra fine plants, 5-inch, 40c; 4-inch, 25c each. DAVIS FLORAL CO., Davenport, Ia.

POINSETTIAS.

Poinsettias, 2¼-inch, $11.00 per 100; $95.00 per 1,000.
California, also oak leaf type, 2¼-in. pots, $12.50 per 100; $140.00 per 1,000.
ROMAN J. IRWIN
43 West 18th Street, New York

Home Grown Stock

Greatly Increased Demand

Because of the Federal embargo against the importation of most kinds of Garden Plants, Roots and Bulbs, home grown stock is now in greatly increased demand.

If you have any to offer or are likely to have it soon, advertise in these columns now.

PRIMULAS.

PRIMULA OBCONICA GIGANTEA, 2¼-in., grown from best Ronsdorfer strain, $7.00 per 100; $60.00 per 1,000. Following Colors—red, rose, apple blossom, lavender, salmon, white, oculata and compacta. Primula Chinensis, Malacoides and Townsendii, 2¼-in., same price.
New Primula Malacoides Conspicua. Large flowering, clear rose with large yellow center, 2-in. pots, ready July 15, $8.00 per 100.
ROMAN J. IRWIN
43 West 18th Street, New York

Primula Obconica Giganteum. Our own strain and our reputation for this strain warrants us in saying that it is the best obtainable. The stock is in fine shape, ready to go out now; out of 2¼-in., at $7.00 per 100. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

Primula Obconica Gigantea, Kermesina and Rosea, plenty of red, fine, strong, transplanted plants as good as 2¼-in., $4.00 per 100, postpaid. Cash. Immediate delivery. Brill Celery Gardens Kalamazoo, Mich.

PRIMULAS.

Primula obconica, 2¼-in., good, strong plants at $6.00 per 100; $55.00 per 1,000; 4-in. at 25c; 5-in. at 50c; 6-in. at 75c; Malacoides, 2½-in., $5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

ROSES.

ROSES FOR GREENHOUSE PLANTING.

	100	1000
Columbia, own root, 2¼-in.	$15.00	$125.00
Columbia, grafted, 4-in.	40.00	.....
Dunlop, grafted, 2½-in.	40.00	.....
Ophelia, grafted, 3½-in.	35.00	.....
Double White Killarney, own root, 4-in.	22.50	200.00
Russell, grafted, 3 and 3½-in	26.00	225.00
Hadley, grafted, 3 and 3½-in.	26.00	225.00
Dunlop, own root, 2½-in.	20.00	.....
Premier, own root, 2½-in.	17.50	.....
Ophelia, own root	15.00	.....

ROMAN J. IRWIN,
43 West 18th St., New York.

INCREASE YOUR PROFITS!
Order Bench Rose Plants Now!
Big Demand!
Fine Stock!

	100	1000
Russell Bench Plants	$16.00	$150.00
Milady Bench Plants	15.00	140.00
Killarney Bench Plants	12.00	115.00
Ophelia Bench Plants	12.00	115.00
Sunburst Bench Plants	12.00	115.00
American Beauty	20.00	190.00

M. C. GUNTERBERG.
Wholesale Florist
8 East Randolph St. Chicago, Ill.

SUNBURST BENCH ROSE PLANTS
Ready for shipment July 15
$10.00 per 100
No order for less than 100 accepted
BASSETT & WASHBURN
Wholesale Florists
178 North Wabash Ave., Chicago
L. D. 'Phone Central 1457

FRANK W. DUNLOP
The 1920 Wonder!
Own-root stock ready for immediate delivery.
$35.00 per 100; $300.00 per 1,000.
CHARLES H. TOTTY CO.
Madison, N. J.

Roses—Own Root. Ophelia, 3-in., $12.50 per 100; Columbia, 3-in., $18.00 per 100; Dunlop, 3-in., $25.00 per 100. This is all good stock and ready to go out now. THE PARK FLORAL CO., 1643 Broadway, Denver, Colo.

SALVIAS.

Salvias. Zurich and Bonfire, $15.00 per 100. WALLACE FLORAL CO., 5744 Kercheval Ave., Chicago.

SEEDS.

Asparagus plumosus seed of new crop. Greenhouse grown. True flat sprayed type. Per 1,000, $3.50; 5,000 lots at $3.25; 10,000 for $28.50; 25,000 at special price.
VAUGHAN'S SEED STORE, CHICAGO. and 41-43 Barclay St., N. Y. City.

Seed. Cyclamen. Best English and German strain, separate colors. Salmon-Wandsbek and Salmon King, $15.00 per 1,000. All other colors, $12.00 per 1,000. S. S. SKIDELSKY & CO., 50 Park Place, New York.

Seeds, Flower in all seasonable varieties. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 516-518 Market St., Philadelphia, Pa.

Seeds. Pedigree and selected stocks of rutabaga, turnip, cabbage, Savoy cabbage, beet and mangel; flower seeds. Write for special prices. Kelway & Son, Langport, Eng.

Seeds, sweet peas, Spencers grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. The largest French cultures of Primulas. Ask for prices 1921 crop. Malacoides, $22.69 per lb. JH. PAQUET, bd., Magnan, Nice (France).

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Cyclamen. For varieties and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Specialties: Pepper, eggplants, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seed growers for the trade. Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seed. Lawn mixtures and field, wholesale. Write for prices. Atlantic Grass Seed Co., 46 W. Broadway, New York.

Seed. Flower and Garden seeds. Sweet pea and nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. Choice sweet peas, nasturtium and flower. L. D. Waller Seed Co., Guadalupe, Calif.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SPHAGNUM MOSS.

Best sphagnum moss at lowest prices. JOHN L. SHERK, Warrens, Wis.

SWEET PEAS.

Yellow Sweet Peas. These can be obtained by using McClenahan Yellow Flower dye. See display advertisement elsewhere in this issue. McClenahan Greenhouses, 40th and Philips streets, Oklahoma City, Okla.

MISCELLANEOUS.

Seed packets for 1921. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Greenhouse glass. "Flat Crystal Glass." Even thickness; why not have the best? Get our prices. Cadillac Glass Company, 2556-2586 Hart Ave., Detroit, Mich.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Cane stakes, green and natural. For sizes and prices, see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Concrete bench legs, 16-in. high. Shipment made from our Joliet plant at Joliet, Ill. Write for particulars and prices. DAVIS-JOLIET CO., Davenport, Iowa.

Gold letters of best quality. Prices greatly reduced. Write today for samples and prices. J. Lichtenberger, 1560 Avenue A, New York.

Meyers' Green Florists' Thread is the best for all florists' purposes. Write for prices. John C. Meyer, Florist Thread Works, Lowell, Mass.

Thomson's celebrated manure. Sold by all dealers or from sole makers. Wm. Thomson & Sons, Ltd., Clovenfords, Scotland.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

MISCELLANEOUS.

1,000 letterheads and 1,000 envelopes, $8.50. Good stock. Cash please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Kunde Knives. Florists', $1.35; pruning, $1.50, including postage. Vaughan's Seed Store, Chicago and New York.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Florist specialties and supplies of every description. Sam Seligman, 116 W. 28th St., New York.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.50; 50,000, $11.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c, 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

FERTILIZERS.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Wizard Brand Manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

FLORISTS' SUPPLIES.

Florists' supplies; baskets, chiffons and novelties. Write or wire your orders. Will ship same day order is received. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florists supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse glass, paint and putty. Hooker's Dolesco brand. Big stock, priced right, good brands. H. M. Hooker Paint & Glass Co., 651-659 W. Washington Blvd., Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2462 Sheffield Ave., Chicago.

Greenhouses, superior in construction, durable and inexpensive. Write for estimates. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

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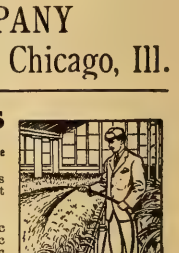

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